

J14007015-18/19/20/21 01-MAY - 03-JUNE 2015
INTERNAL/CLIENT USE ONLY - FINAL
NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)

12 Jan 2016

Table 1
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	891	524	367	-	28	161	232	260	168	37	5	28	393	428	42	263	310	161	157	264	403	175
Weighted Base	1042	581	462	-**	31**	209	274	321	162	40**	5**	31**	483	483	45*	356	311	213	162	268	490	235
Yes - Most of the time	165 16% _d	92 16%	73 16%	-	3 9%	32 15%	39 14%	60 19%	21 13%	12 29%	-	3 9%	71 15%	81 17%	12 25%	76 21% _{zq}	47 15%	19 9%	23 14%	39 14%	86 18%	36 15%
Yes - occasionally	243 23% _{qr}	143 25%	100 22%	-	1 3%	46 22%	66 24%	84 26%	34 21%	12 30%	-	1 3%	112 23%	118 25%	12 26%	132 37% _{zp}	84 27% _{qr}	20 10%	7 4%	54 20%	111 23%	68 29%
No	634 61% _{go}	345 59%	289 63%	-	27 88%	131 63%	170 62%	177 55%	107 66% _{gm}	17 42%	5 100%	27 88%	301 62%	284 59%	22 48%	148 41%	180 58% _o	174 82% _{zo}	132 82% _{zo}	175 65%	293 60%	131 56%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 2
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

	WORK FROM HOME				SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME	YES - OCCASIONALLY	NO		FULL-TIME	PART-TIME	FULL-TIME	PART-TIME	SELF-EMPLOYED	NOT WORKING - HOUSEWIFE	STILL IN EDUCATION	UNEMPLOYED	RETIRED	OTHER	YES	NO	FULL-TIME	PART-TIME	SELF-EMPLOYED	NOT WORKING - HOUSEWIFE	STILL IN EDUCATION	UNEMPLOYED	RETIRED	OTHER
TOTAL (z)	(a)	(b)	(c)		(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted Base	891	133	194	564	-	-	701	190	-	-	-	-	-	-	723	168	749	129	8	-	-	-	3	2
Weighted Base	1042	165	243	634	-.**	-.**	811	232	-.**	-.**	-.**	-.**	-.**	-.**	818	224	879	145	14**	-.**	-.**	-.**	2**	2**
Yes - Most of the time	165	165	-	-	-	-	131	34	-	-	-	-	-	-	129	37	143	21	-	-	-	-	1	-
	16% ^b	100% ^{zbc}	-	-	-	-	16%	15%	-	-	-	-	-	-	16%	16%	16%	15%	-	-	-	-	25%	-
Yes - occasionally	243	-	243	-	-	-	199	44	-	-	-	-	-	-	194	49	209	30	5	-	-	-	-	-
	23% ^{ac}	-	100% ^{zac}	-	-	-	25%	19%	-	-	-	-	-	-	24%	22%	24%	20%	34%	-	-	-	-	-
No	634	-	-	634	-	-	480	153	-	-	-	-	-	-	495	138	526	95	9	-	-	-	2	2
	61% ^{ab}	-	-	100% ^{zab}	-	-	59%	66%	-	-	-	-	-	-	61%	62%	60%	65%	66%	-	-	-	75%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 3

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE:** All landline bill payers currently in work

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	891	610	170	109	346	13	2	57	492	140	297	175	165	108	160	137	49	9	1	-	5
Weighted Base	1042	714	198	127*	414	15**	2**	66*	565	154	348	219	200	115*	188	170	56*	8**	1**	-**	6**
Yes - Most of the time	165	113	32	20	65	3	-	12	89	26	55	29	32	22	34	21	10	1	-	-	-
	16%	16%	16%	16%	16%	20%	-	18%	16%	17%	16%	13%	16%	20%	18%	13%	18%	17%	-	-	-
Yes - occasionally	243	161	46	36	84	4	-	19	140	42	93	53	46	10	43	37	5	-	-	-	-
	23%mp	23%	23%	29%	20%	30%	-	29%	25%	27% _m	27% _m	24% _m	23% _m	9%	23% _p	22%	9%	-	-	-	-
No	634	440	120	71	265	7	2	35	337	87	200	137	122	82	111	112	41	7	1	-	6
	61%	62%	60%	56%	64%	50%	100%	53%	60%	56%	57%	63%	61%	71% _{azi}	59%	66%	73%	83%	100%	-	100%

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Table 4

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE: All landline bill payers currently in work**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	891	167	145	177	535	873	550	459	857	839	370	812	641	407	591	279
Weighted Base	1042	204	174	203	619	1023	646	543	1006	981	449	949	764	502	699	344
Yes - Most of the time	165 16%	22 11%	27 15%	37 18%	99 16%	161 16%	101 16%	75 14%	158 16%	160 16%	87 19% zefgh kln	152 16%	117 15%	80 16%	102 15%	56 16%
Yes - occasionally	243 23%a	33 16%	36 20%	36 18%	158 26%a	235 23%	138 21%	135 25%	236 23%	226 23%	92 21%	234 25% zefhi j	191 25% efij	114 23%	177 25% efij	100 29% zefhijm
No	634 61%ko	148 73%zd	111 64%	130 64%	362 58%	626 61%ko	406 63%ko	333 61%o	612 61%ko	596 61%ko	270 60%	562 59%	456 60%	308 61%o	420 60%o	188 55%

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Table 5

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE:** All landline bill payers currently in work

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	891	797	55	9	2	15	13	203	389	240	4	9	26	32	65	140	169	135	38
Weighted Base	1042	941	54*	10**	4**	16**	17**	202	507	270	7**	8**	34**	32**	68*	159	201	169	54*
Yes - Most of the time	165	154	6	1	-	1	4	31	95	32	1	-	2	4	11	20	27	33	14
	16%	16%	11%	8%	-	9%	21%	15%	19% _i	12%	11%	-	5%	12%	16%	13%	13%	20%	25%
Yes - occasionally	243	233	7	1	-	-	2	45	138	45	4	2	5	8	5	28	53	62	22
	23% _{in}	25% _z	14%	14%	-	-	9%	22%	27% _{zi}	17%	51%	23%	15%	23%	7%	17%	26% _n	36% _{zno}	41% _{zno}
No	634	554	41	8	4	15	12	125	273	193	3	6	27	21	52	111	121	74	18
	61% _{ahqr}	59%	76% _{za}	78%	100%	91%	70%	62%	54%	72% _{zh}	38%	77%	80%	65%	77% _{zpq}	70% _{zqr}	60% _{qr}	44%	34%

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Table 6
FXS1A - You previously mentioned that you are working. Do you ever work from home?
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	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	891	767	119	69	84	84	69	57	26	56	127	103	49	118	49	675	500	377	877	732	159	891
Weighted Base	1042	940	99	65*	88*	89*	76*	75*	46**	98*	210	94*	42*	111	49*	841	561	462	1024	845	197	1042
Yes - Most of the time	165 16%e	151 16%	13 13%	8 12%e	9 10%	3 3%	23 31%zc deilm no	14 19%e	7 16%	9 9%	53 25%zcd eilmmo mn	20 22%eil	3 8%	11 10%	4 8%	147 17%ze	93 17%	68 15%	162 16%	136 16%	29 15%	165 16%
Yes - occasionally	243 23%b	228 24%b	14 14%	12 18%	14 16%	22 24%	14 19%	19 26%	8 18%	22 22%	62 30%d	20 21%	10 25%	31 28%	10 20%	192 23%	137 24%	99 21%	236 23%	187 22%	56 29%	243 23%
No	634 61%j	561 60%	72 73%za	46 70%fj	65 74%zf giko	65 73%zf jko	38 51%	41 56%	30 66%	68 69%fj	94 45%	54 58%	28 68%j	69 62%j	35 71%fj	502 60%j	331 59%	295 64%	626 61%	522 62%	112 57%	634 61%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 7

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE: All landline bill payers currently in work**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	891	239	754	870	891	795	132	860	481	232	10	785	10	85	11	795	96	870	21
Weighted Base	1042	265	887	1021	1042	932	158	1007	575	289	12**	923	9**	98*	13**	932	111*	1021	22**
Yes - Most of the time	165 16%	36 13%	141 16%	159 16%	165 16%	148 16%	30 19%	159 16%	92 16%	47 16%	4 36%	146 16%	2 22%	13 14%	4 34%	148 16%	18 16%	159 16%	6 29%
Yes - occasionally	243 23%h	75 28%zd	207 23%h	241 24%h	243 23%h	227 24%h	47 30%h	239 24%h	118 20%	98 34%zbc	1 9%	226 24%	1 15%	15 16%	1 9%	227 24%	17 15%	241 24%	2 11%
No	634 61%fi	154 58%gi	539 61%fi	621 61%fi	634 61%fi	557 60%gi	81 51%	608 60%fi	365 63%ef	143 50%	7 55%	552 60%	5 63%	69 71%	7 57%	557 60%	77 69%	621 61%	13 60%

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Table 8

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE: All landline bill payers currently in work**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	891	309	25	1	6	4	17	1	206	119	1	2	185	13
Weighted Base	1042	388	25**	2**	5**	4**	28**	1**	232	127	2**	2**	211	13**
Yes - Most of the time	165 16%	50 13%	2 8%	2 100%	- -	1 39%	5 18%	- -	41 18%	16 13%	- -	- -	42 20%	4 32%
Yes - occasionally	243 23%h	107 27%h	6 22%	- -	- -	- -	10 35%	1 100%	34 15%	34 27%h	- -	2 100%	49 23%h	2 16%
No	634 61%	232 60%	17 70%	- -	5 100%	2 61%	13 46%	- -	157 68%zpz	76 60%	2 100%	- -	120 57%	7 51%

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Table 9

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE:** All landline bill payers currently in work

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)
Unweighted Base	891	7	1	62	1	3	1	2	1	2	7	63	32	1
Weighted Base	1042	8**	1**	78*	2**	3**	1**	2**	1**	1**	8**	73*	34**	1**
Yes - Most of the time	165	-	-	13	2	-	1	-	-	-	3	16	5	-
	16%	-	-	17%	100%	-	100%	-	-	-	38%	22%	14%	-
Yes - occasionally	243	2	-	15	-	-	-	-	1	1	2	6	13	-
	23%p	24%	-	19%	-	-	-	-	100%	47%	24%	9%	37%	-
No	634	6	1	50	-	3	-	2	-	1	3	50	17	1
	61%	76%	100%	65%	-	100%	-	100%	-	53%	37%	69%	49%	100%

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Table 9

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BASE: All landline bill payers currently in work

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)			
		Three (3) Mobile (u)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	891	1	1	46	3
Weighted Base	1042	1**	1**	53*	2**
Yes - Most of the time	165 16%	-	-	13 25%	-
Yes - occasionally	243 23%p	-	-	13 25%p	-
No	634 61%	1 100%	1 100%	27 50%	2 100%

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Table 10

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE: All landline bill payers currently in work**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	891	601	290	177	23	3	3	11	1	154	87	1	1	133	7	261	25
Weighted Base	1042	703	339	228	23**	2**	3**	19**	1**	177	91*	2**	1**	150	7**	310	31**
Yes - Most of the time	165 16%	101 14%	64 19%	26 11%	2 8%	-	1 52%	-	-	30 17%	13 14%	-	-	28 18%	1 12%	45 14%	3 10%
Yes - occasionally	243 23%bj	180 26%zbj	64 19%	79 34%zabjt	6 25%	-	-	8 43%	1 100%	27 15%	20 22%	-	1 100%	36 24%	2 32%	66 21%j	8 26%
No	634 61%	422 60%	211 62%	123 54%	15 67%	2 100%	1 48%	11 57%	-	120 68%ac	58 64%	2 100%	-	85 57%	4 56%	200 64%ac	20 65%

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Table 11

FXS1A - You previously mentioned that you are working. Do you ever work from home?**BASE: All landline bill payers currently in work**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	891	91	89	26	276	236	81	457	337	736	110	46	151	259	241	106	179	187	220	242	123	196	196
Weighted Base	1042	109*	109*	37**	321	282	98*	535	389	856	135*	57*	185	306	300	132*	219	229	257	289	143	230	233
Yes - Most of the time	165 16% ^{abd}	8 7%	8 7%	4 11%	35 11%	39 14%	13 13%	85 16%	62 16%	143 17%	13 10%	16 28% ^{zl}	23 13%	31 10%	43 14%	29 22% ^{mnp}	32 15%	35 15% ^m	33 13%	40 14%	28 19% ^{suv}	32 14%	31 13%
Yes - occasionally	243 23%	20 18%	20 19%	6 17%	93 29% ^z	85 30% ^z	33 33% ^z	133 25%	90 23%	191 22%	41 30%	11 19%	78 42% ^{zk}	82 27%	75 25%	38 29%	48 22%	56 24%	62 24%	67 23%	34 24%	56 24%	58 25%
No	634 61% ^{lo}	81 75% ^z	81 74% ^z	27 72%	193 60%	158 56%	53 54%	317 59%	238 61%	521 61%	81 60%	30 52%	84 45%	194 63% ^o	182 61% ^o	65 49%	138 63% ^o	138 60% ^o	163 63%	182 63%	81 57%	142 62%	144 62%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 12
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Landline phone (i.e. home phone)	2199 100%	1121 100%	1078 100%	1 100%	47 100%	271 100%	371 100%	431 100%	394 100%	381 100%	302 100%	48 100%	643 100%	825 100%	683 100%	675 100%	611 100%	440 100%	474 100%	493 100%	1048 100%	557 100%
Fixed broadband internet	1750 80%bjn r	930 83%zb	820 76%	1 100%	39 83%jn	252 93%zdf hijklm n	322 87%zij n	384 89%zij n	332 84%zij n	290 76%jn	130 43%	40 83%jn	574 89%zfh ijn	716 87%zhi jn	421 62%j	578 86%zq r	528 87%zq r	337 77%r	306 65%	388 79%	827 79%	457 82%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%bj nru	766 68%zb	644 60%	1 100%	43 93%zhi jmn	260 96%zfg hijlmn	333 90%zgh ijmn	353 82%zhi jmn	240 61%ijn	142 37%jn	38 13%	45 93%zhi jmn	593 92%zfg hijmn	593 72%zhi jn	179 26%j	471 70%zq r	414 68%zq r	269 61%r	256 54%	367 74%zt u	655 62%	328 59%
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%hij nru	504 45%	445 41%	1 100%	28 59%zhi jn	155 57%zhi jmn	207 56%zhi jmn	234 54%zhi jmn	149 38%jn	121 32%jn	55 18%	29 60%zhi jn	362 56%zhi jmn	382 46%zhi jn	176 26%j	293 43%r	276 45%r	205 47%r	174 37%	233 47%zu	490 47%zu	190 34%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%def gkl	413 37%	414 38%	1 100%	7 15%	36 13%	72 19%	138 32%def kl	182 46%zde fgklm	228 60%zde fghklm	164 54%zde fghklm	8 17% d	108 17%	319 39%def gkl	392 57%zde efghk lm	260 38%	212 35%	176 40%	179 38%	149 30%	392 37% s	242 43% zst
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%bhi jnqr	256 23%zb	201 19%	1 100%	13 28%ijn	64 23%ijn	114 31%zhi jmn	129 30%zhi jmn	66 17%jn	50 13%jn	20 7%	14 29%hij n	178 28%zhi jn	195 24%zhi jn	69 10%j	219 33%zp qr	129 21%qr	69 16%r	40 8%	117 24%t	188 18%	138 25%zt
Mobile broadband (through a USB Modem or 'dongle')	255 12%ijn ru	129 12%	125 12%	-	12 25%zeh ijn	34 13%ijn	53 14%ijn	80 19%zhi jmn	40 10%jn	26 7%j	9 3%	12 25%zeh ijn	87 14%ijn	121 15%zhij n	35 5%j	106 16%zp r	61 10%	49 11%	39 8%	73 15%zu	126 12%	49 9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 13
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Landline phone (i.e. home phone)	2199 100%	165 100%	243 100%	634 100%	127 100%	43 100%	811 100%	232 100%	170 100%	69 100%	22 100%	52 100%	756 100%	88 100%	1738 100%	461 100%	976 100%	163 100%	159 100%	34 100%	12 100%	43 100%	735 100%	77 100%
Fixed broadband internet	1750 80%ln sv	148 89%z	227 93%z	557 88%z	116 92%z	35 81%	725 89%zi lm	207 89%zi l	151 89%zi l	51 75%	20 88%	43 83%l	481 64%	71 81%l	1351 78%	398 86%zn	877 90%zs vw	143 88%zs vw	141 88%zs vw	23 66%	10 83%	36 83%v	461 63%	59 77%v
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%ln v	141 86%z	207 85%z	539 85%z	106 83%z	38 89%	704 87%zg ilm	182 79%zl m	144 85%zi lm	48 69%l	21 93%	41 79%zl m	215 28%	55 63%l	1063 61%	347 75%zn	845 87%zq svw	117 72%v	136 86%zq svw	23 66%v	11 93%	33 76%v	197 27%	49 63%v
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%ln v	92 56%z	118 48%	365 58%zb	57 45%	18 41%	467 58%zg hilm	109 47%l	75 44%l	28 40%l	11 49%	23 45%l	203 27%	34 38%l	709 41%	239 52%zn	567 58%zq rsww	60 37%v	68 43%v	13 37%	4 35%	18 43%v	191 26%	26 34%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%ac fkpu	36 21%	75 31%	154 24%	43 34%	19 43%	192 24%	73 31%l	61 36%l	26 38%l	3 14%	13 24%	425 56%zf ghikm	34 38%l	657 38%	170 37%	246 25%	59 36%p	53 33%	15 45%pu	1 10%	10 23%	416 57%zp qrww	26 34%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%il mnsvw	47 29%z	98 40%zc	143 23%	41 32%z	12 27%	229 28%zi lm	59 26%il m	52 31%zi lm	7 10%	9 40%	9 16%	82 11%	9 10%	336 19%	121 26%zn	274 28%zs vw	32 20%sv	52 33%zqs vw	1 4%	5 38%	8 19%v	76 10%	8 11%
Mobile broadband (through a USB Modem or 'dongle')	255 12%ln v	30 18%z	47 19%zc	81 13%	18 14%	12 28%	128 16%zl	30 13%l	30 17%zl	10 14%l	3 15%	5 10%	37 5%	12 13%l	187 11%	68 15%ln	156 16%zv	17 10%v	25 16%v	3 8%	2 19%	5 13%v	37 5%	9 12%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 13
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 14
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Landline phone (i.e. home phone)	2199 100%	1293 100%	372 100%	532 100%	578 100%	21 100%	2 100%	88 100%	1539 100%	619 100%	789 100%	340 100%	263 100%	181 100%	263 100%	231 100%	81 100%	19 100%	3 100%	1 100%	8 100%
Fixed broadband internet	1750 80%ch i	1117 86%zb c	300 81%cb	330 62%cb	509 88%zh	16 80%	2 84%	84 95%zh	1168 76%	385 62%	667 85%zi	301 88%zi	233 89%zi	159 88%zi	235 89%z	206 89%z	70 87%	15 81%	3 85%	1 51%	6 76%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%ch i	973 75%zb c	240 65%cb	195 37%	529 92%zh	18 87%	2 84%	79 90%zh	810 53%	218 35%	485 62%ai	293 86%zi j	240 91%zi j	165 91%zi j	241 92%z	214 93%z	71 88%z	17 89%	3 100%	1 49%	8 100%
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%ch i	635 49%zb c	149 40%cb	163 31%	347 60%zh	10 48%	- -	52 59%zh	559 36%	162 26%	338 43%ai	180 53%zi j	148 56%zi j	114 63%zi j	155 59%z	134 58%z	57 71%z	11 61%	2 53%	1 51%	7 79%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%ab dklmn op	454 35%	117 31%	255 48%zab	115 20%	6 28%	* 16%	25 29%	690 45%zdg	282 46%zklm	346 44%zklm	91 27%	59 22%	49 27%	58 22%	48 21%	15 18%	4 23%	1 15%	1 51%	1 10%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%ch i	321 25%zb c	71 19%cb	65 12%	155 27%zh	8 40%	- -	37 42%zdh	270 18%	74 12%	172 22%ai	82 24%ai	84 32%zi j	45 25%ai	65 25%	76 33%z	19 23%	2 10%	- -	- -	- -
Mobile broadband (through a USB Modem or 'dongle')	255 12%ch i	177 14%zc	38 10%	40 7%	84 15%zh	5 24%	- -	15 17%	154 10%	34 5%	96 12%ai	50 15%ai	45 17%zi	28 15%ai	35 13%	39 17%z	12 14%	3 17%	- -	1 49%	1 14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 14
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 15
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Landline phone (i.e. home phone)	2199 100%	287 100%	237 100%	303 100%	1601 100%	2161 100%	1147 100%	1230 100%	1970 100%	2061 100%	828 100%	1825 100%	1297 100%	717 100%	1383 100%	523 100%
Fixed broadband internet	1750 80% ^d	244 85% ^{zd}	213 90% ^{zd}	272 90% ^{zd}	1220 76%	1717 79%	1006 88% ^{zeghi}	964 78%	1661 84% ^{zegi}	1665 81% ^{zeg}	744 90% ^{zefgh} in	1629 89% ^{zefgh} in	1182 91% ^{zefgh} ikn	673 94% ^{zefgh} ijkln	1198 87% ^{zeghi}	494 94% ^{zefghijkln}
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64% ^{dg}	264 92% ^{zd}	218 92% ^{zd}	270 89% ^{zd}	863 54%	1391 64% ^g	872 76% ^{zeghi} kn	719 58%	1378 70% ^{zegi}	1323 64% ^g	616 74% ^{zeghi} n	1307 72% ^{zeghi} n	1060 82% ^{zefgh} ijkln	647 90% ^{zefgh} ijkln	950 69% ^{zegi}	462 88% ^{zefghijkln}
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43% ^{dg}	177 62% ^{zd}	146 61% ^{zd}	186 61% ^{zd}	589 37%	947 44% ^{zg}	829 72% ^{zeghi} ijklmno	375 30%	905 46% ^{zegi}	909 44% ^{zg}	515 62% ^{zeghi} kln	854 47% ^{zegi}	695 54% ^{zeghi} kn	451 63% ^{zeghi} kln	673 49% ^{zeghi}	305 58% ^{zeghikln}
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38% ^{abce} flmo	50 17%	40 17%	74 24% ^{ab}	701 44% ^{zabc}	806 37% ^{flmo}	357 31% ^m	536 44% ^{zefhi} ijklmno	781 40% ^{zefij} klmo	790 38% ^{zefjk} lmo	289 35% ^{flmo}	671 37% ^{flmo}	402 31% ^m	161 22%	534 39% ^{fjlmo}	153 29% ^m
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21% ^d	74 26% ^d	68 29% ^{zd}	80 26% ^{zd}	296 18%	447 21%	301 26% ^{zeghi}	256 21%	450 23% ^{zegi}	445 22% ^{ze}	248 30% ^{zefgh} ikn	444 24% ^{zeghi}	371 29% ^{zeghi} kn	243 34% ^{zefgh} ikln	358 26% ^{zeghi}	222 42% ^{zefghijklmn}
Mobile broadband (through a USB Modem or 'dongle')	255 12% ^d	43 15%	43 18% ^{zd}	40 13%	165 10%	254 12%	170 15% ^{zeghi} kn	134 11%	250 13% ^{zegi}	243 12%	109 13%	233 13% ^{zegi}	199 15% ^{zeghi} kn	107 15% ^{zegin}	168 12%	97 19% ^{zefghijklmn}
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 16
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Landline phone (i.e. home phone)	2199 100%	1645 100%	195 100%	28 100%	18 100%	78 100%	235 100%	830 100%	664 100%	578 100%	16 100%	53 100%	138 100%	172 100%	157 100%	331 100%	313 100%	215 100%	80 100%
Fixed broadband internet	1750 80%efgikl	1486 90%zef	170 87%zef	20 73%	17 96%	43 54%f	14 6%	629 76%	594 89%zgi	435 75%	12 73%	35 67%	87 63%	128 74%l	130 82%kl	287 87%zkl m	291 93%zkl mno	199 93%zklm n	77 97%zklmno
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%befgkl m	1291 78%zbef	78 40%f	9 31%	2 12%	21 27%f	10 4%	377 45%	572 86%zgi	384 66%g	8 48%	20 38%	57 42%	66 38%	98 62%klm	214 64%klm	258 82%zkl mno	197 92%zklm nop	71 89%zklmno
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%bfglm	809 49%zbf	63 32%f	12 42%	10 54%	31 39%f	24 10%	280 34%	376 57%zgi	249 43%g	1 8%	17 32%	37 27%	41 24%	67 43%lm	156 47%lm	183 58%zkl mno	131 61%zklm no	48 60%zklmn
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%ahpq	516 31%	122 63%zaf	9 31%	14 82%	48 61%za	118 50%za	424 51%zhi	156 24%	193 33%h	8 47%	24 47%pq r	58 42%pqr	88 51%znp qr	55 35%	141 42%pqr	95 30%	63 29%	19 24%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%befgil m	434 26%zbef	19 10%ef	1 2%	1 6%	- -	2 1%	146 18%	195 29%zgi	98 17%	4 22%	9 17%	11 8%	15 9%	31 20%lm	64 19%lm	97 31%zlm no	106 50%zklm nop	29 37%zklmno
Mobile broadband (through a USB Modem or 'dongle')	255 12%befgl	235 14%zbef	14 7%f	* 1%	- -	3 3%	3 1%	74 9%	107 16%zgi	62 11%	2 11%	2 3%	3 2%	17 10%l	14 9%l	29 9%l	40 13%l	42 20%zklm no	20 25%zklmnop

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 16
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 17
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Landline phone (i.e. home phone)	2199 100%	2033 100%	158 100%	139 100%	182 100%	176 100%	183 100%	165 100%	111 100%	223 100%	449 100%	177 100%	106 100%	185 100%	101 100%	1806 100%	1333 100%	828 100%	2162 100%	1825 100%	374 100%	2199 100%
Fixed broadband internet	1750 80%kl ps	1620 80%	124 78%	112 80%kl	145 80%kl	154 87%zfgkln	136 74%	129 78%	86 78%	183 82%kl	372 83%fkl	125 70%	73 69%	158 85%zfkln	77 76%	1441 80%kl	1002 75%	718 87%zpr	1720 80%p	1420 78%	330 88%zsu	1750 80%ss
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%al ps	1273 63%	133 84%za	86 61%l	121 66%l	121 69%l	107 58%	108 65%l	64 57%	149 67%l	269 60%l	133 75%zcfhjln o	50 47%	143 77%zcdelgh jino	61 60%	1156 64%l	769 58%	611 74%zpr	1380 64%p	1133 62%	277 74%zsu	1410 64%ss
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%hkl lps	872 43%	72 45%	58 42%h	95 52%zhkln	90 51%zhkln	77 42%hl	76 46%hkl	31 28%	102 46%hkl	195 43%hl	61 34%	33 31%	95 51%zhkln	36 36%	785 43%hkl	535 40%	399 48%zpr	934 43%p	761 42%	188 50%zsu	949 43%ss
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	827 38%b	779 38%b	44 28%	57 41%	73 40%	67 38%	73 40%	50 30%	39 35%	95 42%g	173 38%	56 32%	41 38%	60 32%	44 44%gk	683 38%	519 39%	301 36%	820 38%z	702 38%	125 33%	827 38%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%hl ps	413 20%	41 26%	24 17%	42 23%hl	31 18%	36 20%h	34 21%h	10 9%	41 19%	113 25%hln o	33 18%	15 14%	65 35%zcdelgh ijkl o	14 14%	363 20%h	247 19%	198 24%zpr	444 21%p	354 19%	103 28%zsu	457 21%ss
Mobile broadband (through a USB Modem or 'dongle')	255 12%chl lp	227 11%	27 17%za	9 6%	37 20%zcfhjkl no	24 13%chl	19 10%l	34 20%zcfh jklno	3 3%	35 16%chl ln	39 9%	18 10%chl	3 3%	27 14%chl l	7 7%	218 12%chl l	128 10%	121 15%zpr	249 12%p	206 11%	49 13%	255 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 17
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 18
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

		SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Landline phone (i.e. home phone)	2199 100%	827 100%	1410 100%	1999 100%	2199 100%	1750 100%	255 100%	1886 100%	949 100%	457 100%	128 100%	1687 100%	62 100%	312 100%	138 100%	1750 100%	450 100%	1999 100%	201 100%
Fixed broadband internet	1750 80%ajmn pr	628 76%j	1280 91%zac dfj	1687 84%za dj	1750 80%aj	1750 100%zab cdfghij	211 83%aj	1750 93%zab cdfj	872 92%za cdfj	441 97%zab cdfghj	-	1687 100%zmn	62 100%zmn	-	-	1750 100%zp	-	1687 84%zr	62 31%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%ajlm npr	239 29%j	1410 100%zac defghij	1410 71%za dj	1410 64%aj	1280 73%zac dj	239 94%zac deghij	1410 75%zac dej	761 80%za cdeghj	405 89%zac deghj	-	1280 76%zlmn	-	130 42%ln	-	1280 73%zp	130 29%	1410 71%zr	-
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%ajlm npr	278 34%j	761 54%zac deghj	924 46%za dj	949 43%aj	872 50%zac dgj	157 62%zab cdeghj	913 48%za cdj	949 100%za bcdefg ij	277 61%zab cdeghj	-	855 51%zlmn	16 26%n	68 22%n	9 6%	872 50%zp	77 17%	924 46%zr	25 12%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%abef ghijn or	827 100%zb cdefgh ij	239 17%j	827 41%zb defgh ij	827 38%bef ghij	628 36%bfg hj	65 25%bj	650 34%bfh j	278 29%bj	147 32%bj	-	628 37%ln	-	200 64%zklm	-	628 36%	200 44%zo	827 41%zr	-
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%ajlm npr	147 18%j	405 29%zac deghj	451 23%za dj	457 21%aj	441 25%zac dgj	88 35%zac deghj	452 24%zac dj	277 29%z acde gj	457 100%zab cdefghj	-	436 26%zlmn	5 8%n	15 5%n	-	441 25%zp	15 3%	451 23%zr	5 3%
Mobile broadband (through a USB Modem or 'dongle')	255 12%ajlnr	65 8%j	239 17%zac deghj	251 13%za dj	255 12%aj	211 12%aj	255 100%zab cdeghij	255 13%zac dej	157 17%za cdeghj	88 19%zac deghj	-	210 12%zln	1 2%	41 13%ln	3 2%	211 12%	43 10%	251 13%zr	4 2%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 19
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Landline phone (i.e. home phone)	2199	908	51	2	25	20	59	4	379	276	6	2	406	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1750	676	48	-	17	7	55	4	328	236	6	2	335	33
	80%aq	74%	94%zaq	-	69%	35%	93%zaq	100%	87%zaq	86%zaq	100%	100%	82%aq	62%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410	505	40	-	14	9	43	2	308	168	4	1	294	20
	64%aq	56%q	79%zalq	-	54%	42%	74%aq	67%	81%zalpq	61%q	65%	53%	73%zalq	38%
Pay TV (e.g. Virgin Media, Sky, BT TV)	949	278	12	-	8	1	16	2	260	93	-	-	264	12
	43%ablq	31%	23%	-	33%	5%	28%	60%	69%zabflq	34%	-	-	65%zabflq	23%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827	398	13	-	9	10	21	1	85	120	2	1	125	38
	38%hpb	44%zbhp	26%	-	36%	51%	37%	32%	22%	44%zbhp	35%	47%	31%h	71%zabflhp
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457	187	14	-	8	2	15	-	89	38	3	1	90	11
	21%l	21%l	28%l	-	30%	10%	26%	-	23%l	14%	42%	47%	22%l	21%
Mobile broadband (through a USB Modem or 'dongle')	255	85	7	-	3	2	2	1	64	25	1	1	59	6
	12%a	9%	13%	-	11%	12%	3%	27%	17%zall	9%	11%	53%	14%a	10%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Landline phone (i.e. home phone)	2199 100%	10 100%	1 100%	161 100%	1 100%	2 100%	13 100%	1 100%	7 100%	3 100%	3 100%	16 100%	2 100%	117 100%
Fixed broadband internet	1750 80%	10 100%	1 100%	161 100%z	1 100%	2 100%	13 100%	1 100%	7 100%	3 100%	3 100%	16 100%	2 100%	117 100%z
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%	7 71%	1 100%	107 66%	- -	2 100%	10 81%	1 100%	5 76%	1 45%	3 100%	11 68%	1 44%	102 87%zds
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%ds	4 45%	- -	48 30%	- -	- -	1 12%	- -	2 35%	1 45%	1 58%	3 17%	- -	70 60%zds
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%p	6 66%	- -	68 42%p	1 100%	- -	3 20%	- -	3 40%	1 55%	- -	8 47%	1 56%	19 16%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%ps	4 41%	- -	27 17%	- -	2 100%	- -	- -	1 21%	1 45%	1 31%	1 5%	- -	14 12%
Mobile broadband (through a USB Modem or 'dongle')	255 12%	2 19%	- -	16 10%	- -	- -	- -	- -	1 21%	1 45%	1 31%	2 12%	- -	17 14%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Landline phone (i.e. home phone)	2199 100%	75 100%	2 100%	2 100%	2 100%	6 100%	104 100%	1 100%	9 100%
Fixed broadband internet	1750 80%	75 100%z	2 100%	2 100%	2 100%	6 100%	104 100%z	1 100%	9 100%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%	41 55%	1 49%	2 100%	2 100%	3 52%	79 76%zs	- -	4 44%
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%ds	20 27%	1 51%	- -	- -	2 37%	71 69%zds	- -	3 31%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%p	36 49%p	1 51%	- -	2 100%	3 48%	34 33%p	1 100%	5 49%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%ps	8 10%	- -	- -	- -	- -	26 25%ps	- -	1 15%
Mobile broadband (through a USB Modem or 'dongle')	255 12%	4 6%	- -	1 59%	- -	1 21%	15 15%	- -	2 17%
None of these	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 21
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	Product bundles															LL, BB, TV and Mobile Bundle (u)
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Landline phone (i.e. home phone)	2199 100%	1300 100%	899 100%	450 100%	38 100%	11 100%	7 100%	40 100%	1 100%	270 100%	194 100%	5 100%	1 100%	258 100%	26 100%	488 100%	48 100%
Fixed broadband internet	1750 80%b	1216 94%zb	534 59%	428 95%zb	37 98%zb	11 100%	5 65%	38 95%	1 100%	248 92%zb	178 92%zb	5 100%	1 100%	243 94%zb	21 80%	461 94%zb	44 93%zb
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64%b	954 73%zbc n	456 51%	309 69%b	29 77%b	8 72%	5 66%	30 74%	1 100%	230 85%zabcn	120 62%b	2 53%	1 100%	207 81%zabcn	12 45%	407 83%zab cn	44 93%zabcn
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43%bn	671 52%zbc dn	277 31%	177 39%b	10 27%	4 33%	1 14%	10 26%	- -	207 77%zabcdn	68 35%	- -	- -	187 73%zabcdn	7 25%	406 83%zab cdjnr	37 77%zabcdn
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38%jrt	475 37%jrt	352 39%jrt	193 43%zajrtu	13 34%	3 27%	2 34%	15 36%	1 80%	61 23%	90 47%zajrtu	2 47%	- -	74 29%	20 77%	129 26%	11 24%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21%bn	370 28%zbn	87 10%	145 32%zbn	14 38%zbn	6 57%	1 20%	15 38%	- -	77 29%zbn	29 15%	2 38%	- -	70 27%zbn	11 40%	157 32%zab n	23 48%zabcjnr t
Mobile broadband (through a USB Modem or 'dongle')	255 12%b	175 13%zb	79 9%	56 12%	7 18%	1 5%	2 22%	- -	- -	47 17%zbn	19 10%	1 14%	1 100%	39 15%b	4 14%	81 17%zab n	9 19%b
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 22
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Landline phone (i.e. home phone)	2199 100%	199	181	57	668	502	163	1389	643	1467	392	96	289	669	495	214	365	368	569	465	235	376	378
Fixed broadband internet	1750 80% g	175	181	53	590	502	157	1075	530	1284	303	91	282	518	434	187	326	321	458	418	209	341	337
		88%z	100%za	92%	88%z	100%zd	97%zd	77%	83%zg	87%zj	77%	95%z	98%z	77%	88%zm	87%zm	89%zm	87%zm	80%	90%zr	89%zr	91%zr	89%zr
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	1410 64% g m	165	155	54	444	382	128	757	501	1171	184	90	257	403	415	183	299	307	352	387	207	314	324
		83%z	86%z	94%za	67%	76%zd	79%zd	54%	78%zg	80%zj	47%	94%z	89%z	60%	84%zm	86%zm	82%zm	84%zm	62%	83%zr	88%zrs	84%zr	86%zr
Pay TV (e.g. Virgin Media, Sky, BT TV)	949 43% g	93	85	57	344	276	163	530	331	731	153	60	171	271	262	113	194	199	238	254	121	209	197
		47%	47%	100%za	51%z	55%z	100%zde	38%	51%zg	50%zj	39%	63%z	59%z	40%	53%zm	53%zm	53%zm	54%zm	42%	55%zr	52%zr	56%zr	52%zr
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	827 38% ab chiln opost uv	47	40	11	284	186	49	631	172	465	263	26	88	279	149	62	107	102	233	127	59	102	102
		24%	22%	20%	43%ze	37%	30%	45%zh	27%	32%	67%zi	27%	30%	42%zno	30%	29%	29%	28%	41%stuv	27%	25%	27%	27%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	457 21% g	37	35	13	179	151	41	259	158	355	70	96	289	148	159	77	105	122	120	137	83	111	120
		19%	19%	22%	27%z	30%zd	25%	19%	25%zg	24%zj	18%	100%z	100%z	22%	32%zm	36%zmp	29%zm	33%zm	21%	29%zr	35%zrs	29%zr	32%zr
Mobile broadband (through a USB Modem or 'dongle')	255 12% g	34	28	10	77	62	30	144	87	206	32	21	55	76	69	42	53	52	71	63	40	60	63
		17%z	15%	17%	11%	12%	19%zde	10%	14%	14%zj	8%	22%z	19%z	11%	14%	20%zmn	15%	14%	13%	14%	17%z	16%z	17%zrs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 22
FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?
BASE: All landline bill payers

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
TOTAL (z)	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Weighted Base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 23

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
BT	908 41%efl qst	474 42%	434 40%	-	14 29%	71 26%	122 33%	194 45%efk l	156 40%el	178 47%zde fkl	173 57%zde fghikl mn	14 29%	193 30%	350 42%efl	351 51%zd efhik lm	314 46%zp q	242 40%	159 36%	193 41%	157 32%	378 36%	321 58%zst
Virgin Media (including NTL and Telewest)	406 18%jnu	209 19%	196 18%	-	12 25%j	52 19%j	78 21%jn	85 20%jn	81 21%jn	62 16%	35 12%	12 25%j	130 20%jn	166 20%jn	97 14%	105 15%	126 21%o	97 22%or	78 16%	118 24%zu	256 24%zu	15 3%
Sky	379 17%hij mnu	181 16%	197 18%	-	16 35%zgh ijmn	87 32%zgh ijmn	94 25%zgh ijmn	67 15%jn	49 12%j	44 12%	22 7%	16 34%zgh ijmn	180 28%zgh ijmn	116 14%jn	66 10%	102 15%	100 16%	86 20%	90 19%	88 18%u	210 20%zu	59 11%
TalkTalk/AOL	276 13%	145 13%	131 12%	-	3 6%	37 14%	47 13%	47 11%	66 17%zgj mn	49 13%	28 9%	3 6%	84 13%	113 14%	76 11%	81 12%	77 13%	52 12%	67 14%	67 14%	121 12%	83 15%
Plusnet	59 3%r	31 3%	28 3%	-	-	10 4%	6 1%	14 3%	13 3%	8 2%	9 3%	-	15 2%	27 3%	17 2%	29 4%zr	14 2%	11 2%	5 1%	8 2%	21 2%	29 5%zst
EE/Everything Everywhere	51 2%j	32 3%	19 2%	-	-	6 2%	16 4%zjn	9 2%	9 2%	9 2%	2 1%	-	22 3%jn	19 2%	10 2%j	17 2%	18 3%	8 2%	9 2%	18 4%zt	17 2%	15 3%
Kingston Communications	25 1%otu	12 1%	13 1%	100%	-	2 1%	4 1%	2 1%	3 1%	5 1%	9 3%zghl m	1 2%	6 1%	5 1%	13 2%zm	2 *	8 1%	7 2%	9 2%o	25 5%ztu	-	-
Utility Warehouse	22 1%r	8 1%	14 1%	-	-	1 *	1 *	4 1%	4 1%	10 3%zfjl m	1 *	-	2 *	8 1%	11 2%jl	11 2%r	6 1%	4 1%	1 *	2 *	11 1%	8 2%
Post Office	20 1%a	6 1%	15 1%	-	-	1 1%	3 1%	1 *	2 1%	5 1%	8 3%zghl m	-	4 1%	3 *	13 2%zgm	4 1%	3 *	4 1%	9 2%zp	1 *	13 1%	3 1%
Tesco Telecom	6 *	2 *	5 *	-	1 1%filn	-	-	3 1%	3 1%n	-	-	1 1%filn	-	6 1%zn	-	-	1 *	4 1%zo	1 *	1 *	5 *	1 *
Primus	4 *	3 *	1 *	-	1 2%zfgh jlmn	1 *	-	-	-	1 *	-	1 2%zfgh jlm	1 *	-	1 *	1 *	*	-	2 *	*	3 *	-
SSE	3 *	2 *	1 *	-	-	-	-	-	-	1 *	2 1% m	-	-	-	3 * z	1 *	2 *	1 *	-	-	2 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 23

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Co op	2 *	-	2 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	1 *	1 *	1 *	-	-	1 *	-	1 *
Homecall	2 *	-	2 *	-	-	-	-	-	-	2 1%z	-	-	-	-	2 *	2 *	-	-	-	-	-	2 *
Tiscali	2 *	1 *	1 *	-	-	-	-	-	-	2 *z	-	-	-	-	2 *	2 *	-	-	-	-	1 *	1 *
SWALEC	1 *	1 *	1 *	-	-	-	-	-	1 *	-	1 *	-	-	1 *	1 *	-	1 *	-	1 *	-	1 *	-
Other	26 1%t	13 1%	12 1%	-	-	4 1%	1 *	5 1%	3 1%	4 1%	9 3%zfhl m	-	5 1%	8 1%	13 2%i	4 1%	6 1%	8 2%	8 2%	5 1%	5 *	13 2%zt
Don't know	8 *	2 *	7 1%	-	1 1%fgl	-	-	-	3 1%	1 *	4 1%zfgl	1 1%fgl	-	3 *	5 1%l	-	6 1%zo	1 *	2 *	2 *	3 *	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 24
FX01A - What is the name of the company that you pay for your landline (home phone) calls?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
BT	908 41%ac fikps	50 30%	107 44%a	232 37%	56 45%	22 50%	297 37%i	91 39%i	78 46%ik	16 23%	5 22%	14 27%	376 50%zf gikm	30 35%	731 42%	176 38%	352 36%	71 44% s	71 45% s	7 21%	3 26%	12 28%	366 50%zp suw	25 32%
Virgin Media (including NTL and Telewest)	406 18%lv	42 26%z	49 20%	120 19%	17 13%	7 16%	171 21%zl	41 18%	24 14%	16 24%	9 40%	13 25%	114 15%	19 21%	320 18%	86 19%	202 21%zv	28 17%	22 14%	10 29%rv	5 39%	9 21%	113 15%	17 22%
Sky	379 17%lv	41 25%zb	34 14%	157 25%zb	20 16%	5 12%	186 23%zh	46 20%l	25 15%	14 21%l	5 22%	9 18%	75 10%	18 20%l	289 17%	89 19%	227 23%zq rv	24 15%	23 14%	7 20%v	2 19%	8 19%v	72 10%	15 20%v
TalkTalk/AOL	276 13%	16 10%	34 14%	76 12%	17 14%	5 11%	100 12%	27 12%	22 13%	12 18%	1 6%	7 13%	92 12%	15 17%	223 13%	53 12%	120 12%	23 14%	20 12%	6 17%	1 10%	6 14%	87 12%	13 17%
Plusnet	59 3%	5 3%	10 4%	13 2%	5 4%	1 3%	18 2%	10 4%	6 4%	1 2%	- 2%	4 7%fl	17 2%	2 3%	42 2%	17 4%	20 2%	6 4%	10 6%zpv	- -	- -	3 6%	17 2%	2 3%
EE/Everything Everywhere	51 2%	2 1%	6 2%	17 3%	5 4%	1 2%	19 2%	6 3%	6 4%	2 3%	- -	4 7%zfl m	14 2%	- -	37 2%	14 3%	25 3%	3 2%	4 2%	1 4%	- -	3 7%zv	14 2%	1 1%
Kingston Communications	25 1%l	- -	- -	5 1%	- -	- -	3 *	2 1%	- -	1 1%	1 5%	1 2%	15 2%zf	2 2%l	19 1%	6 1%	7 1%	1 1%	- -	- -	- -	1 3%l	15 2%zp	1 2%
Utility Warehouse	22 1%l	3 2%	- -	2 *	2 2%	1 2%	3 *	2 1%	3 2%l	- -	- -	- -	14 2%zf	- -	16 1%	5 1%	6 1%	- -	3 2%	- -	- -	- -	13 2%zp	- -
Post Office	20 1%lp	1 1%	- -	2 *	1 1%	2 4%	1 *	2 1%	3 2%l	2 3%l	- -	- -	12 2%zf	- -	18 1%	2 *	2 *	2 1%	3 2%p	- -	- -	- -	13 2%zp	- -
Tesco Telecom	6 *n	- -	- -	2 *	1 1%	- -	2 *	- -	1 *	1 1%	1 3%	1 2%l	1 *	- -	2 *	4 1% n	3 *	- -	1 *	- -	1 5%	1 2%v	1 *	- -
Primus	4 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 1%z	- -	- -	1 *	- -	3 *	* *	1 *	- -	- -	1 3%zpq rv	- -	- -	1 *	- -
SSE	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *z	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	3 *z	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 24
FX01A - What is the name of the company that you pay for your landline (home phone) calls?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
Co op	2 *	-	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	-	-	-	-	-	1 *	-
Homecall	2 *	2 1%zc	-	-	-	-	2 *	-	-	-	-	-	-	-	2 *	-	2 *	-	-	-	-	-	-	-	-
Tiscali	2 *	-	2 1%z	-	-	-	-	2 1%zfl	-	-	-	-	-	-	2 *	-	-	2 1%zpv	-	-	-	-	-	-	-
SWALEC	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	1 *	-
Other	26 1%p	2 1%	2 1%	4 1%	1 1%	-	6 1%	2 1%	1 1%	2 3%	-	-	13 2%	2 2%	22 1%	4 1%	6 1%	2 1%	2 1%	2 6%zp	-	-	-	13 2%p	2 2%
Don't know	8 *	1 *	-	1 *	1 1%	-	1 *	1 *	1 *	-	1 3%	-	5 1%	1 1%	6 *	2 *	1 *	1 1%	1 *	-	-	-	-	5 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 25

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
BT	908 41% ^d mn	508 39%	142 38%	256 48% ^z ab	187 32%	5 25%	1 41%	31 36%	695 45% ^z d	304 49% ^z klm	321 41%	131 39%	91 35%	59 33%	79 30%	87 38%	27 33%	4 19%	* 10%	-	1 10%
Virgin Media (including NTL and Telewest)	406 18% ^{ci}	256 20% ^c	72 19%	78 15%	106 18%	3 14%	1 59%	15 17%	285 19%	91 15%	163 21% ⁱ	53 16%	57 22% ⁱ	40 22% ⁱ	48 18%	45 19%	14 17%	5 25%	1 15%	-	2 24%
Sky	379 17% ^{ch} ij	246 19% ^{zc}	69 19% ^c	62 12%	171 30% ^z gh	7 35%	-	13 15%	193 13%	66 11%	110 14%	86 25% ^{zi} j	62 24% ^{zi} j	50 28% ^{zi} j	82 31% ^z	60 26% ^z	24 30% ^z	6 32%	1 35%	1 51%	6 66%
TalkTalk/AOL	276 13%	157 12%	49 13%	70 13%	70 12%	4 19%	-	16 19%	190 12%	82 13%	102 13%	36 11%	36 14%	20 11%	30 11%	26 11%	11 14%	3 16%	1 19%	1 49%	-
Plusnet	59 3%	41 3%	8 2%	9 2%	12 2%	-	-	5 6%	43 3%	11 2%	27 3%	7 2%	10 4%	3 2%	4 2%	6 3%	1 1%	-	1 21%	-	-
EE/Everything Everywhere	51 2% ^c	34 3% ^c	13 3% ^c	5 1%	11 2%	-	-	4 4%	36 2%	13 2%	22 3%	9 3%	3 1%	4 2%	5 2%	4 2%	-	1 8%	-	-	-
Kingston Communications	25 1% ^a	9 1%	5 1%	12 2% ^{za}	5 1%	1 7%	-	1 1%	19 1%	13 2% ^z j	6 1%	4 1%	1 *	2 1%	4 1%	-	1 1%	-	-	-	-
Utility Warehouse	22 1%	12 1%	2 *	8 2%	4 1%	-	-	1 1%	17 1%	8 1%	8 1%	5 1%	1 *	-	3 1%	1 1%	-	-	-	-	-
Post Office	20 1%	8 1%	3 1%	9 2% ^a	3 1%	-	-	1 1%	16 1%	10 2%	6 1%	3 1%	1 1%	-	2 1%	-	1 2%	-	-	-	-
Tesco Telecom	6 *	5 *	1 *	1 *	2 *	-	-	-	5 *	1 *	4 1%	2 *	-	-	1 *	1 *	-	-	-	-	-
Primus	4 *	3 *	1 *	-	2 *	-	-	-	1 *	-	2 *	* -	-	1 1%	1 *	-	1 1% ^z	-	-	-	-
SSE	3 *	2 *	-	1 *	-	-	-	-	3 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-
Co op	2 *	1 *	-	1 *	-	-	-	1 1%	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 25

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE:** All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Homecall	2 *	-	-	2 *a	-	-	-	-	2 *	2 *	-	-	-	-	-	-	-	-	-	-	-
Tiscali	2 *	1 *	-	1 *	-	-	-	-	2 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-
SWALEC	1 *	1 *	-	1 *	-	-	-	-	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-
Other	26 1%a	7 1%	6 2%	12 2%za	3 1%	-	-	-	23 1%	11 2%	11 1%	3 1%	-	-	3 1%	-	-	-	-	-	-
Don't know	8 *	4 *	1 *	3 1%	1 *	-	-	-	7 *	4 1%	3 *	-	1 *	1 *	1 *	1 *	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 26

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
BT	908 41%abfh jklm	89 31%	71 30%	109 36%	711 44%zabc	893 41%fhjkl m	347 30%	606 49%zefhi jklmno	784 40%fm	857 42%fhjkl m	309 37%f	707 39%fm	499 38%fm	239 33%	571 41%fjklm	196 38%f
Virgin Media (including NTL and Telewest)	406 18%g	48 17%	44 18%	62 21%	294 18%	398 18%g	318 28%zeghi jklmno	140 11%	372 19%g	377 18%g	169 20%g	359 20%zegin	245 19%g	157 22%zeghi ln	248 18%g	96 18%g
Sky	379 17%dgi	102 35%zcd	75 32%zcd	67 22%zd	204 13%	375 17%gi	300 26%zeghi jklm	127 10%	345 18%gi	344 17%g	179 22%zeghi kn	338 19%zeghi	261 20%zeghi kn	177 25%zeghi klm	237 17%g	119 23%zeghikn
TalkTalk/AOL	276 13%f	32 11%	28 12%	42 14%	204 13%	270 13%f	111 10%	195 16%zefhi jklmno	258 13%f	262 13%f	98 12%f	236 13%f	156 12%f	86 12%	179 13%f	61 12%
Plusnet	59 3%f	3 1%	7 3%	7 2%	47 3%	58 3%f	22 2%	40 3%f	56 3%f	58 3%f	26 3%f	56 3%zef	45 3%zef	20 3%	40 3%f	18 3%
EE/Everything Everywhere	51 2%f	6 2%	4 2%	5 2%	40 3%	49 2%f	16 1%	34 3%f	49 2%f	49 2%f	15 2%	47 3%f	31 2%f	17 2%	35 3%f	14 3%f
Kingston Communications	25 1%	2 1%	2 1%	3 1%	20 1%	25 1%k	9 1%	20 2%zefhjk o	22 1%	25 1%k	5 1%	17 1%	16 1%	8 1%	16 1%	3 1%
Utility Warehouse	22 1%f	- -	- -	4 1%	18 1%	22 1%f	4 *	16 1%fm	20 1%f	21 1%f	8 1%f	20 1%f	12 1%f	3 *	13 1%f	6 1%f
Post Office	20 1%fk	1 *	3 1%	1 *	17 1%	19 1%fk	1 *	17 1%zefhjk lmo	17 1%fk	19 1%fk	5 1%	9 1%	8 1%f	3 *	12 1%fk	2 *
Tesco Telecom	6 *	1 *	- -	1 *	5 *	6 *	- -	6 1%f	6 *	6 *	- -	6 *	4 *	1 *	5 *	3 1%f
Primus	4 *en	2 1%d	1 *	- -	1 *	2 *	2 *	1 *	4 *en	4 *en	2 *n	3 *n	- -	- -	* *	1 *
SSE	3 *k	- -	- -	- -	3 *	3 *k	2 *	2 *	3 *k	3 *k	2 *	1 *	1 *	- -	3 *k	- -
Co op	2 *	- -	- -	- -	2 *	2 *	1 *	2 *	2 *	2 *	- -	2 *	2 *	1 *	2 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 26

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE:** All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Homecall	2 *	-	-	-	2 *	2 *	-	2 *	2 *	2 *	-	-	-	-	-	-
Tiscali	2 *	-	-	-	2 *	2 *	-	1 *	2 *	2 *	1 *	2 *	1 *	-	2 *	-
SWALEC	1 *i	-	-	-	1 *	1 *i	1 *	-	-	1 *	-	1 *	-	-	-	-
Other	26 1% ^{lik}	1 *	2 1%	1 *	23 1%	24 1%	10 1%	15 1%	22 1%	22 1%	9 1%	17 1%	13 1%	4 1%	18 1%	3 1%
Don't know	8 *kn	1 *	-	1 *	7 *	8 *kn	3 *	5 *	7 *kn	8 *kn	2 *	4 *	2 *	-	2 *	1 *

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Table 27

FX01A - What is the name of the company that you pay for your landline (home phone) calls?

BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
BT	908	607 41%ai	96 37%	12 49%za	11 44%	31 40%	150 64%zab e	377 45%zhi	257 39%	209 36%	9 56%	15 29%	59 43%	71 41%	63 40%	136 41%	113 36%	77 36%	48 60%zklmnopq
Virgin Media (including NTL and Telewest)	406	333 18%bf	18 20%zbf	9 9%	2 31%	20 9%	24 26%bf	144 17%	140 21%	99 17%	3 21%	8 15%	25 18%	30 18%	23 15%	58 18%	58 19%	46 21%	12 14%
Sky	379	317 17%fg	30 19%zf	4 15%f	4 14%	10 13%	13 6%	83 10%	152 23%zg	122 21%zg	* 3%	9 16%	22 16%	25 14%	38 24%zmr	60 18%	67 21%	43 20%	9 11%
TalkTalk/AOL	276	216 13%fh	32 13%fh	1 17%fh	1 4%	11 14%	15 6%	118 14%h	68 10%	81 14%	2 11%	8 15%	15 11%	28 16%	15 9%	47 14%	47 15%	19 9%	6 8%
Plusnet	59	53 3%fh	4 3%zf	- 2%f	- -	1 2%	- -	29 3%	17 3%	12 2%	- -	2 3%	7 5%o	2 1%	2 1%	5 1%	8 3%	19 9%zmnop	3 4%
EE/Everything Everywhere	51	46 2%fh	3 3%zf	- 2%	- -	1 1%	1 *	18 2%	16 2%	16 3%	- -	3 5%	1 1%	4 2%	4 2%	7 2%	9 3%	4 2%	- -
Kingston Communications	25	15 1%	2 1%	2 5%	- -	1 1%	6 3%za	8 1%	5 1%	12 2%z	- -	2 3%	2 1%	5 3%	2 1%	3 1%	4 1%	1 *	- -
Utility Warehouse	22	17 1%	3 1%	- 2%	- -	- -	1 *	15 2%zi	4 1%	3 1%	- -	1 2%	- -	3 2%	3 2%	4 1%	2 1%	1 *	1 1%
Post Office	20	7 1%ah	4 2%a	- -	- -	* 1%	8 4%za	7 1%	1 *	10 2%zh	- -	4 7%zmo	2 1%	1 *	4 2%op	1 *	1 *	1 *	- -
Tesco Telecom	6	6 *	- -	- -	- -	- -	- -	3 *	1 *	3 *	- -	1 1%	1 1%	1 *	1 1%	2 1%	- -	1 *	- -
Primus	4	3 *	* *	- -	- -	- -	- -	1 *	- *	2 *	- -	- -	1 1%	- -	1 1%	* *	- -	- -	- -
SSE	3	1 *	1 *	- -	- -	- -	1 1%a	3 *	- *	1 *	- -	- -	- -	- *	1 1%z	3 *	- -	- -	- -
Co op	2	2 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- *	* *	2 *	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27

FX01A - What is the name of the company that you pay for your landline (home phone) calls?

BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Homecall	2 *	-	-	-	-	-	2 1%za	2 *	-	-	-	-	-	-	-	-	-	-	-
Tiscali	2 *	2 *	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-
SWALEC	1 *	-	-	1 2%	-	-	1 *a	1 *	-	1 *	-	-	-	-	-	-	-	-	-
Other	26 1%h	16 1%	1 1%	-	-	2 3%	7 3%za	13 2%h	2 *	7 1%	2 10%	1 3%	3 2%	2 1%	1 1%	3 1%	2 1%	3 1%	-
Don't know	8 *a	3 *	1 *	-	-	-	4 2%za	5 1%	1 *	2 *	-	-	-	2 1%	-	1 *	1 *	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 28

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
BT	908 41%bc eg	855 42%zb	51 32%	46 33%	74 40%e	50 28%	75 41%e	53 32%	58 52%ce gmo	115 51%zc egmo	185 41%e	80 45%ce g	50 47%ce g	71 38%e	52 51%zc egmo	735 41%ceg	558 42%	329 40%	887 41%	755 41%	152 41%	908 41%
Virgin Media (including NTL and Telewest)	406 18%dh klps	381 19%	24 15%	31 22%dh iki	23 13%l	37 21%dh kl	45 25%zd hiki	39 23%dhik l	10 9%	29 13%l	104 23%zd iklo	22 12%l	3 25%zd hiklo	46 17%l	17 19%dhk l	340 19%dhk l	225 17%	174 21%zpr	399 18%p	321 18%	85 23%zsu	406 18% s
Sky	379 17%af	331 16%	45 28%za	26 19%f	40 22%f	30 17%	18 10%	36 22%f	15 14%	33 15%	69 15%	42 24%zf ijmo	20 19%f	27 15%	21 21%f	311 17%f	225 17%	150 18%	375 17%	322 18%	56 15%	379 17%
TalkTalk/AOL	276 13%an	244 12%	29 19%za	23 16%gn	29 16%gn	23 13%n	29 16%gn	13 8%	10 9%	24 11%	58 13% n	19 11%	17 16%gn	26 14%n	5 5%	228 13%n	174 13%	99 12%	273 13%	230 13%	46 12%	276 13%
Plusnet	59 3%	56 3%	2 1%	3 2%	1 1%	3 2%	2 1%	6 4%	5 5% n	7 3%	20 4% dn	3 1%	4 4% dn	3 2%	-	51 3%	37 3%	22 3%	59 3%	45 2%	14 4%	59 3%
EE/Everything Everywhere	51 2%j	47 2%	4 2%	2 2%	6 3%j	4 2%	5 3%	6 4%j	3 3%	6 3%	3 1%	6 4%j	2 2%	4 2%	1 1%	43 2%j	30 2%	20 2%	50 2%	41 2%	10 3%	51 2%
Kingston Communications	25 1%q	25 1%	* *	- -	- -	25 14%zcd fghijk lmno	- -	- -	- -	- -	- -	- -	- -	- -	- -	25 1%j	24 2%zqr	1 *	25 1%q	25 1%	1 *	25 1%
Utility Warehouse	22 1%	22 1%	- -	2 1%	3 2%	1 1%	4 2%	2 1%	2 2%	3 1%	3 1%	- -	- -	2 1%	- -	20 1%	13 1%	9 1%	22 1%	19 1%	3 1%	22 1%
Post Office	20 1%	19 1%	2 1%	1 *	5 3%zej o	- -	2 1%	2 1%	2 1%	1 1%	2 *	1 1%	2 2%	1 1%	2 2%	15 1%	13 1%	7 1%	20 1%	18 1%	2 1%	20 1%
Tesco Telecom	6 *	6 *	- -	1 *	- -	- -	- -	- -	2 2%zo	- -	2 *	- -	- -	2 1%	- -	5 *	2 *	4 *	6 *	6 *	- -	6 *
Primus	4 *	3 *	* *	1 1%	- -	- -	- -	2 1%zjo	- -	- -	- -	* -	- -	- -	- -	4 *	2 *	1 *	4 *	4 *	- -	4 *
SSE	3 *	3 *	- -	1 1%zo	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	3 *	1 *	2 *	3 *	3 *	- -	3 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 28

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE:** All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Co op	2 *s	1 *	1 *	-	-	1 *	-	-	-	-	-	-	1 1%zjo	-	-	1 *	-	2 *	2 *	*	2 *s	2 *s
Homecall	2 *	2 *	-	-	-	-	-	-	-	-	2 *	-	-	-	-	2 *	2 *	-	2 *	2 *	-	2 *
Tiscali	2 *	2 *	-	-	-	-	-	-	-	-	-	1 1%o	-	1 1%zo	-	1 *	2 *	-	2 *	2 *	-	2 *
SWALEC	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 1%zjo	-	-	-	1 *	1 *	1 *	1 *	-	1 *
Other	26 1%qr	26 1%	-	2 1%	-	1 *	1 1%	6 4%zdkj o	3 2%	4 2%	1 *	1 *	2 2%dj	2 1%	3 3%dj	19 1%	20 1%	4 1%	24 1%	23 1%	3 1%	26 1%
Don't know	8 *	8 *	1 *	1 *	1 1%	1 1%	-	-	-	1 *	-	1 1%	2 2%zjo	1 *	-	5 *	5 *	3 *	8 *	8 *	1 *	8 *

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Table 29

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
BT	908 41%bcef ghkoq	398 48%zb cdefg hi	505 36%h	800 40%be fgh	908 41%bce fgh	676 39%bh	85 33%	723 38%bh	278 29%	187 41%bh	77 60%zab cdefghi	649 38%	27 44%	152 49%zk	80 58%zk	676 39%	232 52%zo	800 40%	107 54%zq
Virgin Media (including NTL and Telewest)	406 18%aj	125 15%	294 21%zac degj	374 19%aj	406 18%aj	335 19%aj	59 23%aj	365 19%zad j	264 28%za bcdeg ij	90 20%aj	12 10%	320 19%	14 23%	54 17%	17 12%	335 19%	71 16%	374 19%	32 16%
Sky	379 17%ajmn pr	85 10%	308 22%zac degj	359 18%za dj	379 17%aj	328 19%zad j	64 25%zac degj	356 19%zac dj	260 27%za bcdeg ij	89 19%aj	11 9%	321 19%zmn	7 11%	38 12%	13 9%	328 19%zcp	51 11%	359 18%zr	20 10%
TalkTalk/AOL	276 13%hnp	120 15%zd hij	168 12%hi	256 13%hi	276 13%hi	236 14%zbd hi	25 10%	251 13%zbd hi	93 10%	38 8%	10 8%	226 13%n	10 16%	30 10%	10 7%	236 14%zp	40 9%	256 13%	20 10%
Plusnet	59 3%hpr	21 3%	43 3%fh	58 3%h	59 3%h	55 3%zdfh	2 1%	57 3%zdfh	16 2%	15 3%h	* *	54 3%z	1 1%	3 1%	* *	55 3%zp	4 1%	58 3%	1 1%
EE/Everything Everywhere	51 2%hmp	13 2%	40 3%h	49 2%ah	51 2%h	48 3%zadh	7 3%	49 3%ah	12 1%	14 3%h	2 1%	48 3%zm	- -	2 1%	2 1%	48 3%zp	3 1%	49 2%	2 1%
Kingston Communications	25 1%	9 1%	14 1%	21 1%	25 1%	17 1%	3 1%	18 1%	8 1%	8 2%	3 3%	16 1%	2 3%	5 1%	3 2%	17 1%	8 2%	21 1%	5 2%
Utility Warehouse	22 1%	15 2%zbc deg	11 1%	22 1%eh	22 1%	13 1%	4 1%	17 1%	5 1%	7 1%	- -	13 1%	- -	8 3%zk	- -	13 1%	8 2%	22 1%	- -
Post Office	20 1%eghko	10 1%egh	9 1%h	17 1%egh	20 1%egh	7 *h	2 1%	12 1%eh	1 *	2 *	3 2%beghi	7 *	- -	10 3%zk	3 2%k	7 *	13 3%zo	17 1%	3 2%
Tesco Telecom	6 *	2 *	4 *	6 *	6 *	6 *	1 *	6 *	- *	3 1%h	- -	6 *	- -	- -	- -	6 *	- -	6 *	- -
Primus	4 *	1 *	2 *	2 *	4 *	4 *	1 *	4 *	2 *	- -	- -	2 *	1 2%zkm	- -	- -	4 *	- -	2 *	1 1%
SSE	3 *	3 *beg	-	3 *g	3 *	2 *	-	2 *	-	-	-	2 *	-	1 *	-	2 *	1 *	3 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 29

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Co op	2 *	2 *	1 *	2 *	2 *	2 *	1 *	2 *	-	1 *	-	2 *	-	-	-	2 *	-	2 *	-
Homecall	2 *	-	-	-	2 *	-	-	-	-	-	2 i	-	-	-	2 1%zkm	-	2 *zo	-	2 1%zq
Tiscali	2 *	1 *	1 *	2 *	2 *	2 *	1 *	2 *	-	1 *	-	2 *	-	-	-	2 *	-	2 *	-
SWALEC	1 *	-	-	-	1 *	-	-	-	1 *	-	1 1%abceg	-	-	-	1 1%zk	-	1 *o	-	1 1%zq
Other	26 1%b	18 2%zbc degh	9 1%	23 1%b	26 1%b	16 1%	1 1%	19 1%b	7 1%	4 1%	3 2%	16 1%	-	7 2%	3 2%	16 1%	10 2%o	23 1%	3 1%
Don't know	8 *bcegk oq	3 *	2 *	4 *	8 *bceg	3 *	-	3 *	1 *	-	3 hi	3 3%zabcdefg	1 1%	2 1%	3 2%zk	3 *	5 1%zo	4 *	4 2%zq

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Table 30

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE:** All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
BT	908	908	-	-	-	-	-	-	-	-	-	-	-	-
	41%b/hlpq	100%zb/hlpq	-	-	-	-	-	-	-	-	-	-	-	-
Virgin Media (including NTL and Telewest)	406	-	-	-	-	-	-	-	-	-	-	-	406	-
	18%ab/hlq	-	-	-	-	-	-	-	-	-	-	-	100%zab/hlq	-
Sky	379	-	-	-	-	-	-	-	379	-	-	-	-	-
	17%ab/flpq	-	-	-	-	-	-	-	100%zab/flpq	-	-	-	-	-
TalkTalk/AOL	276	-	-	-	-	-	-	-	-	276	-	-	-	-
	13%ab/hpq	-	-	-	-	-	-	-	-	100%zab/hpq	-	-	-	-
Plusnet	59	-	-	-	-	-	59	-	-	-	-	-	-	-
	3%ah/p	-	-	-	-	-	100%zab/hlpq	-	-	-	-	-	-	-
EE/Everything Everywhere	51	-	51	-	-	-	-	-	-	-	-	-	-	-
	2%ah/p	-	100%zaf/hlpq	-	-	-	-	-	-	-	-	-	-	-
Kingston Communications	25	-	-	-	25	-	-	-	-	-	-	-	-	-
	1%a	-	-	-	100%	-	-	-	-	-	-	-	-	-
Utility Warehouse	22	-	-	-	-	-	-	-	-	-	-	-	-	22
	1%a	-	-	-	-	-	-	-	-	-	-	-	-	40%zab/hlp
Post Office	20	-	-	-	-	20	-	-	-	-	-	-	-	-
	1%a	-	-	-	-	100%	-	-	-	-	-	-	-	-
Tesco Telecom	6	-	-	-	-	-	-	-	-	-	6	-	-	-
	*	-	-	-	-	-	-	-	-	-	100%	-	-	-
Primus	4	-	-	-	-	-	-	4	-	-	-	-	-	-
	*	-	-	-	-	-	-	100%	-	-	-	-	-	-
SSE	3	-	-	-	-	-	-	-	-	-	-	-	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	-	6%zah/p
Co op	2	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	4%zah/p
Homecall	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	*	-	-	100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 30

FX01A - What is the name of the company that you pay for your landline (home phone) calls?

BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Tiscali	2	-	-	-	-	-	-	-	-	-	-	2	-	-
	*	-	-	-	-	-	-	-	-	-	-	100%	-	-
SWALEC	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	2%zahlp
Other	26	-	-	-	-	-	-	-	-	-	-	-	-	26
	1%a	-	-	-	-	-	-	-	-	-	-	-	-	48%zabfhlp
Don't know	8	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 31

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
BT	908	5	1	154	1	2	2	-	-	1	1	2	1	36
41%psy		46%	100%	96%zpsy	100%	100%	15%	-	-	55%	58%	11%	44%	31%y
Virgin Media (including NTL and Telewest)	406	-	-	-	-	-	-	1	-	1	-	-	-	-
18%dps		-	-	-	-	-	-	100%	-	45%	-	-	-	-
Sky	379	-	-	1	-	-	-	-	-	-	-	-	-	76
17%dsy		-	-	1%	-	-	-	-	-	-	-	-	-	65%zdsy
TalkTalk/AOL	276	4	-	1	-	-	-	-	-	-	-	1	-	1
13%dpv		45%	-	1%	-	-	-	-	-	-	-	4%	-	1%
Plusnet	59	-	-	2	-	-	-	-	-	-	-	14	-	3
3%		-	-	1%	-	-	-	-	-	-	-	85%	-	3%
EE/Everything Everywhere	51	-	-	-	-	-	10	-	-	-	1	-	-	-
2%		-	-	-	-	-	76%	-	-	-	42%	-	-	-
Kingston Communications	25	-	-	-	-	-	-	-	7	-	-	-	-	-
1%		-	-	-	-	-	-	-	100%	-	-	-	-	-
Utility Warehouse	22	-	-	-	-	-	-	-	-	-	-	-	-	-
1%		-	-	-	-	-	-	-	-	-	-	-	-	-
Post Office	20	-	-	-	-	-	-	-	-	-	-	-	1	-
1%		-	-	-	-	-	-	-	-	-	-	-	56%	-
Tesco Telecom	6	1	-	-	-	-	-	-	-	-	-	-	-	-
*		9%	-	-	-	-	-	-	-	-	-	-	-	-
Primus	4	-	-	-	-	-	-	-	-	-	-	-	-	-
*		-	-	-	-	-	-	-	-	-	-	-	-	-
SSE	3	-	-	-	-	-	-	-	-	-	-	-	-	-
*		-	-	-	-	-	-	-	-	-	-	-	-	-
Co op	2	-	-	-	-	-	-	-	-	-	-	-	-	-
*		-	-	-	-	-	-	-	-	-	-	-	-	-
Homecall	2	-	-	-	-	-	-	-	-	-	-	-	-	-
*		-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 31

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)
Unweighted Base	2137	70	2	2	1	6	94	1
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**
BT	908	21	-	2	-	1	12	1
	41%psy	28%y	-	100%	-	9%	12%	100%
Virgin Media (including NTL and Telewest)	406	-	-	-	-	-	92	-
	18%dp	-	-	-	-	-	88%zdps	-
Sky	379	2	1	-	-	-	-	-
	17%dsy	2%	51%	-	-	-	-	-
TalkTalk/AOL	276	50	-	-	2	1	-	-
	13%dp	67%zdp	-	-	100%	22%	-	-
Plusnet	59	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-
EE/Everything Everywhere	51	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-
Kingston Communications	25	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-
Utility Warehouse	22	-	-	-	-	4	-	-
	1%	-	-	-	-	68%	-	-
Post Office	20	1	-	-	-	-	-	1
	1%	1%	-	-	-	-	-	7%
Tesco Telecom	6	-	1	-	-	-	-	-
	*	-	49%	-	-	-	-	-
Primus	4	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	22%
SSE	3	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	9%
Co op	2	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	7%
Homecall	2	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 31

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE:** All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Tiscali	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
SWALEC	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	26	-	-	3	-	-	1	-	-	-	-	-	-	-
	1%	-	-	2%	-	-	9%	-	-	-	-	-	-	-
Don't know	8	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%

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Table 31

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE:** All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Tiscali	2 *	1 1%z	-	-	-	-	-	-	-
SWALEC	1 *	-	-	-	-	-	-	-	-
Other	26 1%	-	-	-	-	-	-	-	3 28%
Don't know	8 *	1 1%	-	-	-	-	-	-	-

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Table 32

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
BT	908 41%adj nrtu	450 35%djn rtu	457 51%zadjn rtu	450 100%zabcdjn tu	-	-	-	-	-	-	-	-	-	-	-	54 11%djn r	6 13%djnr
Virgin Media (including NTL and Telewest)	406 18%cdj n	258 20%cdj n	148 17%cdjn	-	-	-	-	-	-	-	-	-	-	258 100%zabcdjn tu	-	183 37%zab cdjn	30 62%zabcdjn t
Sky	379 17%bcd nr	270 21%zbc dnr	109 12%cdnr	-	-	-	-	-	-	270 100%zabcdnr tu	-	-	-	-	-	223 46%zab cdnru	7 15%cdnr
TalkTalk/AOL	276 13%bcd jrt	194 15%zbcd jrtu	83 9%cjrt	-	-	-	-	-	-	-	194 100%zabcdjr tu	-	-	-	-	23 5%cjr	1 3%cjr
Plusnet	59 3%cjnr t	40 3%cjnr t	19 2%cjrt	-	-	-	-	40 100%	-	-	-	-	-	-	-	2 *	-
EE/Everything Everywhere	51 2%bcjn rt	38 3%bcjn rt	13 1%c	-	38 100%zabcjnr tu	-	-	-	-	-	-	-	-	-	-	1 *	1 3%cjnr
Kingston Communications	25 1%c	11 1%	15 2%c	-	-	11 100%	-	-	-	-	-	-	-	-	-	3 1%	3 6%zacjnr
Utility Warehouse	22 1%	13 1%t	8 1%	-	-	-	-	-	-	-	-	-	-	-	13 51%	-	-
Post Office	20 1%a	7 1%	13 1%act	-	-	-	7 100%	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	6 *	5 *	2 *	-	-	-	-	-	-	-	-	5 100%	-	-	-	-	-
Primus	4 *	1 *	2 *	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
SSE	3 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 32

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Co op	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 5%	- -	- -
Homecall	2 *	- *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tiscali	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100%	- -	- -	- -	- -
SWALEC	1 *	- *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	26 1%ct	11 1%	15 2%ct	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 41%	- -	- -
Don't know	8 *a	- -	8 1%za	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 33

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
BT	908 41%ab defhi npqst u	48 24%	56 31%a	17 30%	143 21%	163 32%df	39 24%	649 47%zh	211 33%	547 37%	189 48%zi	33 35%	124 43%	277 41%npq	174 35%	74 34%	123 34%	115 31%	250 44%stu v	165 35%	74 32%	133 35%	140 37%t
Virgin Media (including NTL and Telewest)	406 18%ab gr	22 11%b	14 8%	10 17%b	152 23%ze	84 17%	58 35%zde	198 14%	164 26%zg	286 19%	69 18%	28 29%zl	42 15%	120 18%	101 20%	36 17%	79 22%	81 22%	86 15%	85 18%	48 20%	80 21%rs	74 20%r
Sky	379 17%gj	59 29%z	46 25%z	20 35%z	138 21%z	110 22%z	42 26%z	188 14%	155 24%zg	303 21%zj	39 10%	23 24%	55 19%	100 15%	110 22%zm	52 24%zm	86 24%zm	92 25%zm	94 17%	117 25%zr	61 26%zr	86 23%zr	89 24%zr
TalkTalk/AOL	276 13%h	30 15%	34 19%za	7 12%	144 22%ze f	85 17%z	21 13%	200 14%zh	59 9%	174 12%	60 15%	8 8%	29 10%	91 14%	70 14%	35 17%	51 14%	53 14%	74 13%	66 14%	32 14%	55 15%	50 13%
Plusnet	59 3%	19 10%z	18 10%z	2 3%	21 3%f	22 4%zf	-	34 2%	17 3%	44 3%	10 3%	-	13 5%	20 3%	16 3%	6 3%	8 2%	9 3%	14 2%	11 2%	8 3%	9 2%	10 3%
EE/Everything Everywhere	51 2%	11 6%z	10 5%z	2 3%	19 3%	15 3%f	1 *	31 2%	14 2%	38 3%	9 2%	1 1%	10 3%	23 3%	12 3%	8 4%	10 3%	9 2%	20 3%	12 3%	7 3%	9 2%	9 2%
Kingston Communications	25 1%de	-	-	-	-	-	-	18 1%	6 1%	15 1%	2 *	1 1%	7 2%	8 1%	6 1%	-	4 1%	4 1%	10 2%	4 1%	1 1%	2 *	3 1%
Utility Warehouse	22 1%r	2 1%	2 1%	-	10 1%	5 1%	1 1%	16 1%	4 1%	15 1%	2 1%	-	4 1%	6 1%	2 *	1 *	1 *	-	-	2 *	1 *	1 *	-
Post Office	20 1%	1 1%	-	-	13 2%ze	4 1%	-	15 1%	5 1%	13 1%	3 1%	1 1%	3 1%	7 1%	2 *	-	2 1%	2 1%	6 1%	2 *	1 *	2 1%	3 1%
Tesco Telecom	6 *	1 *	1 *	-	3 *	2 *	-	5 *	-	5 *	1 *	1 1%	1 *	1 *	-	-	-	-	-	-	-	-	-
Primus	4 *	1 *	-	-	3 *	3 1%	-	3 *	1 *	2 *	-	-	-	*	-	-	*	-	2 *	-	*	-	-
SSE	3 *	-	-	-	2 *	1 *	-	3 *	-	2 *	1 *	-	1 *	1 *	-	-	-	-	2 *	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 33

FX01A - What is the name of the company that you pay for your landline (home phone) calls?**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Co op	2 *	-	-	-	2 *	2 *	-	1 *	1 *	1 *	1 *	1 1%	-	*	-	-	-	-	*	-	-	-	-
Homecall	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tiscali	2 *	-	-	-	1 *	1 *	-	2 *	-	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-
SWALEC	1 *	-	-	-	1 *	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-
Other	26 1%	4 2%b	1 *	-	16 2%ze	6 1%	-	18 1%	4 1%	15 1%	6 1%	-	3 1%	10 1%np	2 *	2 1%	1 *	3 1%	10 2%sub	2 *	-	-	1 *
Don't know	8 *	1 *	-	-	2 *	1 *	1 1%	5 *	3 *	3 *	-	-	-	3 *	-	-	-	-	-	-	-	-	-

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Table 34
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Unlimited calls (NET)	1777 81%jrs	912 81%	865 80%	1 100%	32 69%	222 82%j	309 83%djk	351 81%j	324 82%dj	317 83%djk n	221 73%	33 70%	531 83%djk	675 82%dj	538 79%j	540 80%	512 84%zr	371 84%r	354 75%	374 76%	893 85%zs u	441 79%
Broadband	1300 59%bjn r	697 62%zb	603 56%	1 100%	29 62%jn	186 69%zij n	246 66%zij n	287 67%zij n	246 63%ijn	210 55%jn	94 31%	30 63%jn	432 67%zij n	533 65%zij n	305 45%j	476 70%zp qr	374 61%r	243 55%r	208 44%	297 60%	604 58%	343 62%
Unlimited evening and weekend calls to UK landlines	954 43%jn	510 46%	444 41%	1 100%	23 49%	123 45%	168 45%	206 48%jn	162 41%	159 42%	112 37%	24 50%	291 45%j	368 45%hj	271 40%	276 41%	286 47%zr	202 46%	190 40%	196 40%	486 46%zs	234 42%
Unlimited weekend calls to UK landlines	740 34%j	391 35%	349 32%	-	17 36%	101 37%j	118 32%	160 37%j	134 34%	125 33%	86 28%	17 35%	219 34%	294 36%j	211 31%	212 31%	200 33%	173 39%zo	155 33%	159 32%	369 35%	171 31%
Unlimited calls to UK landlines at any time	637 29%els	314 28%	323 30%	-	8 17%	52 19%	99 27%	127 29%e	124 31%dek l	142 37%zde fgiklm n	86 28%e	8 16%	151 23%	251 30%ekl	227 33%zde efjkl	192 29%	187 31%	126 29%	131 28%	123 25%	323 31% s	166 30%
Satellite or cable TV	520 24%hij nru	283 25%	237 22%	1 100%	20 42%zhi jmn	96 36%zhi jmn	116 31%zhi jmn	121 28%hij mn	75 19%jn	58 15%	33 11%	21 44%zgh ijmn	212 33%zhi jmn	196 24%hij n	91 13%	160 24%r	151 25%r	125 28%zr	85 18%	126 25%u	298 28%zu	69 12%
Cheap calls to mobile phones	192 9%e	108 10%	84 8%	-	1 2%	11 4%	36 10%el	46 11%ej	45 11%zej	35 9%e	18 6%	1 2%	47 7%e	91 11%zej n	53 8%	66 10%	57 9%	30 7%	38 8%	44 9%	89 8%	51 9%
Cheap international calls	153 7%el	81 7%	72 7%	-	-	7 3%	23 6%	37 9%el	36 9%dek	29 8%e	20 7%e	-	30 5%	73 9%zdek l	49 7%e	65 10%zqr	42 7%	22 5%	24 5%	27 6%	81 8%	40 7%
Mobile phone	102 5%j	54 5%	48 4%	1 100%	2 5%	8 3%	23 6%j	22 5%	21 5%j	18 5%	6 2%	4 7%d	31 5%	43 5%j	24 4%	25 4%	31 5%	26 6%	20 4%	29 6%	48 5%	20 4%
Low caller tariff / calls / cheap calls	9 *	5 *	4 *	-	-	2 1%	-	2 *	3 1%	-	3 1%	-	2 *	4 1%	3 *	1 *	2 *	3 1%	3 1%	3 1%	4 *	2 *
Line rental / basic package / landline only	7 *	2 *	5 *	-	-	-	-	2 1%	1 *	1 *	2 1%l	-	-	3 *	3 *	1 *	-	1 *	4 1%zd	1 *	2 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 34
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Cheaper / unlimited calls to friends and family	6*	3*	3*	-	-	-	1*	1*	21%	1*	1*	-	1*	3*	2*	1*	2*	-	31%	2*	1*	2*
Other	281%	141%	141%	-	-	21%	82%g	1*	72%m	31%	62%g	-	112%	81%	91%	91%	61%	61%	71%	61%	131%	71%
Cheap / free calls to other numbers on the same network	4*	2*	2*	-	-	-	1*	21%	-	-	1*	-	1*	2*	1*	1*	2*	1*	-	1*	3*	-
Don't know	924%t	424%	515%	-	25%	125%	133%	123%	154%	133%	268%zfhilmn	25%	254%	263%	396%zgi	193%	234%	143%	368%zopq	235%	293%	295%t
None of these	753%flp	353%	404%	-	36%efl	31%	51%	113%	102%	185%efl	258%zefghlm	36%efl	81%	213%	436%zefghlm	233%	122%	153%	255%zpq	173%	333%	224%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 35
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Unlimited calls (NET)	1777 81%	124 75%	196 80%	532 84%za	107 85%	30 71%	667 82%	185 80%	137 81%	56 82%	17 76%	42 80%	608 80%	66 74%	1406 81%	371 80%	804 82%w	133 82%	130 82%	26 76%	8 67%	34 79%	586 80%	56 73%
Broadband	1300 59%kl nuv	101 61%	180 74%za	422 67%z	77 61%	33 76%	552 68%zi kl	151 65%ik l	109 64%kl	35 51%	16 69%	24 46%	361 48%	53 60%l	1008 58%	292 63%	661 68%zs uv	102 63%uv	107 67%su v	15 44%	8 68%	18 42%	343 47%	45 59%
Unlimited evening and weekend calls to UK landlines	954 43%al v	55 33%	106 44%	313 49%za	65 52%	12 27%	378 47%l	97 42%	77 45%	35 51%	9 40%	20 39%	300 40%	38 43%	756 43%	198 43%	452 46%zv	75 46%	68 43%	16 46%	5 41%	17 40%	288 39%	33 43%
Unlimited weekend calls to UK landlines	740 34%lv	60 36%	76 31%	256 40%zb	37 29%	13 31%	306 38%zl m	86 37%	50 30%	28 41%	6 27%	14 27%	227 30%	22 25%	595 34%	145 31%	359 37%zv	66 40%uv	50 32%	11 31%	3 21%	10 23%	219 30%	23 29%
Unlimited calls to UK landlines at any time	637 29%cf gq	45 27%	60 25%	151 24%	41 32%	12 27%	206 25%	50 22%	52 31%	20 29%	4 17%	18 34%	258 34%zf g	30 34%g	500 29%	136 30%	259 26%	32 20%	49 31%q	7 20%	2 12%	13 31%	251 34%zp q	25 32%q
Satellite or cable TV	520 24%lv	47 28%	72 29%	204 32%z	30 24%	8 18%	259 32%zh l	63 27%l	38 22%l	15 22%	7 29%	11 21%	107 14%	21 24%l	406 23%	115 25%	310 32%zr uv	43 27%v	31 20%	8 23%	1 10%	7 16%	102 14%	18 23%v
Cheap calls to mobile phones	192 9%	18 11%	27 11%	50 8%	13 10%	5 11%	78 10%	19 8%	18 10%	5 7%	- -	3 5%	57 8%	13 15%zl	160 9%	31 7%	94 10%	11 7%	20 13%	1 3%	- -	2 4%	54 7%	10 13%
Cheap international calls	153 7%cl	11 7%	29 12%zc	28 4%	10 8%	6 15%	50 6%	17 7%	17 10%	4 5%	1 4%	2 3%	56 7%	6 7%	122 7%	31 7%	68 7%	8 5%	16 10%	- -	- -	2 4%	53 7%	6 8%
Mobile phone	102 5%	4 2%	12 5%	37 6%	6 5%	5 12%	45 6%	8 3%	11 6%	5 7%	1 5%	2 3%	28 4%	3 3%	73 4%	29 6%	48 5%	11 7%	11 7%	1 4%	- -	2 4%	26 4%	2 3%
Low caller tariff / calls / cheap calls	9 *	2 1%	- -	2 *	1 1%	- -	5 1%	- -	1 1%	- -	- -	- -	3 *	- -	7 *	2 *	5 *	- -	1 1%	- -	- -	- -	3 *	- -
Line rental / basic package / landline only	7 *	- -	1 *	1 *	- -	- -	2 *	- -	- -	- -	- -	- -	3 *	1 1%	5 *	2 *	2 *	- -	- -	- -	- -	- -	3 *	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 35
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Cheaper / unlimited calls to friends and family	6 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	-	2 *	2 2%zf	6 *	1 *	1 *	1 1%	-	-	-	-	2 *	1 2%zp
Other	28 1%	4 3%b	-	6 1%	2 2%	1 2%	7 1%	4 2%	3 2%	1 1%	1 4%	-	9 1%	3 4%zf	25 1%	3 1%	9 1%	4 2%	3 2%	-	1 8%	-	9 1%	2 2%
Cheap / free calls to other numbers on the same network	4 *	-	1 1%	2 *	-	-	2 *	1 *	-	-	-	-	1 *	-	3 *	1 *	3 *	-	-	-	-	-	1 *	-
Don't know	92 4%r	5 3%	5 2%	24 4%	3 2%	2 4%	24 3%	10 5%	4 3%	3 4%	1 3%	5 9%fh	42 5%zf	3 3%	71 4%	21 5%	34 3%r	6 4%r	-	3 9%r	-	4 9%pr	43 6%zpr	3 4%r
None of these	75 3%cp	9 6%c	4 1%	10 1%	4 3%	1 1%	19 2%	3 1%	4 3%	3 5%	1 6%	* 1%	40 5%zfg	3 4%	63 4%	12 3%	22 2%	1 1%	4 3%	1 2%	1 5%	-	42 6%zpq	4 5%q

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 36

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All landline bill payers**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
Unlimited calls (NET)	1777 81%	1060 82%	298 80%	418 79%	467 81%	16 76%	2 100%	71 81%	1245 81%	492 79%	645 82%	273 80%	219 84%	143 79%	208 79%	185 80%	66 82%	17 89%	3 100%	1 49%	7 84%	
Broadband	1300 59%chi	839 65%zbc	206 56%b	253 48%	379 66%zh	13 63%	2 84%	70 80%zdh	858 56%	282 46%	496 63%zi	231 68%zi	180 69%zi	110 61%j	173 66%z	160 69%z	51 64%	6 32%	3 90%	1 100%	2 18%	
Unlimited evening and weekend calls to UK landlines	954 43%	592 46%z	147 39%	214 40%	253 44%	5 26%	1 25%	34 38%	671 44%	247 40%	364 46%im	151 44%	123 47%	66 36%	111 42%	108 47%	30 37%	11 60%	2 69%	-	3 41%	
Unlimited weekend calls to UK landlines	740 34%	439 34%	131 35%	169 32%	188 33%	10 49%	2 75%	31 36%	518 34%	200 32%	272 34%	121 35%	85 32%	61 34%	87 33%	66 28%	31 39%	6 30%	2 66%	1 49%	3 32%	
Unlimited calls to UK landlines at any time	637 29%	372 29%	100 27%	164 31%	161 28%	7 36%	-	35 40%zd	447 29%	185 30%	227 29%	97 28%	71 27%	56 31%	75 29%	53 23%	28 34%	5 26%	-	-	3 32%	
Satellite or cable TV	520 24%chi	330 26%zc	93 25%b	97 18%	204 35%zgh	5 24%	1 59%	19 22%	301 20%	103 17%	176 22%j	104 31%zi	81 31%zi	55 31%zi	100 38%z	82 36%z	22 27%	4 19%	2 50%	1 51%	1 8%	
Cheap calls to mobile phones	192 9%	111 9%	31 8%	50 9%	49 8%	3 14%	-	13 14%	129 8%	57 9%	58 7%	32 9%	29 11%	16 9%	16 6%	24 10%	6 8%	3 13%	-	-	-	
Cheap international calls	153 7%	95 7%	17 5%	41 8%	37 6%	3 12%	-	12 14%zdh	107 7%	40 7%	56 7%	29 9%	15 6%	11 6%	17 6%	14 6%	4 5%	3 13%	-	-	-	
Mobile phone	102 5%b	71 5%b	17 5%	14 3%	31 5%	-	-	5 6%	70 5%	23 4%	34 4%	22 6%	13 5%	9 5%	15 6%	10 4%	4 5%	2 9%	-	-	-	
Low caller tariff / calls / cheap calls	9 *	4 *	4 1%	2 *	1 *	-	-	8 -	1 1%	4 1%	4 *	-	1 1%	-	-	-	1 2%	-	-	-	-	
Line rental / basic package / landline only	7 *	3 *	-	4 1%	-	-	-	-	7 *	2 *	2 *	1 *	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 36
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
Cheaper / unlimited calls to friends and family	6*	2*	1*	31%	1*	-	-	-	5*	41%	*	1*	-	1*	1*	1*	-	-	-	-	-	
Other	281%j	121%	92%a	71%	71%	-	125%	23%	181%	112%j	4*	93%j	31%	11%	52%	1*	23%	-	-	-	-	
Cheap / free calls to other numbers on the same network	4*h	2*	-	2*	2*	-	-	11%zh	1*	1*	1*	2*	-	-	21%	-	-	-	-	-	-	
Don't know	924%	484%	164%	275%	244%	-	-	23%	674%	315%	304%	113%	94%	106%	83%	83%	68%	29%	-	-	116%	
None of these	753%al	312%	175%a	265%za	122%	-	-	44%	614%	335%zl	263%	93%	31%	53%	31%	63%	23%	*2%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 37
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Unlimited calls (NET)	1777 81%	232 81%	199 84%	244 80%	1298 81%	1748 81%	954 83%ze	989 80%	1611 82%ze	1680 82%ze	697 84%zeghi n	1511 83%zeghi n	1082 83%zeghi n	584 81%	1127 82%	448 86%zeghimn
Broadband	1300 59% ^d	190 66% ^{zd}	167 70% ^{zd}	197 65% ^d	905 57%	1275 59%	771 67%zeghi	711 58%	1242 63%zegi	1250 61%zeg	590 71%zefgh ikn	1207 66%zeghi	920 71%zefgh ikn	531 74%zefgh ikn	931 67%zeghi	422 81%zefghijklmn
Unlimited evening and weekend calls to UK landlines	954 43%	132 46%	104 44%	131 43%	691 43%	939 43%	525 46%zeg	516 42%	872 44%zg	910 44%zeg	371 45%	819 45%zeg	595 46%zeg	321 45%	619 45% ^g	253 48%zeg
Unlimited weekend calls to UK landlines	740 34%	107 37% ^c	87 37% ^c	85 28%	547 34%	730 34%	401 35% ⁿ	399 32%	672 34%	696 34%	282 34%	628 34% ⁿ	437 34%	231 32%	448 32%	185 35%
Unlimited calls to UK landlines at any time	637 29% ^a	63 22%	66 28%	100 33% ^a	476 30% ^a	628 29%	351 31%	367 30%	577 29%	612 30%ze	274 33%zehik o	541 30%	392 30%	209 29%	418 30%	145 28%
Satellite or cable TV	520 24% ^{dg}	110 38% ^{zd}	83 35% ^{zd}	97 32% ^{zd}	310 19%	518 24% ^{zg}	464 40%zeghi jklmno	177 14%	494 25%zegi	494 24% ^g	294 36%zeghi kin	465 26%zegi	377 29%zeghi kn	259 36%zeghi kin	370 27%zegi	185 35%zeghikln
Cheap calls to mobile phones	192 9%	19 7%	23 10%	30 10%	143 9%	187 9%	104 9%	110 9%	180 9%	189 9%ze	71 9%	177 10%ze	134 10%ze	65 9%	140 10%ze	51 10%
Cheap international calls	153 7% ^f	14 5%	15 6%	25 8%	116 7%	150 7% ^f	65 6%	95 8% ^f	145 7% ^f	148 7% ^f	55 7%	141 8%zef	90 7%	46 6%	100 7% ^f	43 8% ^f
Mobile phone	102 5% ^g	14 5%	15 6%	15 5%	71 4%	99 5% ^g	72 6%zeghi k	42 3%	99 5%zeg	99 5% ^g	38 5%	94 5%zeg	70 5% ^g	42 6% ^g	71 5% ^g	30 6% ^g
Low caller tariff / calls / cheap calls	9 *	1 *	1 1%	- -	8 *	8 *	4 *	7 1%	7 *	9 *	3 *	5 *	6 *	1 *	8 1% ^{hk}	- -
Line rental / basic package / landline only	7 * ^{ei}	- -	- -	- -	7 *	6 * ⁱ	1 *	4 *	5 *	4 *	2 *	4 *	- -	- -	3 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 37
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Cheaper / unlimited calls to friends and family	6 *h	-	1 *	1 *	5 *	6 *h	3 *	4 *	4 *	5 *	1 *	4 *	1 *	1 *	4 *	- .
Other	28 1%h	3 1%	3 1%	4 1%	21 1%	28 1%h	10 1%	16 1%	20 1%	24 1%	12 1%	24 1%h	13 1%	9 1%	20 1%	5 1%
Cheap / free calls to other numbers on the same network	4 *	1 *	- .	1 *	2 *	4 *	2 *	3 *	3 *	4 *	4 *	3 *	3 *	1 *	4 *	3 1%
Don't know	92 4%hklo	11 4%	9 4%	11 4%	68 4%	91 4%hklo	43 4%l	53 4%kl	74 4%kl	83 4%kl	34 4%l	56 3%	36 3%	30 4%lo	50 4%	13 2%
None of these	75 3%fjklno	5 2%	5 2%	10 3%	63 4%z	71 3%fjklno	22 2%	49 4%fjhjklmno	62 3%fjklno	70 3%fjklno	17 2%	39 2%	25 2%	17 2%o	35 3%o	6 1%

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Table 38
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Unlimited calls (NET)	1777 81%fr	1360 83%zf	168 86%f	24 85%	14 79%	60 77%	152 65%	677 82%	550 83%	461 80%	12 72%	39 75%	105 76%	133 77%	132 84%r	275 83%r	267 85%lmr	180 84%r	54 67%
Broadband	1300 59%efkl	1109 67%zef	123 63%ef	15 52%	12 68%	31 40%f	11 5%	476 57%	454 68%zgi	303 52%	10 64%	23 43%	67 49%	94 55%	91 58%	236 71%zkl mn	234 75%zkl mn	168 79%zklm n	52 65%kl
Unlimited evening and weekend calls to UK landlines	954 43%fm	735 45%f	93 48%f	11 38%	9 49%	28 36%	78 33%	343 41%	308 46%	253 44%	8 53%	19 37%	50 36%	60 35%	68 44%	165 50%zlm r	139 44%	115 53%zklm r	25 32%
Unlimited weekend calls to UK landlines	740 34%f	567 34%f	69 35%	9 32%	3 15%	28 36%	64 27%	280 34%	234 35%	180 31%	5 29%	19 36%	44 32%	49 28%	56 36%	110 33%	123 39%zm	70 32%	20 26%
Unlimited calls to UK landlines at any time	637 29%fi	478 29%f	74 38%zaf	8 28%	6 33%	24 31%	48 20%	273 33%zi	189 28%	141 24%	4 25%	14 27%	30 22%	49 28%	47 30%	98 30%	97 31%	55 26%	18 23%
Satellite or cable TV	520 24%lfgm	444 27%zbf	37 19%f	9 31%	2 14%	15 20%f	13 6%	131 16%	216 33%zgi	145 25%g	1 8%	10 18%	27 20%	29 17%	41 26%	90 27%mr	103 33%zkl mr	77 36%zklm r	15 19%
Cheap calls to mobile phones	192 9%fi	163 10%zf	18 9%f	- -	1 4%	2 3%	8 3%	73 9%	73 11%zi	37 6%	- -	9 16% n	10 7%	15 9%	10 6%	33 10%	26 8%	25 12%	5 6%
Cheap international calls	153 7%gi	122 7%	16 8%	1 4%	2 12%	2 3%	9 4%	75 9%zi	45 7%	27 5%	- -	7 14%	7 5%	10 6%	8 5%	32 10%	19 6%	19 9%	6 8%
Mobile phone	102 5%fi	91 6%zf	6 3%	- -	- -	3 4%	2 1%	36 4%	35 5%	27 5%	1 5%	1 1%	8 6%	8 4%	11 7%	27 8%z	14 4%	12 5%	3 4%
Low caller tariff / calls / cheap calls	9 *	4 *	2 1%	1 3%	- -	3 -	3 1%a	3 *	1 *	5 1%	- -	1 1%	2 1%	* *	2 1%	1 *	1 *	- -	- -
Line rental / basic package / landline only	7 *	3 *	- -	- -	- -	- -	3 1%za	2 *	- -	2 *	- -	1 2%	- -	- -	- -	1 *	1 *	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 38
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Cheaper / unlimited calls to friends and family	6 *a	1 *	-	-	-	2 2%zab	3 1%za	4 *	1 *	-	-	-	-	1 1%	1 1%	-	1 *	-	1 1%
Other	28 1%	21 1%	3 2%	-	-	1 1%	3 1%	7 1%	9 1%	8 1%	2 12%	1 3%p	3 2%	4 3%p	4 3%p	4 1%	1 *	1 *	2 2%
Cheap / free calls to other numbers on the same network	4 *	3 *	-	-	-	-	1 *	1 *	2 *	1 *	-	-	-	-	1 *	1 *	1 *	1 *	-
Don't know	92 4%a	47 3%	12 6%a	1 5%	1 6%	4 5%	27 11%za	32 4%	20 3%	26 5%	2 10%	1 2%	4 3%	4 3%	8 5%	10 3%	8 2%	5 2%	4 6%
None of these	75 3%ao	31 2%	3 2%	1 5%	-	5 6%a	35 15%zab	33 4%	18 3%	21 4%	1 5%	6 11%zno	7 5%o	15 9%znop	2 1%	4 1%	6 2%	2 1%	5 7%oa

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 39
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Unlimited calls (NET)	1777 81% _n	1642 81% _n	130 82% _n	115 83% _n	154 84% _n	133 76% _n	155 85% _n	132 80% _n	87 79% _n	182 82% _n	374 83% _n	136 77% _n	93 88% _{ze kmn}	146 79% _n	69 68% _n	1468 81% _n	1085 81% _n	667 81% _n	1753 81% _z	1489 82% _n	288 77% _n	1777 81% _n
Broadband	1300 59% _{ck ps}	1205 59% _n	89 56% _n	72 52% _n	133 73% _{zc fghij kln}	131 75% _{zc fghij kln}	100 55% _k	95 57% _k	58 52% _n	130 58% _k	256 57% _k	75 42% _n	60 57% _k	135 73% _{zc fghij kln}	56 55% _k	1050 58% _{ck}	735 55% _n	542 65% _{zpr}	1277 59% _{pn}	1053 58% _n	247 66% _{zsu}	1300 59% _s
Unlimited evening and weekend calls to UK landlines	954 43% _{bf h}	893 44% _b	57 36% _n	55 39% _n	89 49% _{fh}	92 52% _{zc fhino}	62 34% _n	74 45% _h	30 27% _n	86 38% _n	224 50% _{zcf hino}	75 42% _h	52 49% _{fh}	78 42% _h	38 38% _n	786 44% _{fh}	567 42% _n	373 45% _n	940 43% _n	805 44% _n	150 40% _n	954 43% _n
Unlimited weekend calls to UK landlines	740 34% _m	687 34% _n	52 33% _n	45 32% _n	73 40% _{fi m}	69 40% _{fi m}	50 27% _n	66 40% _{fm}	38 34% _n	63 28% _n	142 32% _n	72 41% _{zf ijlm}	32 30% _n	50 27% _n	40 40% _{fm}	618 34% _m	463 35% _n	268 32% _n	731 34% _n	632 35% _{zu}	108 29% _n	740 34% _n
Unlimited calls to UK landlines at any time	637 29% _j	591 29% _n	42 26% _n	38 27% _n	56 31% _n	48 27% _n	60 33% _j	60 36% _{jko}	34 30% _n	67 30% _n	105 23% _n	45 26% _n	36 33% _j	63 34% _j	25 25% _n	513 28% _j	409 31% _z	222 27% _n	631 29% _n	533 29% _n	104 28% _n	637 29% _n
Satellite or cable TV	520 24% _{fk l}	490 24% _n	30 19% _n	28 20% _k	51 28% _{fk l}	62 35% _{zc fhijk lo}	29 16% _n	51 31% _{zcf klo}	24 21% _k	47 21% _k	105 23% _k	20 11% _n	16 15% _n	60 32% _{zc fijkl o}	28 28% _{fk l}	416 23% _{fk}	298 22% _n	219 26% _z	517 24% _{pn}	437 24% _n	84 22% _n	520 24% _n
Cheap calls to mobile phones	192 9% _n	182 9% _n	10 6% _n	12 9% _n	17 10% _n	25 14% _{zh ijkmo}	24 13% _{zhi o}	13 8% _n	4 4% _n	11 5% _n	35 8% _n	14 8% _n	15 14% _{zhi jmo}	14 7% _n	8 8% _n	155 9% _n	128 10% _n	60 7% _n	188 9% _n	164 9% _n	28 7% _n	192 9% _n
Cheap international calls	153 7% _n	142 7% _n	11 7% _n	5 4% _n	22 12% _{zcg io}	15 8% _g	12 7% _n	5 3% _n	8 8% _n	8 4% _n	37 8% _g	14 8% _n	9 8% _g	12 7% _n	5 5% _n	127 7% _n	104 8% _n	48 6% _n	152 7% _n	130 7% _n	22 6% _n	153 7% _n
Mobile phone	102 5% _n	94 5% _n	8 5% _n	4 3% _n	8 4% _n	18 10% _{zcd fjklmo}	6 3% _n	7 4% _n	3 3% _n	15 7% _l	22 5% _n	5 3% _n	1 1% _n	9 5% _n	4 4% _n	88 5% _n	59 4% _n	43 5% _n	102 5% _n	81 4% _n	21 6% _n	102 5% _n
Low caller tariff / calls / cheap calls	9 * _r	9 *	* *	2 1% _{jo}	1 1% _n	1 *	- -	1 1% _n	- -	- -	- -	- -	1 1% _j	3 2% _{zjo}	- -	5 *	7 1% _n	1 *	8 *	8 *	1 *	9 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 39
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2199	2033 158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Line rental / basic package / landline only	7 *o	7 *	-	-	-	-	1	2	-	-	-	1	1	2	3	5	2	7	7	-	7
Cheaper / unlimited calls to friends and family	6 *	6 *	-	*	1	-	-	1	-	1	1	-	-	1	5	6	*	6	6	*	6
Other	28 1%	26 1%	2 1%	1 1%	3 2%	1 *	-	2 1%	-	8 2%	4 2%fi	3 3%fi	2 1%	2 2%	21 1%	19 1%	9 1%	28 1%	27 1%	1 *	28 1%
Cheap / free calls to other numbers on the same network	4 *	4 *	-	1 1%zo	1 *	-	-	-	-	-	-	-	2 1%zo	-	2	2	2	4	4	-	4
Don't know	92 4%	85 4%	6 4%	4 3%	6 3%	9 5%	7 4%	11 7%	3 3%	9 4%	14 3%	6 3%	3 3%	7 4%	11 11%zcd fhijkl mo	53 4%	38 5%	91 4%	70 4%	22 6%	92 4%
None of these	75 3%	71 3%	4 3%	4 3%	7 4%	6 3%	10 6%mo	5 5%	6 3%	16 4%	7 4%	4 3%	2 1%	3 3%	66 4%	51 4%	24 3%	74 3%	65 4%	10 3%	75 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 40
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Unlimited calls (NET)	1777 81%j mnp r	662 80%j	1168 83%z dj	1633 82%z d j	1777 81%j	1451 83%zac dj	223 88%zab cdgj	1562 83%zac dj	802 84%za cdj	390 85%za dj	84 66%	1397 83%zmn	54 87%n	236 76%n	90 65%	1451 83%zp	326 73%	1633 82%zr	144 72%
Broadband	1300 59%j mnp r	475 57%j	954 68%zac dj	1261 63%za dj	1300 59%j	1216 69%zab cdgj	175 69%zad j	1269 67%zac dj	671 71%za bcdgj	370 81%zab cdefgh j	6 4%	1182 70%zlmn	33 53%mn	78 25%n	6 4%	1216 69%zp	84 19%	1261 63%zr	39 20%
Unlimited evening and weekend calls to UK landlines	954 43%j mnp	353 43%	627 44%j	876 44%j	954 43%j	791 45%zcd j	109 43%	841 45%z dj	436 46%j	225 49%za bcdj	44 34%	758 45%zmn	33 53%mn	118 38%	45 33%	791 45%zp	163 36%	876 44%	78 39%
Unlimited weekend calls to UK landlines	740 34%an	248 30%	509 36%zac degj	685 34%a	740 34%a	598 34%a	111 43%zab cdeghij j	653 35%aj	328 35%a	146 32%	33 26%	577 34%n	21 34%	108 35%n	34 24%	598 34%	142 32%	685 34%	55 28%
Unlimited calls to UK landlines at any time	637 29%	277 33%zb cdegj	386 27%	582 29%b	637 29%	519 30%b	82 32%j	557 30%b	294 31%bj	137 30%	27 21%	496 29%	23 37%	86 28%	31 23%	519 30%	117 26%	582 29%	54 27%
Satellite or cable TV	520 24%aj m npr	142 17%j	423 30%zac degj	505 25%za dj	520 24%aj	478 27%zac dgj	86 34%zac degj	503 27%zac dj	425 45%za bcdef glj	161 35%zab cdegj	5 4%	471 28%zlmn	7 11%	34 11%	8 6%	478 27%zp	43 9%	505 25%zr	15 8%
Cheap calls to mobile phones	192 9%j npr	68 8%	142 10%z dj	182 9%j	192 9%j	169 10%z dj	29 11%j	179 10%z dj	83 9%j	55 12%zac dhj	4 3%	163 10%zn	5 9%	19 6%	4 3%	169 10%zp	23 5%	182 9%	10 5%
Cheap international calls	153 7%j npr	79 10%zbc deghj	100 7%	147 7%zdh j	153 7%j	136 8%zdhj	17 7%	142 8%zdhj	56 6%	42 9%hj	3 3%	134 8%zmn	2 3%	14 4%	3 2%	136 8%zp	17 4%	147 7%zr	6 3%
Mobile phone	102 5%j npr	29 3%	86 6%zacd glj	101 5%zad j	102 5%j	93 5%zadj	19 8%aj	98 5%zadj	52 5%aj	37 8%zac deghj	1 1%	93 5%zn	- -	9 3%	1 *	93 5%zp	9 2%	101 5%zr	1 *
Low caller tariff / calls / cheap calls	9 *h	3 *	6 *h	7 *	9 *h	6 *	1 *	6 *	1 *	2 *	3 2%zab cdegh	6 *	- -	1 *	3 2%zk	6 *	3 1%	7 *	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 40
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Line rental / basic package / landline only	7 *egko	3 *	2 *	5 *eg	7 *eg	1 *	1 1%	2 *e	-	-	2 1%beghi	1 *	-	4 1%zk	2 1%k	1 *	6 1%zo	5 *	2 1%
Cheaper / unlimited calls to friends and family	6 *begko	3 *	1 *	5 *g	6 *beg	3 *	-	3 *	1 *	-	-	1 *	1 2%zk	3 1%zk	-	3 *	3 1%o	5 *	1 1%
Other	28 1%	11 1%	13 1%	23 1%	28 1%	22 1%b	2 1%	22 1%	11 1%	3 1%	2 2%	20 1%	2 3%	3 1%	2 2%	22 1%	5 1%	23 1%	4 2%
Cheap / free calls to other numbers on the same network	4 *	1 *	3 *	3 *	4 *	3 *	-	3 *	2 *	2 *	1 1%	3 *	-	-	1 1%	3 *	1 *	3 *	1 *
Don't know	92 4%bcdefg ikoq	36 4%fi	49 3%fi	73 4%fgi	92 4%bcef gi	58 3%i	3 1%	62 3%i	33 4%fi	7 2%	16 12%zabcdefg hi	57 3%	1 2%	16 5%	18 13%zklm	58 3%	34 8%zo	73 4%	19 10%zq
None of these	75 3%bcdefg hikoq	36 4%bce fghi	23 2%	56 3%bef gh	75 3%bcef ghi	29 2%	1 1%	34 2%	17 2%	8 2%	18 14%zabcdefg hi	29 2%	-	27 9%zkl	19 14%zkl	29 2%	46 10%zo	56 3%	19 10%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 41
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Unlimited calls (NET)	1777 81%q	728 80%q	41 80%	-	11 44%	20 100%	44 75%	3 73%	324 86%zaq	222 80%q	6 88%	2 100%	341 84%q	35 65%
Broadband	1300 59%a	450 50%	38 74%zaq	-	11 43%	7 35%	40 68%a	1 40%	270 71%zapq	194 70%zaq	5 73%	1 53%	258 63%a	26 49%
Unlimited evening and weekend calls to UK landlines	954 43%	403 44%	20 39%	-	8 31%	14 70%	22 37%	1 33%	173 46%	114 41%	5 74%	1 53%	172 42%	21 39%
Unlimited weekend calls to UK landlines	740 34%l	299 33%l	22 43%l	-	4 17%	8 42%	22 37%	3 73%	137 36%l	71 26%	2 35%	1 53%	156 38%zl	15 28%
Unlimited calls to UK landlines at any time	637 29%	242 27%	19 37%	-	2 7%	6 30%	18 32%	1 33%	114 30%	110 40%zahp	1 14%	2 100%	101 25%	20 38%
Satellite or cable TV	520 24%abflq	60 7%	2 4%	-	3 11%	-	3 5%	1 27%	231 61%zabflpq	23 8%q	-	-	198 49%zabflq	-
Cheap calls to mobile phones	192 9%ah	59 6%	17 33%zafhlp	-	6 24%	4 21%	4 7%	-	19 5%	39 14%zahp	-	2 100%	33 8%	9 16%ah
Cheap international calls	153 7%a	50 5%	15 29%zafhlp	-	1 6%	3 14%	3 6%	-	18 5%	31 11%zahp	-	1 53%	22 5%	8 14%zahp
Mobile phone	102 5%ah	14 2%	9 17%zafhl	-	4 16%	-	-	-	10 3%	14 5%a	1 14%	-	45 11%zafhl	5 10%afh
Low caller tariff / calls / cheap calls	9 *	5 1%	-	-	-	1 7%	-	-	-	1 *	-	-	1 *	1 2%h
Line rental / basic package / landline only	7 *	3 *	-	-	-	-	-	-	-	1 *	-	-	1 *	2 3%zaph
Cheaper / unlimited calls to friends and family	6 *	3 *	-	-	1 6%	-	-	-	-	1 1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 41
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (Z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Other	28	13	2	-	1	1	1	-	6	2	-	-	2	-
	1%	1%	4%p	-	3%	7%	1%	-	2%	1%	-	-	1%	-
Cheap / free calls to other numbers on the same network	4	-	-	-	-	-	-	-	-	2	-	-	1	1
	*	-	-	-	-	-	-	-	-	1%a	-	-	*	2%zah
Don't know	92	47	-	-	3	-	1	-	15	7	-	-	5	9
	4%p	5%p	-	-	10%	-	2%	-	4%p	2%	-	-	1%	17%zabthlp
None of these	75	48	-	2	4	-	1	-	2	6	-	-	9	2
	3%h	5%zhp	-	100%	16%	-	2%	-	*	2%	-	-	2%	4%h

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Unlimited calls (NET)	1777 81%	9 89%	1 100%	128 80%	1 100%	-	10 79%	1 100%	4 60%	3 100%	2 69%	11 70%	2 100%	91 77%
Broadband	1300 59% _{dpsy}	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unlimited evening and weekend calls to UK landlines	954 43%	4 36%	1 100%	73 45%	-	-	2 15%	1 100%	3 44%	-	1 42%	7 41%	1 56%	44 37%
Unlimited weekend calls to UK landlines	740 34% _d	2 16%	1 100%	40 25%	1 100%	-	4 32%	-	2 26%	1 55%	1 42%	1 9%	-	32 28%
Unlimited calls to UK landlines at any time	637 29%	4 37%	-	39 24%	-	-	4 32%	-	1 10%	1 45%	1 27%	3 20%	1 44%	28 24%
Satellite or cable TV	520 24% _{dpsy}	- -	- -	1 1%	-	-	1 6%	-	-	-	-	1 8%	-	5 4%
Cheap calls to mobile phones	192 9% _{dp}	- -	- -	6 4%	-	-	2 12%	-	-	-	1 42%	1 4%	-	3 3%
Cheap international calls	153 7% _d	- -	- -	3 2%	-	-	1 5%	-	-	-	-	1 4%	-	4 3%
Mobile phone	102 5% _d	1 9%	-	-	-	-	1 7%	-	-	-	-	-	-	2 2%
Low caller tariff / calls / cheap calls	9 *	- -	- -	-	-	-	-	-	-	-	1 31%	-	-	- -
Line rental / basic package / landline only	7 *	- -	- -	-	-	-	-	-	-	-	-	-	-	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Unlimited calls (NET)	1777 81%	54 72%	2 100%	2 100%	2 100%	5 84%	88 85%	1 100%	6 66%
Broadband	1300 59% ^{dpsy}	- -	- -	- -	- -	- -	1 1%	- -	- -
Unlimited evening and weekend calls to UK landlines	954 43%	30 40%	1 49%	- -	- -	3 50%	50 49%	- -	2 19%
Unlimited weekend calls to UK landlines	740 34% ^d	17 22%	- -	2 100%	- -	2 39%	33 32%	- -	4 41%
Unlimited calls to UK landlines at any time	637 29%	19 25%	1 51%	- -	2 100%	1 13%	22 21%	1 100%	3 30%
Satellite or cable TV	520 24% ^{dpsy}	2 3%	- -	- -	- -	- -	6 6% ^d	- -	1 10%
Cheap calls to mobile phones	192 9% ^{dp}	6 8%	- -	1 41%	2 100%	1 21%	7 7%	- -	- -
Cheap international calls	153 7% ^d	3 4%	- -	- -	- -	- -	10 10% ^d	- -	- -
Mobile phone	102 5% ^d	- -	- -	- -	- -	- -	1 1%	- -	- -
Low caller tariff / calls / cheap calls	9 *	1 1%	- -	1 41%	- -	- -	1 1%	- -	1 12%
Line rental / basic package / landline only	7 *	- -	- -	- -	- -	- -	1 1%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Cheaper / unlimited calls to friends and family	6 *	-	-	-	-	-	-	-	1 11%	-	-	-	-	1 1%
Other	28 1%	-	-	-	-	-	-	-	1 12%	-	-	1 4%	-	6 5%zd
Cheap / free calls to other numbers on the same network	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	92 4%	1 6%	-	22 14%z	-	-	1 9%	-	1 18%	-	-	1 9%	-	13 11%z
None of these	75 3%	* 5%	-	8 5%	-	2 100%	-	-	-	-	-	1 9%	-	6 5%

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Table 42
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Cheaper / unlimited calls to friends and family	6 *	- -	- -	- -	- -	- -	- -	- -	- -
Other	28 1%	3 5%zd	- -	- -	- -	- -	3 3%	- -	* 5%
Cheap / free calls to other numbers on the same network	4 *	1 2%z	- -	- -	- -	- -	- -	- -	- -
Don't know	92 4%	8 11%z	- -	- -	- -	1 16%	6 6%	- -	1 7%
None of these	75 3%	4 6%	- -	- -	- -	- -	5 5%	- -	- -

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Table 43
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Unlimited calls (NET)	1777 81%b	1105 85%zb	673 75%	390 87%zb	29 78%	6 58%	7 100%	30 76%	1 100%	239 89%zbn	157 81%	4 84%	1 100%	217 84%b	21 82%	434 89%zab nr	46 96%zbdnr
Broadband	1300 59%b	1300 100%zb	- -	450 100%zb	38 100%zb	11 100%	7 100%	40 100%	1 100%	270 100%zb	194 100%zb	5 100%	1 100%	258 100%zb	26 100%	488 100%zb	48 100%zb
Unlimited evening and weekend calls to UK landlines	954 43%b	608 47%zb	346 39%	233 52%zabnr	15 40%	4 39%	3 44%	15 37%	- -	133 49%b	80 42%	4 84%	1 100%	105 41%	14 53%	234 48%zbr	21 44%
Unlimited weekend calls to UK landlines	740 34%bn	494 38%zbn	246 27%	177 39%zbn	16 42%	2 23%	5 65%	17 43%	1 100%	102 38%bn	50 26%	2 47%	1 100%	109 42%zbn	11 41%	199 41%zbn	25 51%zbn
Unlimited calls to UK landlines at any time	637 29%b	423 33%zb	214 24%	129 29%	16 43%b	1 9%	2 34%	16 40%	- -	87 32%b	85 44%zabcjrt	- -	1 100%	70 27%	16 61%	153 31%b	18 39%b
Satellite or cable TV	520 24%bcd n	488 38%zbc dn	32 4%	54 12%b	1 3%	3 25%	- -	2 4%	- -	223 83%zabcdn r	23 12%b	- -	- -	183 71%zabcdn	- -	488 100%za bcdjnr	48 100%zabcdn r
Cheap calls to mobile phones	192 9%b	152 12%zbj	39 4%	46 10%b	14 37%zabcjn rt	5 47%	2 33%	4 10%	- -	16 6%	32 17%zabcjrt	- -	1 100%	25 10%b	7 28%	47 10%bj	15 31%zabcjn rt
Cheap international calls	153 7%b	123 9%zbrj	30 3%	36 8%b	13 33%zabcjn rt	1 14%	2 29%	3 8%	- -	14 5%	31 16%zabcjrt	- -	1 100%	14 5%	8 29%	38 8%b	8 16%zbrj
Mobile phone	102 5%b	92 7%zbcj	10 1%	13 3%b	8 21%zabcjn t	4 37%	- -	- -	- -	8 3%	14 7%bcj	- -	- -	40 15%zabcjn t	5 20%	48 10%za bcj	48 100%zabcdn rt
Low caller tariff / calls / cheap calls	9 *a	2 *	7 1%	- -	- -	- -	1 20%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Line rental / basic package / landline only	7 *a	1 *	6 1%a	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 43
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Cheaper / unlimited calls to friends and family	6 *	1 *	5 1%	- -	- -	- -	- -	- -	- -	- -	1 1%a	- -	- -	- -	- -	- -	- -
Other	28 1%at	9 1%	19 2%zacrt	2 1%	2 5%acjnrt	- -	1 20%	- -	- -	2 1%	1 *	- -	- -	- -	- -	1 *	- -
Cheap / free calls to other numbers on the same network	4 *	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 3%	1 *	- -
Don't know	92 4%acjn rt	- -	92 10%zacjnrt u	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None of these	75 3%acjn rt	- -	75 8%zacjnrt	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 44
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Unlimited calls (NET)	1777 81%r	163 82%	145 80%	46 80%	569 85%z	430 86%z	141 87%	1159 83%zh	505 79%	1203 82%	325 83%	78 82%	249 86%z	541 81%	409 83%	176 82%	306 84%	302 82%	440 77%	376 81%	191 82%	313 83%r	314 83%r
Broadband	1300 59%g	134 68%z	131 72%za	42 73%	484 73%z	384 76%zd	118 73%z	767 55%	424 66%zg	929 63%z	257 66%z	74 77%z	232 80%z	405 61%	339 69%zm	146 68%zm	250 68%zm	247 67%zm	347 61%	321 69%zr	170 73%zrv	264 70%zrv	250 66%z
Unlimited evening and weekend calls to UK landlines	954 43%	83 42%	72 40%	22 38%	299 45%	218 43%	68 42%	605 44%	282 44%	666 45%z	159 40%	48 50%	148 51%z	304 45%	225 45%	97 45%	175 48%	168 46%	229 40%	214 46%r	116 50%r	176 47%r	178 47%r
Unlimited weekend calls to UK landlines	740 34% ^d	66 33%	53 29%	25 44% ^b	197 30%	167 33% ^d	55 34%	457 33%	228 36%	528 36% ^z	117 30%	29 31%	91 31%	224 33%	179 36%	78 37%	129 35%	135 37%	179 31%	160 34%	98 42% ^{zrs}	144 38% ^{rs}	139 37%
Unlimited calls to UK landlines at any time	637 29% ^h nqstv	59 30%	58 32%	14 25%	229 34% ^z	169 34% ^z	56 34%	495 36% ^{zh}	116 18%	380 26%	155 40% ^{zi}	24 25%	96 33%	211 32% ⁿ ^p ^q	117 24%	54 25%	93 25% ^q	78 21%	171 30% ^{stv}	101 22%	51 22%	94 25% ^{sv}	81 21%
Satellite or cable TV	520 24% ^g	62 31% ^z	57 31% ^z	31 54% ^{za} ^b	215 32% ^z	149 30% ^z	98 60% ^{zde}	245 18%	222 34% ^{zg}	408 28% ^{zj}	84 21%	43 45% ^{zl}	90 31% ^z	164 25%	173 35% ^{zm}	65 31% ^z	124 34% ^{zm}	133 36% ^{zm}	129 23%	166 36% ^{zr}	83 35% ^{zr}	134 36% ^{zr}	125 33% ^{zr}
Cheap calls to mobile phones	192 9%	17 8%	20 11%	3 6%	78 12% ^z	58 12% ^z	21 13%	129 9%	45 7%	128 9%	35 9%	10 11%	40 14% ^z	77 12% ^{zn} ^q	40 8%	23 11%	40 11% ⁿ ^q	28 8%	53 9%	35 7%	25 11% ^{sv}	36 10% ^s	28 7%
Cheap international calls	153 7%	9 5%	10 6%	4 7%	60 9% ^z	46 9%	14 9%	115 8% ^{zh}	35 5%	105 7%	26 7%	8 8%	31 11% ^z	53 8%	34 7%	19 9%	31 8%	23 6%	36 6%	31 7% ^v	27 11% ^{zrs} ^v	33 9% ^{sv}	17 5%
Mobile phone	102 5%	8 4%	7 4%	3 5%	47 7% ^z	30 6%	9 5%	62 4%	29 5%	71 5%	24 6%	9 9%	18 6%	36 5%	32 6%	11 5%	27 8% ^z	24 7%	40 7% ^z	30 7%	19 8% ^z	29 8% ^z	23 6%
Low caller tariff / calls / cheap calls	9 *	- -	- -	- -	1 *	1 *	- -	4 *	6 1%	4 *	2 1%	- -	1 *	4 1%	1 *	- -	1 *	- -	6 1% ^z	2 *	- -	1 *	2 1%
Line rental / basic package / landline only	7 * ^g	- -	- -	- -	3 *	- -	- -	2 *	3 *	3 *	1 *	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 44

FX02A - Do you receive any of the following as part of your package from your landline supplier?

BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Cheaper / unlimited calls to friends and family	6 *	-	-	-	2	2	-	5	1	2	1	-	-	3	2	-	2	2	4	2	-	1	2
Other	28 1%hpq s	4	6	2	7	7	2	26	*	14	5	-	3	8	2	*	*	*	9	1	-	2	3
Cheap / free calls to other numbers on the same network	4 *	-	-	-	3	2	-	1	2	3	-	1	1	3	1	-	-	-	2	2	1	1	1
Don't know	92 4%def il	6	7	1	13	5	1	51	28	46	16	1	4	32	15	10	12	12	29	14	9	11	12
None of these	75 3%aei pu	1	5	5	15	5	1	43	27	37	8	3	4	26	9	4	4	9	26	13	6	5	10

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 45
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1657	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Unlimited calls (NET)	1451 83% _{sl}	769 83%	682 83%	1 100%	30 77%	207 82%	266 83%	314 82%	275 83%	250 86%	108 83%	31 78%	473 82%	589 82%	358 85%	462 80%	449 85%	294 87% _z o r	246 80%	306 79%	717 87% _z s u	371 81%
Broadband	1216 69% _{qr}	652 70%	564 69%	1 100%	27 70%	182 72%	225 70%	271 71%	232 70%	197 68%	81 62%	28 71%	406 71%	504 70%	278 66%	439 76% _z p qr	365 69%	221 66%	190 62%	278 72%	570 69%	317 69%
Unlimited evening and weekend calls to UK landlines	791 45%	438 47%	353 43%	1 100%	20 53%	117 46%	148 46%	187 49%	136 41%	128 44%	53 41%	22 54%	265 46%	323 45% _h	181 43%	245 42%	255 48%	158 47%	132 43%	171 44%	391 47%	197 43%
Unlimited weekend calls to UK landlines	598 34% _o	322 35%	276 34%	- -	17 43%	97 38%	95 30%	136 35%	110 33%	103 36%	41 31%	17 42%	192 33%	246 34%	144 34%	173 30%	169 32%	144 43% _z o p	112 37%	132 34%	293 35%	139 30%
Unlimited calls to UK landlines at any time	519 30% _{els}	271 29%	248 30%	- -	8 20%	44 18%	88 27% _{el}	118 31% _{el}	109 33% _{el}	109 38% _z d e f k l	44 34% _{el}	8 19%	132 23% _{el}	227 32% _{el}	153 36% _z e f k l	159 28%	168 32%	100 30%	93 30%	95 24%	264 32% _s	141 31%
Satellite or cable TV	478 27% _{hij} nu	257 28%	221 27%	1 100%	18 45% _z h i j m n	91 36% _z h i j m n	110 34% _z h i j m n	118 31% _{hij} mn	67 20%	51 18%	22 17%	19 47% _z h i j m n	202 35% _z h i j m n	185 26% _{hij} n	73 17%	146 25%	144 27%	113 33% _z o r	75 24%	113 29% _u	277 33% _z u	63 14%
Cheap calls to mobile phones	169 10% _{el}	96 10%	73 9%	- -	- -	11 4%	32 10% _{el}	45 12% _d e k	36 11% _d e k	32 11% _d e k	13 10%	- -	43 8% _{el}	81 11% _d e k l	44 11% _d e k	58 10%	53 10%	30 9%	28 9%	38 10%	79 10%	44 10%
Cheap international calls	136 8% _{el}	74 8%	62 8%	- -	- -	7 3%	21 7%	35 9% _{el}	34 10% _d e k l	26 9% _{el}	12 9% _{el}	- -	28 5%	69 10% _z el	39 9% _{el}	60 10% _z	36 7%	21 6%	20 6%	24 6%	73 9%	34 7%
Mobile phone	93 5%	49 5%	44 5%	1 100%	2 6%	8 3%	22 7%	22 6%	18 5%	16 5%	4 3%	4 9% _d	30 5%	40 6%	20 5%	23 4%	29 6%	24 7%	17 5%	26 7%	43 5%	20 4%
Low caller tariff / calls / cheap calls	6 *	2 *	3 *	- -	- -	2 1%	- -	1 *	3 1%	- -	- -	- -	2 *	4 *	- -	1 *	2 *	2 1%	1 *	3 1%	2 *	1 *
Cheap / free calls to other numbers on the same network	3 *	1 *	2 *	- -	- -	- -	1 *	2 1%	- -	- -	- -	- -	1 *	2 *	- -	- -	2 *	1 *	- -	1 *	2 *	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 45
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Cheaper / unlimited calls to friends and family	3 *	3 *	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	2 *	- -	- -	1 *	- -	1 *	1 *	- -	1 *
Other	22 1%	13 1%	9 1%	- -	- -	2 1%	8 3%g	1 *	5 1%	3 1%	3 2%	- -	11 2%	6 1%	6 1%	9 2%	5 1%	4 1%	4 1%	5 1%	11 1%	6 1%
Line rental / basic package / landline only	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -
Don't know	58 3%t	30 3%	28 3%	- -	2 6%	9 4%	11 3%	10 3%	14 4%	7 2%	5 4%	2 6%	20 4%	23 3%	12 3%	14 2%	17 3%	11 3%	16 5%o	13 3%	19 2%	20 4%
None of these	29 2%	17 2%	12 1%	- -	1 2%	3 1%	3 1%	9 2%	6 2%	4 1%	4 3%	1 2%	6 1%	15 2%	8 2%	14 2%	5 1%	2 1%	8 3%	3 1%	15 2%	10 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 46
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1657	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Unlimited calls (NET)	1451 83%w	113 77%	180 80%	474 85%a	99 85%	23 66%	603 83%	165 80%	122 81%	43 83%	15 76%	34 77%	418 87%zg m	53 75%	1127 83%	324 81%	727 83%w	116 81%	116 82%	18 81%	6 60%	27 76%	398 86%zw	43 72%
Broadband	1216 69%ku	95 65%	177 78%za	393 71%	74 63%	27 78%	518 72%k	147 71%k	101 67%	31 60%	15 77%	23 53%	333 69%k	48 67%	944 70%	272 68%	621 71%u	96 67%	103 73%u	13 58%	8 78%	18 50%	315 68%u	41 70%
Unlimited evening and weekend calls to UK landlines	791 45%a	51 35%	102 45%	279 50%za	60 51%	12 33%	345 48%	87 42%	71 47%	25 48%	8 41%	18 40%	208 43%	29 40%	614 45%	177 44%	413 47%	65 45%	63 45%	11 49%	4 41%	15 43%	196 43%	23 39%
Unlimited weekend calls to UK landlines	598 34%	53 36%	68 30%	227 41%zb	34 29%	7 21%	269 37%hm	79 38%	41 27%	21 40%	5 24%	11 26%	156 32%	17 24%	479 35%	119 30%	314 36%	58 40%u	42 30%	7 32%	1 13%	7 20%	150 32%	19 31%
Unlimited calls to UK landlines at any time	519 30%cf gq	43 29%	57 25%	134 24%	39 33%	11 30%	192 26%	42 20%	49 33%g	15 30%	3 15%	13 29%	179 37%zf g	27 37%g	403 30%	116 29%	242 28%q	26 18%	46 33%q	3 14%	1 7%	9 26%	171 37%zp q	21 35%q
Satellite or cable TV	478 27%lv	47 32%	69 30%	190 34%z	30 26%	8 22%	243 34%zl	62 30%l	38 25%	14 27%	7 33%	9 21%	88 18%	18 25%	371 27%	107 27%	291 33%zr v	41 29%v	31 22%	8 33%	1 13%	6 17%	84 18%	16 26%
Cheap calls to mobile phones	169 10%o	16 11%	24 11%	45 8%	12 11%	5 13%	71 10%	14 7%	17 11%	3 6%	- -	3 6%	50 10%	12 16%g	142 11%zo	26 7%	84 10%	8 6%	19 14%	1 4%	- -	2 5%	46 10%	8 14%
Cheap international calls	136 8%c	11 7%	28 12%zc	25 5%	10 9%	6 18%	48 7%	16 8%	17 11%	1 3%	1 5%	2 4%	46 10%	5 8%	108 8%	28 7%	64 7%	6 4%	16 11%q	- -	- -	2 5%	43 9%	5 9%
Mobile phone	93 5%	4 3%	10 4%	34 6%	6 5%	5 14%	41 6%	7 3%	11 7%	4 8%	1 6%	2 4%	24 5%	3 4%	65 5%	27 7%	46 5%	10 7%	9 7%	1 4%	- -	2 5%	23 5%	2 4%
Low caller tariff / calls / cheap calls	6 *	2 2%	- -	2 *	1 1%	- -	4 1%	- -	1 1%	- -	- -	- -	1 *	- -	4 *	2 *	4 *	- -	1 1%	- -	- -	- -	1 *	- -
Cheap / free calls to other numbers on the same network	3 *	- -	1 1%	2 *	- -	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	2 *	1 *	3 *	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 46
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Cheaper / unlimited calls to friends and family	3 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	2 3%zfg hl	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 2%zpv
Other	22 1%	4 3%b	- -	6 1%	2 2%	1 2%	7 1%	4 2%	3 2%	1 1%	1 5%	- -	4 1%	3 5%zfl	19 1%	3 1%	9 1%	4 3%	3 2%	- -	1 10%	- -	4 1%	2 3%
Line rental / basic package / landline only	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -
Don't know	58 3%	5 4%	4 2%	21 4%	3 2%	2 5%	22 3%	9 5%	4 3%	* 1%	1 4%	4 10%zfl	15 3%	2 3%	39 3%	19 5%	32 4%	5 3%	- -	* 2%	- -	4 10%zr	15 3%	2 3%r
None of these	29 2%	5 4%c	4 2%	5 1%	2 2%	1 2%	12 2%	1 1%	3 2%	3 6%zfg l	1 3%	* 1%	6 1%	2 3%	23 2%	6 1%	13 2%	* *	3 2%	1 4%	1 6%	- -	9 2%	3 5%q

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 47
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Unweighted Base	1657	1042	284	329	456	16	2	75	1136	385	646	263	204	154	211	178	64	18	4	1	6	
Weighted Base	1750	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**	
Unlimited calls (NET)	1451 83%	923 83%	246 82%	281 85%	411 81%	13 80%	2 100%	67 80%	981 84%	333 86%	551 83%	243 81%	192 83%	128 80%	185 79%	165 80%	60 85%	13 86%	3 100%	-	5 79%	
Broadband	1216 69%	789 71%	193 64%	233 71%	356 70%	11 68%	2 100%	66 79%	803 69%	261 68%	461 69%	223 74%	168 72%	103 65%	166 71%	148 72%	50 72%	6 40%	2 88%	1 100%	2 24%	
Unlimited evening and weekend calls to UK landlines	791 45% _m	519 46%	122 41%	148 45%	226 44%	5 33%	1 30%	30 36%	538 46%	173 45%	308 46% _m	137 46%	112 48% _m	57 36%	99 42%	100 48%	27 38%	8 53%	2 63%	-	3 54%	
Unlimited weekend calls to UK landlines	598 34%	369 33%	114 38%	115 35%	166 33%	8 47%	1 70%	29 34%	404 35%	146 38%	221 33%	103 34%	72 31%	55 35%	78 33%	57 28%	28 40%	5 35%	2 78%	-	2 29%	
Unlimited calls to UK landlines at any time	519 30%	329 29%	79 26%	111 34%	142 28%	7 45%	-	35 42% _{zdh}	349 30%	116 30%	199 30%	89 30%	63 27%	52 32%	68 29%	47 23%	24 35%	5 32%	-	-	2 24%	
Satellite or cable TV	478 27% _{hj}	308 28%	86 28%	85 26%	193 38% _{zgh}	5 30%	1 70%	19 22%	270 23%	91 24%	161 24%	97 32% _{ij}	78 33% _{ij}	51 32%	97 41% _z	76 37% _z	21 30%	4 24%	1 41%	1 100%	1 10%	
Cheap calls to mobile phones	169 10% _j	98 9%	28 9%	43 13% _{za}	44 9%	3 18%	-	12 14%	111 9%	49 13% _{zj}	50 8%	27 9%	28 12%	14 9%	14 6%	23 11%	6 9%	2 11%	-	-	-	
Cheap international calls	136 8%	88 8%	16 5%	32 10%	35 7%	3 15%	-	11 13%	93 8%	32 8%	50 7%	29 10%	14 6%	11 7%	17 7%	12 6%	4 6%	2 11%	-	-	-	
Mobile phone	93 5%	67 6%	15 5%	11 3%	29 6%	-	-	5 6%	62 5%	20 5%	33 5%	21 7%	10 4%	9 6%	15 7%	9 4%	4 5%	2 11%	-	-	-	
Low caller tariff / calls / cheap calls	6 *	3 *	3 1%	-	1 *	-	-	-	4 *	2 *	3 *	-	1 1%	-	-	-	1 2%	-	-	-	-	
Cheap / free calls to other numbers on the same network	3 *	2 *	-	1 *	2 *	-	-	1 2% _{zh}	-	-	1 *	2 1%	-	-	2 1%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	1750	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**
Cheaper / unlimited calls to friends and family	3*	1*	1*	-	1*	-	-	-	1*	1*	-	1*	-	1*	1*	1*	-	-	-	-	-
Other	221%j	121%	72%	41%	71%	-	130%	23%	131%	61%	41%	93%zj	31%	11%	52%	1*	23%	-	-	-	-
Line rental / basic package / landline only	1*	1*	-	-	-	-	-	-	1*	-	-	1*	-	-	-	-	-	-	-	-	-
Don't know	583%	393%	124%	62%	214%	-	-	23%	363%	82%	233%	83%	94%	95%	73%	74%	57%	211%	-	-	121%
None of these	292%	182%	93%	31%	71%	-	-	44%	202%	21%	162%i	72%	31%	21%	11%	53%	-	*3%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 48
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1657	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
Weighted Base	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Unlimited calls (NET)	1451 83%	199 81%	179 84%	219 80%	1026 84%	1425 83%	850 84%	795 83%	1379 83%	1394 84%zeh	636 86%zeghm	1356 83%	991 84%	551 82%	996 83%	421 85%
Broadband	1216 69%	175 71%	155 73%	190 70%	843 69%	1191 69%	729 72%zehik	670 70%	1166 70%ze	1170 70%ze	568 76%zefgh ikl	1136 70%	863 73%zeghi k	513 76%zefgh ik	893 75%zeghi k	402 82%zefghijklmn
Unlimited evening and weekend calls to UK landlines	791 45%	116 48%	93 44%	116 43%	556 46%	778 45%	469 47%	419 43%	747 45%	764 46%zh	342 46%	740 45%	550 47%	297 44%	564 47%zegh	238 48%
Unlimited weekend calls to UK landlines	598 34%	90 37%	79 37% ^c	79 29%	428 35%	588 34%	351 35%	316 33%	569 34%	570 34%	257 35%	552 34%	390 33%	219 33%	395 33%	174 35%
Unlimited calls to UK landlines at any time	519 30% ^a	54 22%	59 28%	93 34% ^a	375 31% ^a	511 30%	312 31%	296 31%	494 30%	507 30%zeh	249 33%zehik no	486 30%	358 30%	201 30%	365 31%	134 27%
Satellite or cable TV	478 27% ^d ^g	102 42% ^{zd}	77 36% ^{zd}	96 35% ^{zd}	278 23%	476 28% ^{zgk}	436 43%zeghi ijklmno	166 17%	462 28% ^{gk}	454 27% ^g	283 38%zeghi kin	440 27% ^g	359 30%zeghi k	248 37%zeghi kin	354 30%zeghi k	179 36%zeghi kin
Cheap calls to mobile phones	169 10%	17 7%	21 10%	29 10%	124 10%	164 10%	95 9%	96 10%	164 10%	168 10%ze	67 9%	160 10%	121 10%	61 9%	129 11%ze	49 10%
Cheap international calls	136 8% ^f	13 6%	13 6%	24 9%	101 8%	133 8% ^f	62 6%	85 9% ^{fm}	132 8% ^f	132 8% ^f	53 7%	133 8% ^{zf}	86 7%	43 6%	91 8% ^f	42 9%
Mobile phone	93 5% ^g	14 6%	13 6%	14 5%	63 5%	90 5% ^g	64 6% ^{zeg}	40 4%	91 5% ^g	90 5% ^g	38 5%	88 5% ^g	66 6% ^g	41 6%	68 6% ^g	30 6%
Low caller tariff / calls / cheap calls	6 * ^e	1 1%	1 1%	- -	4 *	5 *	3 *	4 *	6 *	6 *	2 *	5 *	6 *	1 *	5 *	- -
Cheap / free calls to other numbers on the same network	3 *	1 *	- -	1 *	1 *	3 *	2 *	2 *	3 *	3 *	3 *	3 *	3 *	1 *	3 *	3 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 48

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE:** All who have fixed broadband

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Cheaper / unlimited calls to friends and family	3 *h	-	1 *	1 *	1 *	3 *h	1 *	3 *h	1 *	3 *h	1 *	3 *h	1 *	1 *	3 *h	-
Other	22 1%hi	3 1%	3 1%	4 2%	15 1%	22 1%hi	10 1%	13 1%	18 1%	19 1%	12 2%	21 1%h	13 1%	9 1%	17 1%	5 1%
Line rental / basic package / landline only	1 *	-	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	-	1 *	-
Don't know	58 3%k	8 3%	7 3%	11 4%	37 3%	56 3%k	32 3%	32 3%	55 3%	53 3%	30 4%l	49 3%	32 3%	26 4%	37 3%	13 3%
None of these	29 2%	2 1%	4 2%	5 2%	22 2%	29 2%	13 1%	16 2%	29 2%	27 2%	8 1%	28 2%	20 2%	13 2%	18 2%	6 1%

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Table 49
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1657	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Unlimited calls (NET)	1451 83% _r	1230 83%	148 87%	17 83%	13 78%	33 77%	11 76%	525 84%	494 83%	360 83%	10 83%	26 75%	72 83%	108 84% _r	111 86% _r	240 83% _r	247 85% _r	170 85% _r	53 68%
Broadband	1216 69% _i	1043 70%	113 67%	13 64%	12 71%	26 60%	9 62%	437 70%	436 73% _{zi}	281 65%	9 78%	20 57%	64 73%	89 70%	88 67%	223 78% _{zn}	225 77% _{zn}	158 79% _{zn}	51 66%
Unlimited evening and weekend calls to UK landlines	791 45%	672 45%	80 47%	7 34%	9 51%	17 39%	7 47%	269 43%	286 48%	193 44%	8 65%	12 35%	35 41%	50 39%	60 46%	142 49% _r	130 45%	110 55% _z 55% _z _{lmp} r	25 33%
Unlimited weekend calls to UK landlines	598 34%	504 34%	59 35%	8 41%	3 16%	17 39%	7 49%	212 34%	204 34%	144 33%	3 23%	10 29%	35 40%	41 32%	47 36%	98 34%	110 38%	64 32%	20 26%
Unlimited calls to UK landlines at any time	519 30% _i	435 29%	61 36%	4 19%	5 31%	9 22%	5 38%	212 34% _{zi}	177 30%	107 25%	3 27%	11 31%	18 21%	38 30%	40 31%	89 31%	91 31%	53 27%	18 23%
Satellite or cable TV	478 27% _{bg}	422 28% _{zb}	33 19%	7 36%	2 15%	11 26%	3 18%	107 17%	210 35% _{zg}	135 31% _g	1 11%	8 22%	24 27%	28 22%	36 28%	83 29%	99 34% _{zmr}	75 38% _{zmr}	15 19%
Cheap calls to mobile phones	169 10%	149 10%	16 9%	- -	1 4%	2 3%	2 14%	64 10%	65 11%	32 7%	- -	7 18%	8 9%	11 9%	10 7%	30 10%	24 8%	23 12%	4 6%
Cheap international calls	136 8% _i	117 8%	14 8%	* 2%	2 12%	1 2%	2 15%	65 10% _{zi}	42 7%	23 5%	- -	7 19%	6 7%	7 6%	6 5%	29 10%	19 6%	18 9%	6 8%
Mobile phone	93 5%	87 6% _z	6 3%	- -	- -	- -	- -	33 5%	32 5%	24 6%	1 7%	1 2%	7 8%	6 5%	11 8%	24 8% _z	14 5%	12 6%	3 4%
Low caller tariff / calls / cheap calls	6 *	4 *	2 1%	- -	- -	- -	- -	2 *	1 *	3 1%	- -	1 2%	- -	- -	1 1%	1 *	1 *	- -	- -
Cheap / free calls to other numbers on the same network	3 *	3 *	- -	- -	- -	- -	- -	- -	2 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 49
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Cheaper / unlimited calls to friends and family	3 *	1 *	-	-	-	1 3% ^{zab}	-	1 *	1 *	-	-	-	-	-	-	-	1 *	-	1 1%
Other	22 1%	20 1%	2 1%	-	-	-	-	5 1%	9 1%	6 1%	2 17%	1 4%	1 1%	4 3% ^p	4 3% ^p	4 2%	1 *	1 *	2 2%
Line rental / basic package / landline only	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-
Don't know	58 3% ^a	42 3%	10 6% ^{za}	1 6%	1 6%	3 7%	-	20 3%	18 3%	15 3%	-	-	1 1%	* *	5 4%	9 3%	6 2%	4 2%	4 6% ^m
None of these	29 2%	23 2%	2 1%	1 7%	-	3 7% ^{za}	-	11 2%	11 2%	6 1%	-	3 8%	-	2 1%	1 1%	* 2%	6 2%	2 1%	4 5% ^o

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 50
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY JOINTLY RESPON -SIBLE (u)
Unweighted Base	1657	1483	167	135	161	167	128	111	61	121	253	151	100	192	77	1288	980	649	1629	1364	293	1657
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Unlimited calls (NET)	1451 83%t	1345 83%	101 81%	93 84%	124 85%	125 81%	115 85%	111 86%	66 77%	153 84%	312 84%	100 81%	66 90%zh kmn	127 80%	58 75%	1200 83%	852 85%zr	581 81%	1433 83%z	1195 84%ztu	256 78%	1451 83%
Broadband	1216 69%bc k	1134 70%b	76 62%	69 62%	116 80%zc fhijk no	128 83%zc fghij kno	93 68%k	90 70%k	55 64%	125 68%k	244 66%	69 55%	54 74%k	123 78%zc hiko	51 66%	987 69%k	689 69%	505 70%	1194 69%	984 69%	232 70%	1216 69%
Unlimited evening and weekend calls to UK landlines	791 45%fh	741 46%	47 38%	42 37%	70 48%fh	85 56%zc fhimo	46 34%	66 51%cfh	24 27%	74 40%	184 49%cfh	61 49%fh	39 54%cf h	69 43%h	32 42%	651 45%fh	455 45%	325 45%	781 45%	652 46%	139 42%	791 45%
Unlimited weekend calls to UK landlines	598 34%fm t	559 34%	39 31%	37 33%	57 39%fm	64 42%zf im	30 22%	56 44%zfi lm	32 37%	52 29%	126 34%fi	47 38%fm	21 29%	42 27%	34 44%fi lm	501 35%fm	367 37%zqr	224 31%	591 34%q	508 36%ztu	91 27%	598 34%
Unlimited calls to UK landlines at any time	519 30%k	483 30%	33 26%	28 25%	44 31%	44 28%	51 37%cj ko	51 40%zcj ko	24 28%	57 31%	91 24%	27 22%	27 37%jk	55 35%jk	20 26%	418 29%	319 32%z	195 27%	515 30%	424 30%	95 29%	519 30%
Satellite or cable TV	478 27%bf k	452 28%	25 20%	23 21%	45 31%fk l	59 38%zc fijkl o	22 16%	48 37%zcf klo	23 27%	46 25%	99 26%fk	20 16%	14 19%	55 35%zc fklo	25 32%fk	384 27%fk	273 27%	201 28%	474 28%	402 28%	76 23%	478 27%
Cheap calls to mobile phones	169 10%cd	161 10%	8 6%	11 10%	15 10%	24 16%zh ijmo	21 15%zij mo	12 9%	4 5%	11 6%	29 8%	11 9%	13 18%zhi jkmo	11 7%	7 9%	138 10%	113 11%zqr	54 7%	167 10%q	144 10%	25 7%	169 10%
Cheap international calls	136 8%gq	128 8%	8 6%	5 5%	18 12%zc gio	15 10%g	11 8%	3 3%	8 10%	7 4%	32 9%	14 11%gi	7 10%g	11 7%	5 6%	113 8%g	93 9%zqr	42 6%	135 8%q	117 8%	19 6%	136 8%
Mobile phone	93 5%	86 5%	6 5%	4 3%	8 5%	18 11%zcf jkimo	4 3%	7 5%	3 4%	15 8%	18 5%	5 4%	1 2%	8 5%	3 4%	81 6%	53 5%	40 6%	93 5%	72 5%	21 6%	93 5%
Low caller tariff / calls / cheap calls	6 *r	6 *	- -	1 1%	1 1%	1 *	- -	1 1%	- -	- -	- -	- -	- -	2 1%	- -	4 *	4 *	1 *	5 *	5 *	1 *	6 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 50

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All who have fixed broadband**

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Cheap / free calls to other numbers on the same network	3*	3*	-	1 1%zjo	-	-	-	-	-	-	-	-	-	2 1%zo	-	1*	1*	2*	3*	3*	-	3*
Cheaper / unlimited calls to friends and family	3*	3*	-	-	-	1*	-	-	-	-	1*	1 1%	-	-	-	3*	3*	-	3*	3*	-	3*
Other	22 1%	21 1%	2 1%	1 1%	3 2%	1 1%	-	2 2%	2 2%	-	8 2%	2 2%	2 2%	2 1%	1 1%	18 1%	14 1%	9 1%	22 1%	21 1%	1*	22 1%
Line rental / basic package / landline only	1*	1*	-	-	-	-	-	-	-	-	-	-	-	-	1 1%zjo	-	-	1*	1*	1*	-	1*
Don't know	58 3%ps	53 3%	5 4%	3 3%	4 3%	5 3%	6 4%	5 4%	3 4%	6 4%	12 3%	2 2%	2 2%	4 2%	5 6%	48 3%	24 2%	33 5%zpr	57 3%p	40 3%	18 5%ps	58 3%ps
None of these	29 2%	28 2%	2 1%	2 1%	3 2%	* 2%	3 2%	2 2%	4 4%ei	-	8 2%	2 1%	3 4%ei	2 1%	1 1%	23 2%	14 1%	16 2%	29 2%	21 1%	8 2%	29 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 51

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All who have fixed broadband**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1657	622	1184	1591	1657	1657	187	1657	803	388	-	1591	66	-	-	1657	-	1591	66
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
Unlimited calls (NET)	1451 83%	518 82%	1063 83%	1397 83%	1451 83%	1451 83%	187 89%zbc deg	1451 83%	743 85%zb cdeg	378 86%	-	1397 83%	54 87%	-	-	1451 83%	-	1397 83%	54 87%
Broadband	1216 69%lr	435 69%	905 71%	1182 70%zd eg	1216 69%	1216 69%	149 70%	1216 69%	644 74%za bcdeg	357 81%zab cdefgh	-	1182 70%zl	33 53%	-	-	1216 69%	-	1182 70%zr	33 53%
Unlimited evening and weekend calls to UK landlines	791 45%	276 44%	579 45%	758 45%	791 45%	791 45%	97 46%	791 45%	411 47%	219 50%	-	758 45%	33 53%	-	-	791 45%	-	758 45%	33 53%
Unlimited weekend calls to UK landlines	598 34%al	184 29%	457 36%ac	577 34%a	598 34%a	598 34%a	89 42%zac deg	598 34%a	296 34%a	142 32%	-	577 34%	21 34%	-	-	598 34%	-	577 34%	21 34%
Unlimited calls to UK landlines at any time	519 30%b	220 35%zb cdeg	353 28%	496 29%b	519 30%b	519 30%b	67 32%	519 30%b	272 31%b	131 30%	-	496 29%	23 37%	-	-	519 30%	-	496 29%	23 37%
Satellite or cable TV	478 27%alr	127 20%	399 31%zac deg	471 28%za deg	478 27%a	478 27%a	76 36%zac deg	478 27%a	403 46%za bcdef gi	156 35%zac deg	-	471 28%zl	7 11%	-	-	478 27%	-	471 28%zr	7 11%
Cheap calls to mobile phones	169 10%	56 9%	133 10%	163 10%	169 10%	169 10%	25 12%	169 10%	79 9%	54 12%h	-	163 10%	5 9%	-	-	169 10%	-	163 10%	5 9%
Cheap international calls	136 8%h	68 11%zbc deg	96 7%h	134 8%h	136 8%h	136 8%h	15 7%	136 8%h	52 6%	41 9%h	-	134 8%	2 3%	-	-	136 8%	-	134 8%	2 3%
Mobile phone	93 5%	24 4%	80 6%zacd eg	93 5%a	93 5%	93 5%	18 8%a	93 5%	49 6%	35 8%zac deg	-	93 5%	-	-	-	93 5%	-	93 5%	-
Low caller tariff / calls / cheap calls	6 *	2 *	6 *h	6 *	6 *	6 *	1 *	6 *	1 *	2 *	-	6 *	-	-	-	6 *	-	6 *	-
Cheap / free calls to other numbers on the same network	3 *	1 *	3 *	3 *	3 *	3 *	- -	3 *	2 *	2 *	-	3 *	-	-	-	3 *	-	3 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 51

FX02A - Do you receive any of the following as part of your package from your landline supplier?

BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
Cheaper / unlimited calls to friends and family	3 *ckq	-	1	1	3	3	-	3	1	-	-	1	1	-	-	3	-	1	1
		-	*	*	*c	*c	-	*c	*	-	-	*	2%zk	-	-	*	-	*	2%zq
Other	22 1%	8	13	20	22	22	2	22	11	3	-	20	2	-	-	22	-	20	2
		1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	3%	-	-	1%	-	1%	3%
Line rental / basic package / landline only	1 *	-	1	1	1	1	-	1	-	-	-	1	-	-	-	1	-	1	-
		-	*	*	*	*	-	*	-	-	-	*	-	-	-	*	-	*	-
Don't know	58 3%l	22	45	57	58	58	3	58	28	7	-	57	1	-	-	58	-	57	1
		4%l	3%l	3%l	3%l	3%l	1%	3%l	3%	2%	-	3%	2%	-	-	3%	-	3%	2%
None of these	29 2%	13	19	29	29	29	*	29	14	7	-	29	-	-	-	29	-	29	-
		2%	2%	2%	2%	2%	*	2%	2%	2%	-	2%	-	-	-	2%	-	2%	-

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Table 52
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1657	614	49	22	8	43	4	316	242	6	2	311	35
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
Unlimited calls (NET)	1451 83%q	563 83%q	38 79%	10 59%	7 100%	40 74%	3 73%	285 87%zflq	190 80%	6 88%	2 100%	284 85%q	23 69%
Broadband	1216 69%a	428 63%	37 77%	11 62%	5 64%	38 70%	1 40%	248 76%za	178 75%za	5 73%	1 53%	243 73%a	21 63%
Unlimited evening and weekend calls to UK landlines	791 45%	329 49%z	18 37%	7 41%	3 47%	19 35%	1 33%	154 47%	96 41%	5 74%	1 53%	144 43%	14 43%
Unlimited weekend calls to UK landlines	598 34%l	225 33%l	21 44%l	4 24%	3 39%	20 36%	3 73%	116 35%l	57 24%	2 35%	1 53%	134 40%zl	12 36%
Unlimited calls to UK landlines at any time	519 30%p	182 27%	18 38%	2 10%	3 44%	17 32%	1 33%	99 30%	98 41%zahp	1 14%	2 100%	82 25%	14 43%ap
Satellite or cable TV	478 27%abflq	55 8%	2 4%	3 15%	-	3 5%	1 27%	214 65%zabflpq	21 9%	-	-	179 53%zabflq	-
Cheap calls to mobile phones	169 10%h	54 8%	16 33%zafhlp	5 29%	1 20%	4 8%	-	16 5%	37 16%zahp	-	2 100%	27 8%	7 21%zahp
Cheap international calls	136 8%	42 6%	13 28%zafhlp	1 9%	1 16%	3 6%	-	16 5%	30 13%zahp	-	1 53%	20 6%	6 19%zahp
Mobile phone	93 5%a	13 2%	9 19%zafhl	4 23%	-	-	-	10 3%	14 6%a	1 14%	-	37 11%zafh	5 16%zafhl
Low caller tariff / calls / cheap calls	6 *	2 *	-	-	1 20%	-	-	-	1 *	-	-	1 *	1 3%zahp
Cheap / free calls to other numbers on the same network	3 *	-	-	-	-	-	-	-	1 1%	-	-	1 *	1 3%zahp
Cheaper / unlimited calls to friends and family	3 *	1 *	-	1 4%	-	-	-	-	1 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 52

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All who have fixed broadband**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
Other	22	8	2	1	1	1	-	5	2	-	-	2	-
	1%	1%	4%	5%	20%	1%	-	2%	1%	-	-	1%	-
Line rental / basic package / landline only	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-
Don't know	58	27	-	1	-	1	-	11	6	-	-	4	5
	3%p	4%p	-	7%	-	3%	-	3%	3%	-	-	1%	16%zabfhl
None of these	29	19	-	-	-	1	-	*	4	-	-	5	-
	2%h	3%zh	-	-	-	3%	-	*	2%	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 53

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All who have fixed broadband**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1657	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Unlimited calls (NET)	1451 83% _s	9 89%	1 100%	128 80%	1 100%	- -	10 79%	1 100%	4 60%	3 100%	2 69%	11 70%	2 100%	91 77%
Broadband	1216 69% _{dpsy}	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unlimited evening and weekend calls to UK landlines	791 45%	4 36%	1 100%	73 45%	- -	- -	2 15%	1 100%	3 44%	- -	1 42%	7 41%	1 56%	44 37%
Unlimited weekend calls to UK landlines	598 34% _d	2 16%	1 100%	40 25%	1 100%	- -	4 32%	- -	2 26%	1 55%	1 42%	1 9%	- -	32 28%
Unlimited calls to UK landlines at any time	519 30%	4 37%	- -	39 24%	- -	- -	4 32%	- -	1 10%	1 45%	1 27%	3 20%	1 44%	28 24%
Satellite or cable TV	478 27% _{dpsy}	- -	- -	1 1%	- -	- -	1 6%	- -	- -	- -	- -	1 8%	- -	5 4%
Cheap calls to mobile phones	169 10% _{dps}	- -	- -	6 4%	- -	- -	2 12%	- -	- -	- -	1 42%	1 4%	- -	3 3%
Cheap international calls	136 8% _d	- -	- -	3 2%	- -	- -	1 5%	- -	- -	- -	- -	1 4%	- -	4 3%
Mobile phone	93 5% _d	1 9%	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	- -	- -	2 2%
Low caller tariff / calls / cheap calls	6 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 31%	- -	- -	- -
Cheap / free calls to other numbers on the same network	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 53
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	1657	70	2	2	1	6	94	10
Weighted Base	1750	75*	2**	2**	2**	6**	104*	9**
Unlimited calls (NET)	1451	54	2	2	2	5	88	6
	83% _s	72%	100%	100%	100%	84%	85%	66%
Broadband	1216	-	-	-	-	-	1	-
	69% _{dpsy}	-	-	-	-	-	1%	-
Unlimited evening and weekend calls to UK landlines	791	30	1	-	-	3	50	2
	45%	40%	49%	-	-	50%	49%	19%
Unlimited weekend calls to UK landlines	598	17	-	2	-	2	33	4
	34% _d	22%	-	100%	-	39%	32%	41%
Unlimited calls to UK landlines at any time	519	19	1	-	2	1	22	3
	30%	25%	51%	-	100%	13%	21%	30%
Satellite or cable TV	478	2	-	-	-	-	6	1
	27% _{dpsy}	3%	-	-	-	-	6% _d	10%
Cheap calls to mobile phones	169	6	-	1	2	1	7	-
	10% _{dp}	8%	-	41%	100%	21%	7%	-
Cheap international calls	136	3	-	-	-	-	10	-
	8% _d	4%	-	-	-	-	10% _d	-
Mobile phone	93	-	-	-	-	-	1	-
	5% _d	-	-	-	-	-	1%	-
Low caller tariff / calls / cheap calls	6	1	-	1	-	-	1	1
	*	1%	-	41%	-	-	1%	12%
Cheap / free calls to other numbers on the same network	3	1	-	-	-	-	-	-
	*	2% _z	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 53

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All who have fixed broadband**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Cheaper / unlimited calls to friends and family	3 *	-	-	-	-	-	-	-	1 11%	-	-	-	-	1 1%
Other	22 7%	-	-	-	-	-	-	-	1 12%	-	-	1 4%	-	6 5%zd
Line rental / basic package / landline only	1 *	-	-	-	-	-	-	-	-	-	-	-	-	- -
Don't know	58 3%	1 6%	-	22 14%z	-	-	1 9%	-	1 18%	-	-	1 9%	-	13 11%z
None of these	29 2%	* 5%	-	8 5%z	-	2 100%	-	-	-	-	-	1 9%	-	6 5%z

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 53

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE: All who have fixed broadband**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	1750	75*	2**	2**	2**	6**	104*	1**	9**
Cheaper / unlimited calls to friends and family	3 *	- -	- -	- -	- -	- -	- -	- -	- -
Other	22 1%	3 5%zd	-	-	-	-	3 3%	-	* 5%
Line rental / basic package / landline only	1 *	- -	- -	- -	- -	- -	1 1%z	- -	- -
Don't know	58 3%	8 11%z	-	-	-	1 16%	6 6%	-	1 7%
None of these	29 2%	4 6%z	-	-	-	-	5 5%z	-	- -

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Table 54
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1657	1152	505	387	37	14	5	30	2	236	185	4	1	228	23	427	41
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
Unlimited calls (NET)	1451 83%b	1035 85%zb	416 78%	371 87%zb	29 77%	6 58%	5 100%	28 75%	1 100%	222 89%zbdn	146 82%	4 84%	1 100%	204 84%	17 82%	408 89%zab nr	42 96%zbdn
Broadband	1216 69%b	1216 100%zb	- -	428 100%zb	37 100%zb	11 100%	5 100%	38 100%	1 100%	248 100%zb	178 100%zb	5 100%	1 100%	243 100%zb	21 100%	461 100%zb	44 100%zb
Unlimited evening and weekend calls to UK landlines	791 45%b	571 47%b	220 41%	223 52%zabnr	15 41%	4 39%	2 47%	14 37%	- -	121 49%	75 42%	4 84%	1 100%	99 41%	12 59%	220 48%r	20 44%
Unlimited weekend calls to UK landlines	598 34%bn	454 37%zbn	145 27%	163 38%bn	16 43%bn	2 23%	2 46%	15 40%	1 100%	94 38%bn	43 24%	2 47%	1 100%	104 43%zbn	9 45%	185 40%zbn	23 53%zbn
Unlimited calls to UK landlines at any time	519 30%b	395 33%zb	124 23%	125 29%	15 41%b	1 9%	2 53%	15 40%	- -	79 32%b	79 44%zabcjrt	- -	1 100%	65 27%	12 56%	142 31%b	17 39%b
Satellite or cable TV	478 27%bcd n	461 38%zabcd n	17 3%	52 12%b	1 4%	3 25%	- -	2 4%	- -	209 84%zabcdn r	21 12%b	- -	- -	173 71%zabcdn	- -	461 100%za bcdjnr	44 100%zabcdn r
Cheap calls to mobile phones	169 10%bj	141 12%zbj	28 5%	44 10%b	14 38%zabcjn rt	5 47%	1 31%	4 11%	- -	13 5%	30 17%zabjrt	- -	1 100%	22 9%	6 28%	43 9%bj	13 29%zabcjrt
Cheap international calls	136 8%b	114 9%zbjr	22 4%	34 8%b	13 34%zabcjn rt	1 14%	1 25%	3 9%	- -	12 5%	29 16%zabcjrt	- -	1 100%	12 5%	6 30%	33 7%	7 15%bjr
Mobile phone	93 5%bc	88 7%zbcj	4 1%	13 3%b	8 22%zabcjn t	4 37%	- -	- -	- -	8 3%b	14 8%bcj	- -	- -	36 15%zabcjn t	5 25%	44 10%za bcj	44 100%zabcdn rt
Low caller tariff / calls / cheap calls	6 *	2 *	4 1%	- -	- -	- -	1 31%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Cheap / free calls to other numbers on the same network	3 *	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 4%	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 54

FX02A - Do you receive any of the following as part of your package from your landline supplier?

BASE: All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
Cheaper / unlimited calls to friends and family	3 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%a	- -	- -	- -	- -	- -	- -
Other	22 1%at	9 1%	14 3%zacrt	2 1%	2 5%acnrt	- -	1 31%	- -	- -	2 1%	1 *	- -	- -	- -	- -	1 *	- -
Line rental / basic package / landline only	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	58 3%acjn rt	- -	58 11%zacdjnr tu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None of these	29 2%act	- -	29 5%zacjnrt	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 55
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1657	160	159	43	554	461	139	1031	493	1197	294	83	251	491	389	173	298	297	430	383	193	308	308
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
Unlimited calls (NET)	1451 83%r	143 82%	145 80%	42 80%	510 86%z	430 86%	136 87%	917 85%z	432 81%	1057 82%	258 85%	75 82%	245 87%	432 83%	359 83%	152 81%	271 83%	262 82%	360 79%	339 81%	171 82%	283 83%	280 83%
Broadband	1216 69%g	128 73%	131 72%	40 76%	457 77%z	384 76%z	118 75%	713 66%	401 76%z	877 68%	239 79%zi	71 78%	226 80%z	377 73%	321 74%	135 72%	237 73%	236 74%	332 73%	309 74%v	158 76%	255 75%zv	238 70%
Unlimited evening and weekend calls to UK landlines	791 45%	74 42%	72 40%	21 40%	269 46%	218 43%	68 43%	489 46%	240 45%	590 46%	127 42%	45 49%	145 51%z	243 47%	200 46%	85 45%	157 48%	147 46%	189 41%	196 47%	106 51%r	161 47%	163 48%r
Unlimited weekend calls to UK landlines	598 34%di	56 32%	53 29%	23 43%	174 29%	167 33%di	53 34%	347 32%	200 38%	459 36%zi	87 29%	26 29%	91 32%	174 34%	152 35%	65 35%	114 35%	117 36%	145 32%	143 34%	88 42%zrs	127 37%	124 37%
Unlimited calls to UK landlines at any time	519 30%hi nqstv	54 31%	58 32%	14 27%	204 35%z	169 34%z	53 34%	402 37%zh	95 18%	331 26%	127 42%zi	23 25%	93 33%	168 32%npq	106 24%	48 26%	82 25%	68 21%	133 29%stv	91 22%	44 21%	86 25%sv	70 21%
Satellite or cable TV	478 27%gi	59 34%	57 31%	28 53%za b	204 35%ze	149 30%	94 60%zde	223 21%	204 39%zg	383 30%z	76 25%	42 46%zi	86 30%	148 29%	163 38%zm	62 33%	119 36%zm	127 39%zm	123 27%	159 38%zr	77 37%zr	128 37%zr	118 35%zr
Cheap calls to mobile phones	169 10%h	16 9%	20 11%	3 6%	70 12%	58 12%	20 13%	116 11%h	37 7%	115 9%	33 11%	9 10%	40 14%z	69 13%znq	36 8%	20 11%	36 11%nq	25 8%	49 11%sv	30 7%	22 10%	31 9%	24 7%
Cheap international calls	136 8%hv	9 5%	10 6%	4 8%	56 10%	46 9%	13 8%	102 10%zh	30 6%	97 8%	22 7%	7 7%	31 11%	48 9%	31 7%	17 9%	28 9%	21 6%	34 7%	28 7%v	24 12%sv	32 9%sv	15 5%
Mobile phone	93 5%	7 4%	7 4%	3 5%	44 7%z	30 6%	9 5%	55 5%	27 5%	66 5%	22 7%	8 8%	17 6%	31 6%	30 7%	9 5%	26 8%z	23 7%	38 8%z	29 7%	18 9%z	29 9%z	22 7%
Low caller tariff / calls / cheap calls	6 *	- -	- -	- -	1 *	1 *	- -	3 *	3 1%	4 *	2 1%	- -	1 1%	2 *	1 *	- -	1 *	- -	4 1%	2 *	- -	1 *	2 1%
Cheap / free calls to other numbers on the same network	3 *	- -	- -	- -	3 *	2 *	- -	1 *	2 *	3 *	- -	1 1%z	1 *	2 *	1 *	- -	- -	- -	1 *	2 *	1 *	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 55

FX02A - Do you receive any of the following as part of your package from your landline supplier?**BASE:** All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
Cheaper / unlimited calls to friends and family	3*	-	-	-	2*	2*	-	3*	-	1*	-	-	-	1*	1*	-	1*	1*	2*	1*	-	1*	1*
Other	22	4	6	2	7	7	2	21	*	13	3	-	3	7	2	*	*	*	7	1	-	2	3
	1%hps	2%	3%z	4%	1%	1%	1%	2%zh	*	1%	1%	-	1%	1%q	1%	*	*	*	2%	*	-	*	1%
Line rental / basic package / landline only	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	1*	-	1*	1*	-	1*	-	1*	1*
		-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	*	-	*	-	*	*
Don't know	58	6	7	1	8	5	-	29	18	39	13	1	4	17	12	8	11	9	17	11	8	8	9
	3%def	3%	4%	2%	1%	1%	-	3%	3%	3%	4%	1%	1%	3%	3%	4%	3%	3%	4%	3%	4%	2%	3%
None of these	29	1	5	5	8	5	1	17	10	22	2	2	4	8	4	3	3	7	14	10	4	4	7
	2%	1%	3%a	9%zab	1%	1%	1%	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%on	3%zu	2%u	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 56
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	507	282	225	-	13	62	91	91	103	97	50	13	153	194	147	114	176	98	119	124	242	114
Weighted Base	536	280	256	..**	12**	70*	98*	113*	100*	93*	49*	12**	168	213	143	139*	164	116*	116*	111	258	140*
BT	161 30%els t	82 29%	79 31%	-	2 19%	13 19%	26 26%	37 33%	31 31%	34 36%el	18 36%	2 19%	39 23%	68 32%	52 36%el	42 30%	56 34%	32 27%	31 27%	21 19%	60 23%	73 52%zst
Sky	117 22%imn u	62 22%	56 22%	-	5 41%	30 43%zgh ijmn	33 34%zgh ijmn	15 14%	18 18%	10 11%	6 11%	5 41%	63 38%zgh ijmn	34 16%	16 11%	24 17%	28 17%	27 23%	38 33%zo p	37 34%zt u	53 21%u	15 11%
Virgin Media	104 19%ru	52 19%	52 20%	-	3 24%	13 18%	17 18%	23 20%	19 20%	18 20%	10 20%	3 24%	30 18%	43 20%	28 20%	30 22%	28 17%	31 27%r	14 12%	23 20%u	71 27%zu	7 5%
TalkTalk	75 14%	45 16%	30 12%	-	-	9 13%	12 12%	22 19%	12 12%	14 15%	5 11%	-	21 13%	34 16%	20 14%	17 12%	29 17%	15 13%	15 13%	14 13%	37 14%	20 14%
Plusnet	16 3%l	7 3%	9 4%	-	-	-	-	3 2%	7 7%zefl	4 4%l	3 7%fl	-	-	9 4%l	7 5%l	8 5%	5 3%	2 2%	1 1%	1 1%	6 2%	9 7%zs
EE/Everything Everywhere	13 2%	9 3%	3 1%	-	-	2 3%	2 2%	4 3%	2 2%	1 2%	2 4%	-	4 3%	5 2%	3 2%	4 3%	5 3%	1 1%	4 3%	4 4%	4 2%	4 3%
AOL	10 2%	4 1%	6 2%	-	-	-	3 3%	3 3%	2 2%	* 1%	1 2%	-	3 2%	6 3%	1 1%	3 2%	3 2%	1 1%	3 3%	-	7 3%	2 2%
Kingston Communications	7 1%	3 1%	4 2%	-	-	-	3 3%	-	2 2%	1 1%	1 2%	-	3 2%	2 1%	2 1%	-	2 1%	2 2%	2 2%	7 6%ztu	-	-
Utilities Warehouse	6 1%	3 1%	4 1%	-	-	2 3% m	-	-	-	3 3% m	1 3% m	-	2 1%	-	4 3% m	2 1%	-	3 2%	1 1%	2 2%	3 1%	1 1%
O2	3 *	3 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	-	3 1%	-
Orange	3 *	3 1%	-	-	-	-	1 1%	-	2 2%	-	-	-	1 *	2 1%	-	-	3 2%	-	-	-	1 1%	1 1%
Eclipse	2 *	2 1%	-	-	-	-	-	2 2%	-	-	-	-	-	2 1%	-	2 2%	-	-	-	-	2 1%	-
Post Office	2 *	-	2 1%	-	1 8%	-	-	-	-	1 1%	-	1 8%	-	-	1 1%	-	-	-	2 2% z	1 1%	-	1 1%
Top Up TV	2 *	2 1%	-	-	-	-	-	-	2 2% z	-	-	-	-	2 1%	-	-	-	2 2%	-	-	2 1%	-
Three (3) Mobile	2 *	1 *	1 *	-	-	-	-	1 1%	1 1%	-	-	-	-	2 1%	-	-	-	1 1%	1 1%	1 1%	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 56
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	536	280	256	-**	12**	70*	98*	113*	100*	93*	49*	12**	168	213	143	139*	164	116*	116*	111	258	140*
Tesco	2 *	2 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	2 1%	-	-	1 1%	-	1 1%	-	2 1%	-
Demon	1 *	-	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 *	-
Zen	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	-	1 *	-
John Lewis	1 *	1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	-
BE	1 *	1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	-
Other	9 2%	3 1%	7 3%	-	1 8%	1 1%	* *	1 1%	1 1%	5 5%zlm	1 2%	1 8%	1 1%	2 1%	6 4%	5 3%	2 1%	1 1%	2 1%	1 1%	5 2%	4 3%
Don't know	4 1%	1 *	3 1%	-	-	-	1 1%	-	1 1%	1 1%	2 4%	-	1 *	1 1%	2 2%	1 1%	3 2%	-	1 *	1 *	1 1%	2 2%
No answer	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 57
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	507	44	43	146	37	8	183	50	45	19	5	21	158	26	402	105	221	41	37	11	3	17	155	22
Weighted Base	536	53*	51*	164	43*	8**	209	60*	50*	20**	4**	20**	148	23**	409	126*	257	47*	37*	10**	2**	18**	146	18**
BT	161	13	15	50	15	2	56	22	17	5	1	3	55	3	117	43	71	15	15	1	-	2	53	4
	30%	25%	29%	31%	35%	26%	27%	37%	33%	23%	17%	13%	37%z	14%	29%	34%	28%	32%	39%	13%	-	12%	36%	23%
Sky	117	16	6	50	6	2	61	13	8	2	2	6	18	7	95	22	70	7	7	2	1	6	18	5
	22%lv	31%	13%	31%zb	15%	27%	29%zl	21%	16%	12%	55%	31%	12%	30%	23%	18%	27%zv	15%	19%	20%	44%	36%	12%	30%
Virgin Media	104	13	13	27	2	2	48	5	5	8	1	3	28	5	78	26	57	2	4	5	1	2	29	3
	19%dq	25%	26%	16%	6%	28%	23%g	9%	9%	42%	28%	15%	19%	21%	19%	21%	22%q	4%	11%	51%	56%	13%	20%q	19%
TalkTalk	75	5	13	17	12	1	24	11	13	2	-	2	18	6	58	17	33	15	6	-	-	2	17	3
	14%	9%	24%c	10%	29%z	8%	11%	18%	26%zf	12%	-	11%	12%	24%	14%	13%	13%	31%zv	16%	-	-	11%	11%	17%
Plusnet	16	3	2	3	1	-	3	5	1	-	-	1	6	-	14	2	3	5	1	-	-	1	6	-
	3%p	5%	4%	2%	2%	-	1%	8%f	2%	-	-	6%	4%	-	3%	2%	1%	10%zp	3%	-	-	7%	4%	-
EE/Everything Everywhere	13	-	-	3	2	1	3	-	3	1	-	3	3	-	10	3	4	1	2	1	-	2	3	-
	2%	-	-	2%	6%	11%	1%	-	7%	3%	-	15%	2%	-	2%	2%	1%	2%	7%	6%	-	12%	2%	-
AOL	10	-	2	6	-	-	5	2	-	1	-	-	1	-	7	3	6	2	-	-	-	-	1	-
	2%	-	4%	4%	-	-	3%	4%	-	4%	-	-	1%	-	2%	2%	2%	5%	-	-	-	-	1%	-
Kingston Communications	7	-	-	2	-	-	1	1	-	-	-	-	2	2	5	2	3	-	-	-	-	-	2	1
	1%	-	-	1%	-	-	1%	2%	-	-	-	-	2%	9%	1%	1%	1%	-	-	-	-	-	2%	8%
Utilities Warehouse	6	-	-	1	-	-	1	-	-	1	-	-	4	-	3	4	2	-	-	-	-	-	4	-
	1%h	-	-	1%	-	-	*	-	-	7%	-	-	3%	-	1%	3%	1%	-	-	-	-	-	3%	-
O2	3	-	1	-	1	-	1	-	1	-	-	-	-	-	1	1	3	-	-	-	-	-	-	-
	*	-	2%	-	3%z	-	1%	-	3%	-	-	-	-	-	*	1%	1%	-	-	-	-	-	-	-
Orange	3	-	1	1	-	-	1	-	-	-	-	-	1	-	2	1	1	-	-	-	-	-	1	-
	*	-	1%	*	-	-	1%	-	-	-	-	-	1%	-	*	1%	1%	-	-	-	-	-	1%	-
Eclipse	2	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	*	4%zc	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-
Post Office	2	-	-	-	-	-	-	-	-	-	-	1	1	-	2	-	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	-	-	-	-	-	4%	1%	-	1%	-	-	-	-	-	-	5%	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 57
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	536	53*	51*	164	43*	8**	209	60*	50*	20**	4**	20**	148	23**	409	126*	257	47*	37*	10**	2**	18**	146	18**
Top Up TV	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	2	-	-	-	-	-	-	-
*		-	-		-	-	-	-	-	-	-	-	-	8%	-	1% ⁿ	1%	-	-	-	-	-	-	-
Three (3) Mobile	2	-	-	1	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-
*		-	-	1%			1%						1%	-	*		*	-	-	-	-	-	1%	-
Tesco	2	-	-	1	-	-	1	-	-	-	-	1	-	-	2	-	1	-	-	-	-	1	-	-
*		-	-	1%			*					4%	-	-	*		*	-	-	-	-	4%	-	-
Demon	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
*		-	-	-			-					-	1%	-	*		-	-	-	-	-	-	1%	-
Zen	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
*		-	-	-			-					-	1%	-	*		-	-	-	-	-	-	1%	-
John Lewis	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
*		2%	-	-			1%					-	-	-	*		*	-	-	-	-	-	-	-
BE	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
*		-	-	1%			1%					-	-	-	*		*	-	-	-	-	-	-	-
Other	9	-	-	2	1	-	1	1	1	-	-	-	6	-	7	3	1	1	1	1	-	-	6	-
2%p		-	-	1%	3%	-	*	2%	2%	5%	-	-	4% ^f	-	2%	2%	*	2%	3%	10%	-	-	4%p	-
Don't know	4	1	-	1	-	-	1	1	-	-	-	-	2	1	4	1	1	1	-	-	-	-	2	1
1%		1%	-	1%	-	-	*	2%	-	-	-	-	2%	2%	1%	*	*	2%	-	-	-	-	2%	3%
No answer	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
*		-	-	-	2% ^z	-	-	-	2% ^z	-	-	-	-	-	*		-	-	3% ^{zp}	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 58
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	507	311	98	97	143	4	-	19	348	124	192	71	60	57	65	53	18	11	1	-	4
Weighted Base	536	331	107*	97*	154	5**	-**	18**	366	125	207	79*	65*	56*	70*	59*	20**	9**	***	-**	5**
BT	161 30%	103 31%	26 25%	32 33%	45 29%	-	-	-	116 32%	38 31%	64 31%	17 21%	27 41%k	15 28%	19 27%	17 29%	8 38%	2 20%	*	-	-
Sky	117 22%hi j	74 22%	26 24%	15 16%	52 34%zh	3 56%	-	8 47%	58 16%	17 14%	35 17%	30 38%zi	15 24%	17 30%ij	28 40%z	17 28%	5 24%	3 34%	-	-	3 72%
Virgin Media	104 19%	71 22%	18 17%	15 15%	26 17%	-	-	4 22%	75 20%	21 17%	39 19%	12 15%	16 24%	14 25%	10 14%	15 26%	2 10%	2 18%	-	-	1 28%
TalkTalk	75 14%	41 12%	15 14%	19 19%	20 13%	-	-	3 16%	52 14%	22 18%	26 13%	12 15%	6 10%	8 14%	6 9%	9 16%	4 21%	2 22%	-	-	-
Plusnet	16 3%cd	6 2%	4 3%	6 7%a	1 *	-	-	-	15 4%zd	8 7%zk	7 3%	-	-	1 1%	-	-	1 4%	-	-	-	-
EE/Everything Everywhere	13 2%	7 2%	5 5%	1 1%	2 1%	-	-	1 5%	10 3%	4 4%	5 3%	2 2%	1 1%	1 1%	1 1%	1 1%	-	1 6%	-	-	-
AOL	10 2%	5 2%	2 2%	2 3%	2 2%	-	-	1 4%	7 2%	3 2%	4 2%	3 4%	-	-	2 4%	-	-	-	-	-	-
Kingston Communications	7 1%	2 1%	2 2%	3 3%	2 1%	1 26%	-	-	3 1%	2 1%	3 1%	2 2%	-	-	2 3%	-	-	-	-	-	-
Utilities Warehouse	6 1%	6 2%	-	-	1 1%	-	-	-	5 1%	-	5 2%	-	1 2%	-	-	1 2%	-	-	-	-	-
O2	3 *	3 1%	-	-	-	-	-	-	3 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-
Orange	3 *	2 1%	1 1%	-	-	-	-	-	3 1%	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-
Eclipse	2 *	-	2 2%za	-	-	-	-	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-
Post Office	2 *	1 *	-	1 1%	-	1 17%	-	-	1 *	1 1%	1 *	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 58
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	536	331	107*	97*	154	5**	..**	18**	366	125	207	79*	65*	56*	70*	59*	20**	9**	***	..**	5**
Top Up TV	2	-	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-
	*	-	-	2%za	-	-	-	-	1%	-	-	2%z	-	-	-	-	-	-	-	-	-
Three (3) Mobile	2	1	1	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-
	*	*	1%	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-	-
Tesco	2	1	1	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-
	*	*	1%	-	-	-	-	-	*	1%	*	-	-	-	-	-	-	-	-	-	-
Demon	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	-
Zen	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	-
John Lewis	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	-
BE	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	-
Other	9	5	4	1	2	-	-	1	6	3	5	1	-	-	2	-	-	-	-	-	-
	2%	1%	3%	1%	2%	-	-	6%	2%	2%	3%	2%	-	-	3%	-	-	-	-	-	-
Don't know	4	2	1	1	1	-	-	-	4	2	1	*	-	1	-	-	1	-	-	-	-
	1%	1%	1%	1%	*	-	-	-	1%	1%	1%	1%	-	1%	-	-	3%	-	-	-	-
No answer	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 59

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	507	67	55	79	359	496	264	273	469	472	163	466	295	144	285	77
Weighted Base	536	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
BT	161 30% ^f	19 27%	14 25%	27 33%	115 31%	157 30% ^f	59 21%	115 39% ^{zefhi jklmn}	149 30% ^f	150 30% ^f	52 30% ^f	154 31% ^f	107 34% ^f	43 27%	90 30% ^f	27 30%
Sky	117 22% ^{dg}	25 36% ^{zd}	19 33% ^d	25 30% ^d	65 17%	116 22% ^g	86 31% ^{zeghi jkno}	38 13%	109 22% ^g	107 22% ^g	38 22% ^g	109 22% ^g	83 26% ^{zeghi kn}	51 32% ^{zeghi jkno}	65 21% ^g	18 20%
Virgin Media	104 19% ^{gl}	12 17%	15 26%	13 16%	75 20%	102 19% ^{gl}	80 29% ^{zeghi jklmno}	38 13%	96 19% ^{gl}	98 20% ^{gl}	35 20% ^g	98 20% ^{gl}	50 16%	31 19%	56 18% ^g	14 15%
TalkTalk	75 14% ^{fk}	10 14%	7 12%	11 13%	54 14%	74 14% ^{fk}	24 9%	53 18% ^{zefhi klmn}	72 14% ^{fk}	68 14% ^f	23 13% ^f	63 13% ^f	39 12% ^f	18 11%	43 14% ^f	18 19% ^f
Plusnet	16 3% ^m	-	1 1%	1 1%	15 4%	15 3% ^m	6 2%	11 4% ^m	15 3% ^m	16 3% ^m	8 5% ^m	16 3% ^m	8 3%	1 *	8 3% ^m	1 1%
EE/Everything Everywhere	13 2%	2 3%	-	1 1%	11 3%	13 2%	4 2%	7 2%	11 2%	12 2%	4 2%	11 2%	7 2%	5 3%	7 2%	3 3%
AOL	10 2%	-	-	2 3%	7 2%	10 2%	5 2%	7 2%	9 2%	9 2%	4 2%	10 2%	8 2%	4 3%	9 3%	6 7% ^{zefghikl}
Kingston Communications	7 1% ^k	-	1 2%	1 1%	5 1%	7 1%	2 1%	3 1%	7 1%	6 1%	2 1%	5 1%	6 2%	2 1%	5 2%	1 2%
Utilities Warehouse	6 1% ^k	1 2%	-	-	5 1%	6 1% ^k	2 1%	2 1%	5 1%	5 1%	1 *	4 1%	2 1%	-	2 1%	-
O2	3 *	-	-	-	3 1%	3 1%	1 *	1 *	3 1%	3 1%	-	3 1%	3 1%	-	1 *	1 2%
Orange	3 *	-	-	-	3 1%	3 *	1 1%	2 1%	3 1%	3 1%	1 *	3 1%	1 *	-	1 *	-
Eclipse	2 *	-	-	-	2 1%	2 *	-	2 1%	2 *	2 *	2 1%	2 *	-	2 1%	2 1%	-
Post Office	2 *	-	-	-	2 1%	2 *	-	1 *	2 *	2 *	1 1%	1 *	-	1 1%	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 59

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	536	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
Top Up TV	2 *	-	-	-	2 1%	2 *	-	2 1%	2 *	2 *	-	2 *	2 1%	2 1%	2 1%	-
Three (3) Mobile	2 *	-	-	-	2 *	2 *	-	2 1%	2 *	2 *	1 1%	2 *	2 1%	-	2 1%	-
Tesco	2 *	-	-	-	2 *	2 *	1 *	2 *	2 *	2 *	-	2 *	1 *	1 1%	2 1%	-
Demon	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	-	1 *	-
Zen	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-	-	1 *	-
John Lewis	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 1%	1 *	1 *	-	1 *	-
BE	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	-	1 *	-
Other	9 2%h	2 2%	-	1 1%	7 2%	9 2%h	5 2%	7 2%	7 1%	9 2%h	4 2%	7 1%	7 2%	3 2%	7 2%	1 2%
Don't know	4 1%l	1 1%	1 1%	-	4 1%	4 1%l	1 *	2 1%	4 1%l	4 1%l	1 1%	4 1%l	1 *	-	1 *	-
No answer	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	-	-	-

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Table 60
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	507	413	62	9	4	16	3	197	124	155	2	15	24	38	39	64	67	32	19
Weighted Base	536	444	57*	7**	5**	17**	5**	193	158	153	3**	15**	23**	39*	43*	65*	66*	41**	26**
BT	161 30%	132 30%	19 34%	2 26%	2 36%	3 16%	3 49%	67 35%	44 28%	44 28%	-	3 18%	7 32%	9 22%	13 29%	18 28%	18 27%	11 26%	13 50%
Sky	117 22%bg	107 24%zb	6 10%	2 29%	1 31%	* 3%	-	20 11%	39 25%g	46 30%zg	-	1 10%	7 30%	10 26%	14 32%	17 26%	13 19%	9 21%	6 23%
Virgin Media	104 19%	88 20%	6 11%	2 31%	2 33%	5 32%	-	43 22%	31 20%	23 15%	3 100%	5 34%	4 17%	9 24%	5 11%	10 15%	12 18%	11 26%	4 15%
TalkTalk	75 14%	58 13%	10 18%	1 8%	-	3 20%	3 51%	23 12%	27 17%	20 13%	-	2 11%	1 4%	7 17%	7 16%	11 16%	13 20%	3 7%	2 7%
Plusnet	16 3%	12 3%	3 5%	-	-	1 8%	-	13 7%zhi	1 1%	2 1%	-	1 6%	2 9%	2 4%	1 1%	1 2%	1 1%	3 6%	1 5%
EE/Everything Everywhere	13 2%	10 2%	3 5%	-	-	-	-	6 3%	1 1%	5 3%	-	1 5%	-	1 3%	1 2%	3 5%	2 3%	-	-
AOL	10 2%	8 2%	2 3%	* 7%	-	-	-	4 2%	2 1%	3 2%	-	-	-	-	1 2%	1 2%	3 4%	3 7%	-
Kingston Communications	7 1%	5 1%	1 1%	-	-	1 7%	-	2 1%	2 1%	2 2%	-	-	1 5%	-	-	2 3%	2 3%	-	-
Utilities Warehouse	6 1%	5 1%	1 2%	-	-	-	-	2 1%	3 2%	1 1%	-	-	-	1 1%	1 3%	-	-	-	-
O2	3 *	3 1%	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	1 3%	-
Orange	3 *	1 *	1 2%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	2 3%z	1 2%	-
Eclipse	2 *	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	2 6%	-
Post Office	2 *	2 *	-	-	-	-	-	-	-	2 1%	-	1 8%	-	-	-	-	-	-	-
Top Up TV	2 *	2 *	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	2 3%z	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 60
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	536	444	57*	7**	5**	17**	5**	193	158	153	3**	15**	23**	39*	43*	65*	66*	41**	26**
Three (3) Mobile	2 *	-	2 3%za	-	-	-	-	-	1 1%	1 *	-	1 5%	-	-	-	-	-	-	-
Tesco	2 *	2 *	-	-	-	-	-	1 *	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	-
Demon	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	1 3%z	-	-	-	-	-
Zen	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
BE	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	1 3%z	-	-	-	-	-
Other	9 2%	7 2%	-	-	-	2 12%	-	5 2%	3 2%	2 1%	-	1 4%	-	-	1 3%	1 1%	1 2%	-	-
Don't know	4 1%a	1 *	2 4%za	-	-	* 3%	-	4 2%	-	1 *	-	-	-	-	-	-	-	-	-
No answer	1 *	-	1 2%za	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-

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Table 61
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	507	442	64	51	34	30	42	35	22	40	88	66	26	46	27	408	311	188	499	424	83	507
Weighted Base	536	487	48*	43*	29*	26**	43*	39*	31**	58*	128*	56*	19**	36*	27**	454	315	212	528	437	98*	536
BT	161 30%	150 31%	11 22%	8 16%	8 26%	4 15%	10 23%	9 22%	9 28%	33 56% zc dfgjm o	39 31%	22 40% cm	7 36%	6 17%	7 26%	141 31% cd	84 27%	73 34%	157 30%	125 28%	36 37%	161 30%
Sky	117 22% t	100 21%	16 35% za	10 24%	7 24%	5 19%	5 11%	10 25%	7 23%	6 10%	28 22%	20 36% zf imo	3 15%	4 12%	12 44%	98 22%	70 22%	47 22%	117 22%	104 24% ztu	13 13%	117 22% t
Virgin Media	104 19%	98 20%	6 12%	11 27% k	4 15%	2 10%	14 32% k	8 20%	7 24%	9 16%	27 21%	6 10%	2 10%	9 26% k	3 11%	89 20% k	67 21%	36 17%	104 20%	78 18%	25 26%	104 19%
TalkTalk	75 14%	63 13%	12 24% za	6 15%	6 20%	4 14%	3 8%	4 11%	5 17%	3 6%	22 18%	4 8%	3 14%	9 26% zf iko	4 15%	59 13%	44 14%	29 14%	73 14%	60 14%	15 15%	75 14%
Plusnet	16 3%	16 3%	- -	1 3%	1 3%	1 2%	2 4%	1 3%	- -	4 7%	4 3%	2 4%	- -	- -	- -	16 4%	13 4%	3 1%	16 3%	16 4%	- -	16 3%
EE/Everything Everywhere	13 2%	12 2%	1 2%	- -	2 7%	1 3%	2 4%	2 6%	- -	1 1%	1 1%	1 1%	1 6%	2 6%	- -	9 2%	10 3%	3 1%	13 2%	11 3%	1 1%	13 2%
AOL	10 2% o	9 2%	1 1%	1 3%	- -	- -	1 2%	- -	- -	2 3%	2 1%	- -	1 6%	2 6% o	1 4%	6 1%	5 2%	4 2%	10 2%	9 2%	1 1%	10 2%
Kingston Communications	7 1%	6 1%	* 1%	- -	- -	7 25%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	7 2%	- -	7 1%	7 2%	- -	7 1%
Utilities Warehouse	6 1% p	5 1%	1 3%	1 2%	- -	1 2%	3 3%	1 3%	- -	2 4%	- -	- -	- -	- -	- -	6 1%	1 *	5 2%	6 1% p	4 1%	2 2%	6 1%
O2	3 *	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 2%	- -	- -	- -	3 1%	1 *	1 1%	3 *	3 1%	- -	3 *
Orange	3 *	3 1%	- -	- -	1 3%	1 4%	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	2 *	2 1%	1 *	3 *	3 1%	- -	3 *
Eclipse	2 *	2 *	- -	- -	- -	- -	2 5% zjo	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 *	2 1%	- -	2 *
Post Office	2 *	2 *	- -	- -	- -	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	- -	2 *	1 *	1 *	2 *	2 *	- -	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 61
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	ETHNICITY			STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	536	487	48*	43*	29*	26**	43*	39*	31**	58*	128*	56*	19**	36*	27**	454	315	212	528	437	98*	536
Top Up TV	2 *	2 *	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	2 *	-	2 1%	2 *	2 *	-	2 *
Three (3) Mobile	2 *	2 *	-	-	-	1 3%	-	-	-	-	-	-	-	1 3%zo	-	1 *	1 *	1 1%	2 *	1 *	1 1%	2 *
Tesco	2 *	2 *	-	-	1 3%zo	-	-	-	1 2%	-	-	-	-	-	-	2 *	1 *	1 *	2 *	2 *	-	2 *
Demon	1 *	1 *	-	-	-	1 3%zo	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Zen	1 *	1 *	-	-	-	1 3%zo	-	-	-	-	-	-	-	-	-	1 *	-	1 1%	1 *	1 *	-	1 *
John Lewis	1 *	1 *	-	1 3%zo	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 1%	1 *	1 *	-	1 *
BE	1 *	1 *	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *
Other	9 2%r	9 2%	1 1%	2 4%	-	1 3%	-	2 5%	1 3%	-	2 2%	-	1 6%	1 2%	-	8 2%	6 2%	2 1%	8 2%	7 2%	3 3%	9 2%
Don't know	4 1%	4 1%	1 1%	1 1%	-	-	1 2%	1 3%	-	-	-	1 1%	1 3%	* 1%	-	3 1%	3 1%	1 *	4 1%	3 1%	1 1%	4 1%
No answer	1 *	1 *	-	1 2%zo	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	507	186	351	477	507	507	59	507	203	75	-	477	30	-	-	507	-	477	30
Weighted Base	536	193	377	507	536	536	63*	536	229	86*	-**	507	29**	-**	-**	536	-**	507	29**
BT	161 30%h	68 35%h	107 28%h	152 30%h	161 30%h	161 30%h	16 26%	161 30%h	48 21%	27 32%h	-	152 30%	9 31%	-	-	161 30%	-	152 30%	9 31%
Sky	117 22%a	19 10%	102 27%zac degi	113 22%a	117 22%a	117 22%a	17 27%a	117 22%a	70 31%za cdegi	14 16%	-	113 22%	4 15%	-	-	117 22%	-	113 22%	4 15%
Virgin Media	104 19%	34 18%	79 21%	97 19%	104 19%	104 19%	15 24%	104 19%	71 31%za bcdeg	26 30%zab cdeg	-	97 19%	7 23%	-	-	104 19%	-	97 19%	7 23%
TalkTalk	75 14%bh	36 19%zb cdefg hi	41 11%	71 14%bh	75 14%bh	75 14%bh	4 7%	75 14%bh	20 9%	8 9%	-	71 14%	4 15%	-	-	75 14%	-	71 14%	4 15%
Plusnet	16 3%	8 4%	11 3%	16 3%h	16 3%	16 3%	2 3%	16 3%	3 1%	1 1%	-	16 3%	-	-	-	16 3%	-	16 3%	-
EE/Everything Everywhere	13 2%h	3 1%	10 3%h	12 2%h	13 2%h	13 2%h	-	13 2%h	1 1%	-	-	12 2%	1 2%	-	-	13 2%	-	12 2%	1 2%
AOL	10 2%	6 3%	7 2%	10 2%	10 2%	10 2%	2 3%	10 2%	4 2%	4 5%	-	10 2%	-	-	-	10 2%	-	10 2%	-
Kingston Communications	7 1%	3 1%	5 1%	6 1%	7 1%	7 1%	1 2%	7 1%	2 1%	1 2%	-	6 1%	* 1%	-	-	7 1%	-	6 1%	* 1%
Utilities Warehouse	6 1%	3 2%	3 1%	6 1%	6 1%	6 1%	1 2%	6 1%	2 1%	-	-	6 1%	-	-	-	6 1%	-	6 1%	-
O2	3 *	1 1%	1 *	3 1%	3 *	3 *	1 2%	3 *	1 1%	1 1%	-	3 1%	-	-	-	3 *	-	3 1%	-
Orange	3 *	-	3 1%	3 *	3 *	3 *	1 1%	3 *	1 1%	1 1%	-	3 *	-	-	-	3 *	-	3 *	-
Eclipse	2 *	-	2 1%	2 *	2 *	2 *	-	2 *	-	2 3%zac deg	-	2 *	-	-	-	2 *	-	2 *	-
Post Office	2 *	1 1%	1 *	2 *	2 *	2 *	-	2 *	-	-	-	2 *	-	-	-	2 *	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE	SMART PHONE	ANY MOBILE PHONE	LAND -LINE	FIXED BROAD -BAND	MOBILE BROAD -BAND	ANY INTE -RNET ACCESS	PAY TV	VoIP	LAND -LINE ONLY	LANDLINE+ BROADBAND+ MOBILE	LANDLINE+ BROADBAND+ NO MOBILE	LANDLINE+ MOBILE+ NO BROADBAND	LANDLINE+ NO MOBILE+ NO BROADBAND	LANDLINE+ BROADBAND	LANDLINE+ NO BROADBAND	LANDLINE+ MOBILE	LANDLINE+ NO MOBILE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Weighted Base	536	193	377	507	536	536	63*	536	229	86*	-**	507	29**	-**	-**	536	-**	507	29**
Top Up TV	2 *	2 1%	2 1%	2 *	2 *	2 *	- *	2 *	- *	- *	- *	2 *	- *	- *	- *	2 *	- *	2 *	- *
Three (3) Mobile	2 *	- *	2 *	2 *	2 *	2 *	1 2%	2 *	- *	- *	- *	2 *	- *	- *	- *	2 *	- *	2 *	- *
Tesco	2 *	1 *	1 *	2 *	2 *	2 *	- *	2 *	1 *	- *	- *	2 *	- *	- *	- *	2 *	- *	2 *	- *
Demon	1 *	1 1%	- *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *
Zen	1 *	1 1%	- *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *
John Lewis	1 *	- *	1 *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *
BE	1 *	- *	1 *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *
Other	9 2%ckq	5 2%	4 1%	6 1%	9 2% c	9 2% c	2 3%	9 2% c	3 1%	1 2%	-	6 1%	3 11%	-	-	9 2%	-	6 1%	3 11%
Don't know	4 1%	3 1%	2 *	4 1%	4 1%	4 1%	-	4 1%	* *	- *	- *	4 1%	1 2%	-	-	4 1%	-	4 1%	1 2%
No answer	1 *	1 1%	- *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *

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Table 63

FX02B - What is the name of the company that you pay for your broadband services?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	507	228	12	8	3	13	2	80	57	2	1	84	12
Weighted Base	536	249	11**	7**	3**	17**	2**	79*	58*	2**	1**	92*	12**
BT	161	154	-	-	-	2	-	1	1	-	-	-	3
	30%hlp	62%zhlp				10%		1%	2%				21%
Sky	117	36	-	-	-	3	-	76	1	-	-	-	
	22%alp	15%lp	-	-	-	18%	-	96%zalp	2%	-	-	-	
Virgin Media	104	12	-	-	-	-	-	-	-	-	-	92	-
	19%ahl	5%	-	-	-	-	-	-	-	-	-	100%zahl	-
TalkTalk	75	21	-	-	1	-	-	2	50	-	1	-	-
	14%ahp	8%p	-	-	28%	-	-	2%	87%zahp	-	100%	-	-
Plusnet	16	2	-	-	-	14	-	-	1	-	-	-	-
	3%a	1%	-	-	-	82%	-	-	1%	-	-	-	-
EE/Everything Everywhere	13	2	10	-	-	-	-	-	-	-	-	-	1
	2%a	1%	90%	-	-	-	-	-	-	-	-	-	9%
AOL	10	5	-	-	-	-	-	-	4	1	-	-	-
	2%	2%	-	-	-	-	-	-	8%zahp	53%	-	-	-
Kingston Communications	7	-	-	7	-	-	-	-	-	-	-	-	-
	1%	-	-	100%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	6	1	-	-	-	-	-	-	1	-	-	-	4
	1%	*	-	-	-	-	-	-	2%	-	-	-	35%
O2	3	1	-	-	-	-	-	-	-	-	-	1	-
	*	1%	-	-	-	-	-	-	-	-	-	1%	-
Orange	3	1	1	-	-	-	-	-	-	-	-	-	-
	*	1%	10%	-	-	-	-	-	-	-	-	-	-
Eclipse	2	2	-	-	-	-	-	-	-	-	-	-	-
	*	1%	-	-	-	-	-	-	-	-	-	-	-
Post Office	2	1	-	-	1	-	-	-	-	-	-	-	-
	*	*	-	-	45%	-	-	-	-	-	-	-	-
Top Up TV	2	-	-	-	-	-	-	-	2	-	-	-	-
	*	-	-	-	-	-	-	-	3%za	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 63
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	536	249	11**	7**	3**	17**	2**	79*	58*	2**	1**	92*	12**
Three (3) Mobile	2 *	2 1%	-	-	-	-	-	-	-	-	-	-	-
Tesco	2 *	-	-	-	-	-	-	1 1%	-	1 47%	-	-	-
Demon	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-
Zen	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-
BE	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-
Other	9 2%	2 1%	-	-	1 27%	-	2 100%	-	-	-	-	*	4 35%
Don't know	4 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-
No answer	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 64

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	507	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	536	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
BT	161	-	-	161	-	-	-	-	-	-	-	2	-	-
	30%psy	-	-	100%zpsy	-	-	-	-	-	-	-	10%	-	-
Sky	117	-	-	-	-	-	-	-	-	-	-	-	-	117
	22%dsy	-	-	-	-	-	-	-	-	-	-	-	-	100%zdsy
Virgin Media	104	-	-	-	-	-	-	1	-	1	-	-	-	-
	19%dps	-	-	-	-	-	-	100%	-	45%	-	-	-	-
TalkTalk	75	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%dpy	-	-	-	-	-	-	-	-	-	-	-	-	-
Plusnet	16	-	-	2	-	-	-	-	-	-	-	16	-	-
	3%	-	-	1%	-	-	-	-	-	-	-	100%	-	-
EE/Everything Everywhere	13	-	-	-	-	-	13	-	-	-	-	-	-	-
	2%	-	-	-	-	-	100%	-	-	-	-	-	-	-
AOL	10	10	-	-	-	-	-	-	-	-	-	-	-	-
	2%	100%	-	-	-	-	-	-	-	-	-	-	-	-
Kingston Communications	7	-	-	-	-	-	-	-	7	-	-	-	-	-
	1%	-	-	-	-	-	-	-	100%	-	-	-	-	-
Utilities Warehouse	6	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
O2	3	-	-	-	-	-	-	-	-	3	-	-	-	-
	*	-	-	-	-	-	-	-	-	100%	-	-	-	-
Orange	3	-	-	-	-	-	-	-	-	-	3	-	-	-
	*	-	-	-	-	-	-	-	-	-	100%	-	-	-
Eclipse	2	-	-	-	-	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	100%	-	-	-	-	-	-	-	-
Post Office	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	-	-	-	100%	-

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Table 64
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	507	70	2	2	1	6	94	1	10
Weighted Base	536	75*	2**	2**	2**	6**	104*	1**	9**
BT	161	-	-	-	-	-	-	-	-
30%psy	-	-	-	-	-	-	-	-	-
Sky	117	-	-	-	-	-	-	-	-
22%dsy	-	-	-	-	-	-	-	-	-
Virgin Media	104	-	-	-	-	-	104	-	-
19%dps	-	-	-	-	-	-	100%zdps	-	-
TalkTalk	75	75	-	-	2	1	-	-	-
14%dpv	-	100%zdpy	-	-	100%	22%	-	-	-
Plusnet	16	-	-	-	-	-	-	-	-
3%	-	-	-	-	-	-	-	-	-
EE/Everything	13	-	-	-	-	-	-	-	-
Everywhere	2%	-	-	-	-	-	-	-	-
AOL	10	-	-	-	-	-	-	-	-
2%	-	-	-	-	-	-	-	-	-
Kingston	7	-	-	-	-	-	-	-	-
Communications	1%	-	-	-	-	-	-	-	-
Utilities	6	1	-	-	-	6	-	-	-
Warehouse	1%	2%	-	-	-	100%	-	-	-
O2	3	-	-	-	-	-	1	-	-
*	-	-	-	-	-	-	1%	-	-
Orange	3	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-	-
Eclipse	2	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-	-
Post Office	2	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 64
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	536	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Top Up TV	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Three (3) Mobile	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tesco	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Demon	1 *	- -	- -	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Zen	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
John Lewis	1 *	- -	- -	- -	- -	- -	- 100%	- -	- -	- -	- -	- -	- -	- -
BE	1 *	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	9 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	4 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No answer	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 64
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	536	75*	2**	2**	2**	6**	104*	1**
Top Up TV	2	2	-	-	2	-	-	-
	*	3%z	-	-	100%	-	-	-
Three (3) Mobile	2	-	-	2	-	-	-	-
	*	-	-	100%	-	-	-	-
Tesco	2	-	2	-	-	-	-	-
	*	-	100%	-	-	-	-	-
Demon	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Zen	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	100%	-
John Lewis	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	1%	-
BE	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Other	9	-	-	-	-	-	-	9
	2%	-	-	-	-	-	-	100%
Don't know	4	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-
No answer	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-

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Table 65

FX02B - What is the name of the company that you pay for your broadband services?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Product bundles			
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)
Unweighted Base	507	2	505	1	1
Weighted Base	536	2**	534	1**	1**
BT	161 30%	1 53%	160 30%	1 100%	-
Sky	117 22%	-	117 22%	-	-
Virgin Media	104 19%	1 47%	103 19%	-	1 100%
TalkTalk	75 14%	-	75 14%	-	-
Plusnet	16 3%	-	16 3%	-	-
EE/Everything Everywhere	13 2%	-	13 2%	-	-
AOL	10 2%	-	10 2%	-	-
Kingston Communications	7 1%	-	7 1%	-	-
Utilities Warehouse	6 1%	-	6 1%	-	-
O2	3 *	-	3 *	-	-
Orange	3 *	-	3 *	-	-
Eclipse	2 *	-	2 *	-	-
Post Office	2 *	-	2 *	-	-
Top Up TV	2 *	-	2 *	-	-
Three (3) Mobile	2 *	-	2 *	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 65

FX02B - What is the name of the company that you pay for your broadband services?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Product bundles			
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)
Weighted Base	536	2**	534	1**	1**
Tesco	2	-	2	-	-
	*	-	*	-	-
Demon	1	-	1	-	-
	*	-	*	-	-
Zen	1	-	1	-	-
	*	-	*	-	-
John Lewis	1	-	1	-	-
	*	-	*	-	-
BE	1	-	1	-	-
	*	-	*	-	-
Other	9	-	9	-	-
	2%	-	2%	-	-
Don't know	4	-	4	-	-
	1%	-	1%	-	-
No answer	1	-	1	-	-
	*	-	*	-	-

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Table 66

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	507	44	43	10	118	104	33	341	126	378	70	19	49	134	103	49	83	80	118	100	48	79	90
Weighted Base	536	48*	50*	13**	133*	118*	39**	362	131	409	65*	20**	57*	141	113*	52*	89*	85*	127*	110*	51*	87*	100*
BT	161 30%h	11 23%	10 20%	-	30 22%	26 22%	6 14%	128 35%zh	26	122 30%	22 33%	3 13%	21 37%	39 28%	34 30%	14 26%	26 30%	28 32%	34 27%	32 29%	12 24%	28 32%	33 33%
Sky	117 22%gj	12 26%	16 31%	10 79%	30 23%	31 27%	13 32%	61 17%	44 33%zg	104 25%zj	7 10%	3 14%	9 16%	24 17%	27 24%	13 24%	23 26%	25 29%mi	27 21%	29 26%	15 29%	21 24%	26 26%
Virgin Media	104 19%	6 13%	6 12%	2 16%	25 19%	20 17%	18 45%	61 17%	30 23%	79 19%	9 14%	4 22%	19 33%z	24 17%	15 13%	9 18%	16 18%	11 12%	21 17%	16 15%	9 17%	15 18%	15 15%
TalkTalk	75 14%	10 21%	11 23%	-	27 20%z	19 16%	1 3%	59 16%	12 9%	51 12%	14 21%	4 19%	4 7%	26 19%	19 16%	9 17%	10 12%	9 11%	21 17%	17 15%	6 12%	9 11%	12 12%
Plusnet	16 3%	2 5%	2 5%	1 5%	8 6%	8 7%z	-	13 4%	3 2%	10 2%	2 3%	1 4%	-	7 5%	5 4%	1 3%	2 3%	2 2%	7 5%	3 3%	1 3%	2 2%	2 2%
EE/Everything Everywhere	13 2%	3 6%	3 7%	-	3 2%	1 1%	1 2%	7 2%	3 2%	10 2%	2 3%	-	-	4 3%	4 4%	3 7%	3 4%	3 3%	4 3%	3 3%	3 7%	3 4%	3 3%
AOL	10 2%	-	-	-	2 1%	2 1%	-	8 2%	2 2%	8 2%	2 3%	2 9%	2 4%	2 2%	4 4%	2 5%	1 1%	3 4%	3 3%	4 4%	2 5%	3 4%	3 3%
Kingston Communications	7 1%	-	-	-	-	-	-	5 1%	2 1%	5 1%	1 1%	-	2%	2 1%	3 3%	-	2 2%	2 2%	2 1%	3 2%	-	1 1%	2 2%
Utilities	6	1	1	-	3	3	1	5	-	5	1	-	-	2	1	1	-	-	-	-	-	-	1
Warehouse	1%	2%	2%	-	2%	2%	3%	1%	-	1%	1%	-	-	1%	1%	3%	-	-	-	-	-	-	1%
O2	3 *	- -	- -	-	1 1%	3 2%z	1 3%	1 *	1 1%	3 1%	-	-	1 2%	1 1%	-	-	-	-	3 2%z	-	-	-	-
Orange	3 *	- -	- -	-	- -	- -	-	1 *	1 1%	1 *	1 2%	-	-	- -	- -	- -	- -	-	- -	- -	- -	- -	-
Eclipse	2 *	- -	- -	-	- -	- -	-	2 1%	-	2 1%	-	2 12%	-	- -	- -	- -	- -	-	- -	- -	- -	- -	-
Post Office	2 *	- -	- -	-	1 1%	1 1%	-	- -	1 1%	2 1%	-	- -	-	- 1%	1 -	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	1 1%
Top Up TV	2 *	- -	- -	-	2 1%	2 2%	-	- -	2 1%g	- -	2 3%zi	- -	-	- -	- -	- -	- -	-	- -	- -	- -	- -	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 66

FX02B - What is the name of the company that you pay for your broadband services?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	536	48*	50*	13**	133*	118*	39**	362	131	409	65*	20**	57*	141	113*	52*	89*	85*	127*	110*	51*	87*	100*
Three (3) Mobile	2 *	- -	- -	- -	- -	1 1%	- -	1 *	1 1%	1 *	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	1 -	1 1%	- -	1 1%	1 1%
Tesco	2 *	- -	- -	- -	1 1%	1 1%	- -	1 *	1 1%	2 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	1 2%	1 1%	1 1%
Demon	1 *	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 2%zi	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Zen	1 *	- -	- -	- -	1 1%	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
John Lewis	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BE	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	1 1%	1 1%	- -	1 1%	1 1%	1 1%	1 1%	1 2%zi	1 1%	1 1%
Other	9 2%ii	2 5%b	1 1%	- -	6 4%	3 3%	- -	7 2%	2 2%	4 1%	3 4%ii	1 7%	- -	4 3%	* *	* 1%	1 1%	* 1%	4 3%	- -	- -	- -	- -
Don't know	4 1%	- -	- -	- -	- -	- -	* 1%	4 1%	- -	2 *	* 1%	- -	- -	2 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -
No answer	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 67
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1657	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
BT	587 34%elq rst	319 34%	269 33%	-	10 25%	56 22%	91 28%	140 36%el	118 35%el	118 41%zef l	56 43%zef kl	10 24%	147 26%	257 36%efl	174 41%ze fkl	236 41%zp qr	172 33%	93 28%	85 28%	90 23%	221 27%	246 54%zst
Sky	365 21%hij mnou	181 20%	184 22%	-	15 38%zgh ijmn	92 36%zgh ijmn	98 30%zgh ijmn	67 17%	42 13%	39 13%	14 11%	15 37%zgh ijmn	190 33%zgh ijmn	109 15%	52 12%	100 17%	100 19%	81 24%o p	84 28%zo	89 23%u	202 24%zu	52 11%
Virgin Media (including NTL and Telewest)	346 20%nu	190 20%	156 19%	-	11 28%	47 19%	71 22%	81 21%	68 20%	50 17%	19 14%	11 27%	117 20%	149 21%	69 16%	98 17%	110 21%	82 24%o	56 18%	98 25%zu	220 27%zu	15 3%
TalkTalk/AOL	253 14%dk	134 14%	119 15%	-	1 3%	36 14%	34 10%	53 14%	63 19%zdf kl	49 17%dfk	17 13%	1 3%	70 12%	116 16%dfk	66 16%dk	74 13%	85 16%	45 13%	50 16%	59 15%	113 14%	77 17%
Plusnet	54 3%rt	26 3%	28 3%	-	-	7 3%	5 1%	14 4%	13 4%	7 3%	9 7%zfil	-	11 2%	26 4%	17 4%l	29 5%zr	14 3%	7 2%	4 1%	7 2%	17 2%	30 7%zst
EE/Everything Everywhere	50 3%t	32 3%	17 2%	-	-	6 3%	14 4%	9 2%	8 3%	9 3%	3 2%	-	21 4%	17 2%	11 3%	18 3%	17 3%	8 2%	7 2%	17 4%t	16 2%	16 3%
Kingston Communications	17 1%ot	9 1%	8 1%	1 100%	-	2 1%	4 1%	1 *	3 1%	2 1%	4 3%zgm	1 3%	6 1%	4 1%	6 1%	-	7 1%o	7 2%o	4 1%o	17 4%ztu	-	-
AOL	10 1%	4 *	6 1%	-	-	-	3 1%	3 1%	2 1%	*	1 1%	-	3 1%	6 1%	1 *	3 *	3 1%	1 *	3 1%	-	7 1%	2 *
Utility Warehouse	9 1%	5 1%	4 *	-	-	-	1 *	2 *	4 1%z	2 1%	-	-	1 *	6 1%	2 *	2 *	5 1%	2 1%	1 *	1 *	3 *	5 1%
Post Office	7 *a	1 *	6 1%a	-	1 2%lhm	1 1%	-	1 *	*	2 1%	1 1%	1 2%lhm	1 *	1 *	3 1%	1 *	*	1 *	5 2%zop	2 1%	2 *	2 *
Utilities Warehouse	6 *	3 *	4 *	-	-	2 1%lm	-	-	-	3 1%lm	1 1%lm	-	2 *	-	4 1%lm	2 *	-	3 1%	1 *	2 1%	3 *	1 *
Tesco Telecom	6 *	2 *	4 *	-	1 2%filn	-	-	3 1%	3 1%	-	-	1 2%filn	-	6 1%	-	-	2 *	3 1%	1 *	1 *	5 1%	-
O2	3 *	3 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	1 *	-	1 *	1 *	-	-	-	3 *	-
Orange	3 *	3 *	-	-	-	-	1 *	-	2 1%	-	-	-	1 *	2 *	-	-	3 *	-	-	-	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 67
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Eclipse	2 *	2 *	-	-	-	-	-	2 1%	-	-	-	-	-	2 *	-	2 *	-	-	-	-	2 *	-
Top Up TV	2 *	2 *	-	-	-	-	-	-	2 1%z	-	-	-	-	2 *	-	-	-	2 1%	-	-	2 *	-
Three (3) Mobile	2 *	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	2 *	-	-	-	1 *	1 *	1 *	1 *	-
Primus	1 *	1 *	-	-	-	1 *	-	-	-	* *	-	-	-	1 *	-	-	* *	-	1 *	* *	1 *	-
Co op	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *	* *	-	-	-	-	1 *
Demon	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-
Zen	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-	1 *	-
John Lewis	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-
BE	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-
Tiscali	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *
SSE	1 *	1 *	-	-	-	-	-	-	-	-	1 1%zm	-	-	-	1 *	1 *	-	-	-	-	1 *	-
Other	19 1%	10 1%	9 1%	-	1 2%f	2 1%	* *	5 1%	3 1%	6 2%f	3 2%fl	1 2%f	2 *	7 1%	8 2%fl	7 1%	6 1%	3 1%	4 1%	5 1%	6 1%	8 2%
Don't know	4 *	1 *	3 *	-	-	-	1 *	-	1 *	1 *	2 1%zgl	-	1 *	1 *	2 1%	1 *	3 *	-	1 *	1 *	1 *	2 1%
No answer	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 68
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1657	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
BT	587 34%k	39 26%	92 41%ac	167 30%	37 32%	17 49%	224 31%	74 36%k	54 36%k	10 20%	3 17%	8 18%	192 40%zf ik	22 31%	452 33%	136 34%	271 31%	49 34%	59 42%pu	3 12%	2 17%	7 19%	181 39%zp u	17 28%
Sky	365 21%bl v	43 29%zb	33 15%	162 29%zb	22 19%	5 14%	189 26%zl	48 23%l	27 18%	12 23%l	6 30%	10 22%l	55 11%	18 26%l	288 21%	78 20%	227 26%zr v	26 18%	23 17%	6 26%	3 33%	9 24%v	55 12%	16 27%lv
Virgin Media (including NTL and Telewest)	346 20%	39 27%	48 21%	107 19%	18 15%	5 15%	161 22%	33 16%	23 15%	14 27%	7 37%	10 23%	86 18%	12 17%	265 20%	82 20%	192 22%	22 15%	19 14%	8 35%	3 30%	7 19%	85 18%	10 18%
TalkTalk/AOL	253 14%	17 11%	32 14%	69 12%	23 20%	5 13%	88 12%	30 14%	28 18%	9 18%	1 6%	6 14%	79 16%	13 18%	201 15%	53 13%	111 13%	31 22%zp	19 13%	4 16%	1 12%	6 16%	72 16%	10 17%
Plusnet	54 3%p	3 2%	10 4%	12 2%	4 4%	1 4%	15 2%	10 5%f	6 4%	1 3%	- 3%	3 7%f	16 3%	2 3%	38 3%	16 4%	17 2%	7 5%	10 7%zp	- -	- -	2 6%	16 4%	2 4%
EE/Everything Everywhere	50 3%	2 1%	6 2%	17 3%	5 5%	1 2%	19 3%	5 3%	6 4%	1 3%	- -	4 9%zfm	14 3%	- -	36 3%	13 3%	24 3%	3 2%	4 3%	1 6%	- -	3 8%	14 3%	1 1%
Kingston Communications	17 1%	- -	- -	4 1%	- -	- -	3 *	1 1%	- -	1 1%	1 6%	1 3%	8 2%	2 3%f	13 1%	4 1%	6 1%	1 1%	- -	- -	- -	1 3%r	8 2%	1 2%
AOL	10 1%	- -	2 1%	6 1%	- -	- -	5 1%	2 1%	- -	1 2%	- -	- -	1 *	- -	7 1%	3 1%	6 1%	2 2%	- -	- -	- -	- -	1 *	- -
Utility Warehouse	9 1%	1 1%	- -	1 *	2 2%	1 3%	2 *	- -	3 2%zf	- -	- -	- -	4 1%	- -	8 1%	1 *	3 *	- -	3 2%zp	- -	- -	- -	3 1%	- -
Post Office	7 *	1 1%	- -	* -	- -	- -	1 *	* *	- -	1 2%f	- -	1 2%f	3 1%	- -	6 *	1 *	2 *	* *	- -	- -	- -	1 3%zp	3 1%	- -
Utilities Warehouse	6 *n	- -	- -	1 *	- -	- -	1 *	- -	- -	1 3%zfg	- -	- -	4 1%	- -	3 *	4 1%	2 *	- -	- -	- -	- -	- -	4 1%	- -
Tesco Telecom	6 *	- -	- -	3 1%	1 1%	- -	3 *	- -	1 *	- -	1 3%	1 2%	1 *	- -	3 *	3 1%	3 *	- -	1 1%	- -	1 7%	1 2%	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 68
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
O2	3*	-	1 1%	-	1 1%z	-	1	-	1	-	-	-	-	-	1	1	3	-	-	-	-	-	-	-
Orange	3*	-	1 *	1	-	-	1	-	-	-	-	-	1	-	2	1	1	-	-	-	-	-	1	-
Eclipse	2*	2 2%zc	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
Top Up TV	2*	-	-	-	-	-	-	-	-	-	-	-	-	2 3%zg l	-	2 *n	2	-	-	-	-	-	-	-
Three (3) Mobile	2*	-	-	1 *	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-
Primus	1*	-	1 1%	-	-	-	1	-	-	-	-	-	*	-	1	*	1	-	-	-	-	-	-	-
Co op	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Demon	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Zen	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
John Lewis	1*	1 1%z	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
BE	1*	-	-	1 *	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
Tiscali	1*	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	1	-	-	1 1%zp	-	-	-	-	-	-
SSE	1*	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1	-	-	-	-	-	-	-	1 *	-
Other	19 1%	-	2 1%	5 1%	1 1%	-	5 1%	2 1%	1 1%	1 2%	-	-	9 2%	1 1%	16 1%	4 1%	5 1%	2 1%	2 1%	1 4%	-	-	8 2%p	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 68
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Don't know	4*	1*	-	1*	-	-	1*	1*	-	-	-	-	2*	1	4*	1*	1*	1	-	-	-	-	2*	1
														1%				1%						1%
No answer	1*	-	-	-	1	-	-	-	1	-	-	-	-	-	1*	-	-	-	1	-	-	-	-	-
		-	-	-	1%z	-	-	-	1%z	-	-	-	-	-	*	-	-	-	1%zp	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 69
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1657	1042	284	329	456	16	2	75	1136	385	646	263	204	154	211	178	64	18	4	1	6	
Weighted Base	1750	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**	
BT	587 34% ^b d n	375 34%	82 27%	129 39% ^b z	142 28%	2 12%	1 30%	25 30%	428 37% ^b z	143 37%	231 35%	94 31%	73 31%	46 29%	61 26%	63 31%	22 32%	3 21%	* 12%	-	1 14%	
Sky	365 21% ^c h ij	233 21%	77 26% ^c	54 16%	174 34% ^z gh	7 44%	-	16 19%	176 15%	59 15%	103 15%	95 32% ^z i j	58 25% ⁱ j	47 30% ^z j	88 38% ^z	63 31% ^z	21 29%	5 36%	1 41%	1 100%	3 55%	
Virgin Media (including NTL and Telewest)	346 20% ^c	239 21% ^c	58 19%	49 15%	96 19%	3 17%	1 70%	14 16%	236 20%	64 17%	139 21%	47 16%	57 25% ⁱ k	37 23%	42 18%	46 22%	12 17%	2 16%	-	-	2 32%	
TalkTalk/AOL	253 14%	149 13%	44 15%	60 18% ^a z	61 12%	2 12%	-	16 20%	179 15%	68 18%	102 15%	36 12%	29 12%	18 12%	26 11%	22 11%	11 15%	4 23%	1 22%	-	-	
Plusnet	54 3%	38 3%	6 2%	10 3%	10 2%	-	-	5 6%	40 3%	13 3%	23 4%	5 2%	10 4%	3 2%	3 1%	6 3%	1 1%	-	1 25%	-	-	
EE/Everything Everywhere	50 3%	33 3%	13 4% ^c	4 1%	10 2%	-	-	4 5%	36 3%	12 3%	22 3%	9 3%	3 1%	3 2%	5 2%	4 2%	-	1 4%	-	-	-	
Kingston Communications	17 1% ^a	7 1%	3 1%	7 2% ^a z	5 1%	1 8%	-	1 1%	11 1%	7 2%	5 1%	3 1%	1 *	2 1%	4 2%	-	1 2%	-	-	-	-	
AOL	10 1%	5 *	2 1%	2 1%	2 *	-	-	1 1%	7 1%	3 1%	4 1%	3 1%	-	-	2 1%	-	-	-	-	-	-	
Utility Warehouse	9 1%	5 *	2 1%	2 1%	2 *	-	-	1 1%	6 1%	2 *	4 1%	3 1%	1 *	-	1 *	1 1%	-	-	-	-	-	
Post Office	7 *	3 *	1 *	3 1%	1 *	1 6%	-	-	4 *	3 1%	2 *	1 *	1 1%	-	-	-	1 2%	-	-	-	-	
Utilities Warehouse	6 *	6 1%	-	-	1 *	-	-	-	5 *	-	5 1%	-	1 1%	-	-	1 1%	-	-	-	-	-	
Tesco Telecom	6 *	4 *	1 *	1 *	1 *	-	-	-	6 *	2 *	4 1%	1 *	-	-	-	1 *	-	-	-	-	-	
O2	3 *	3 *	-	-	-	-	-	-	3 *	-	3 *	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 69
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	1750	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**
Orange	3*	2*	1*	-	-	-	-	-	3	1*	2*	-	-	-	-	-	-	-	-	-	-
Eclipse	2*	-	2* 1%za	-	-	-	-	-	2*	-	2*	-	-	-	-	-	-	-	-	-	-
Top Up TV	2*	-	-	2* 1%za	-	-	-	-	2*	-	-	2* 1%	-	-	-	-	-	-	-	-	-
Three (3) Mobile	2*	1*	1*	-	-	-	-	-	2*	1*	1*	-	-	-	-	-	-	-	-	-	-
Primus	1*	1*	-	-	1*	-	-	-	* 1%z	-	-	* 1%z	-	1*	-	-	1* 2%z	-	-	-	-
Co op	1*	* *	-	1*	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-
Demon	1*	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-	-	-	-	-
Zen	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-
John Lewis	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-
BE	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-
Tiscali	1*	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-	-	-	-	-
SSE	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-
Other	19* 1%	8* 1%	5* 2%	6* 2%	2*	-	-	1* 1%	16* 1%	7* 2%	10* 1%	3* 1%	-	-	2* 1%	-	-	-	-	-	-
Don't know	4*	2*	1*	1*	1*	-	-	-	4*	2*	1*	* *	-	1*	-	-	1* 1%	-	-	-	-
No answer	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 70
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1657	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
Weighted Base	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
BT	587 34%afm	64 26%	60 26%	87 32%	437 36%za	574 33%fm	265 26%	395 41%zefhi jklmno	551 33%fm	564 34%fm	240 32%f	554 34%fm	406 34%fm	197 29%	400 33%fm	166 34%f
Sky	365 21%dg	97 40%zcd	74 35%zcd	74 27%zd	186 15%	362 21%gi	296 29%zeghi jkln	123 13%	349 21%g	340 20%g	180 24%zeghi kn	336 21%g	269 23%zeghi kn	187 28%zeghi kln	245 20%g	121 25%gikn
Virgin Media (including NTL and Telewest)	346 20%g	39 16%	39 18%	57 21%	245 20%	338 20%g	287 29%zeghi jklmno	119 12%	330 20%g	327 20%g	165 22%g	328 20%g	233 20%g	152 23%g	237 20%g	94 19%g
TalkTalk/AOL	253 14%fjkl m	28 11%	25 12%	35 13%	191 16%	250 15%fjklm	91 9%	190 20%zefhi jklmno	243 15%fjklm	244 15%fjklm	91 12%f	228 14%flm	145 12%f	76 11%	174 15%fjlm	61 12%f
Plusnet	54 3%f	3 1%	7 3%	5 2%	44 4%	53 3%f	19 2%	39 4%zefn	52 3%f	54 3%f	23 3%f	53 3%f	40 3%f	19 3%	35 3%f	16 3%
EE/Everything Everywhere	50 3%f	5 2%	3 1%	4 2%	40 3%	48 3%f	16 2%	33 3%fj	48 3%f	47 3%f	15 2%	48 3%f	31 3%f	17 2%	36 3%f	14 3%
Kingston Communications	17 1%k	2 1%	2 1%	3 1%	13 1%	17 1%k	7 1%	14 1%jk	16 1%	17 1%	3 *	14 1%	15 1%fjk	8 1%	11 1%	3 1%
AOL	10 1%	-	-	2 1%	7 1%	10 1%	5 *	7 1%	9 1%	9 1%	4 1%	10 1%	8 1%	4 1%	9 1%	6 1%l
Utility Warehouse	9 1%f	-	-	2 1%	7 1%	9 1%f	2 *	8 1%f	9 1%f	9 1%f	5 1%f	9 1%f	8 1%f	3 *	9 1%f	3 1%
Post Office	7 *k	1 1%	1 1%	-	5 *	6 *	-	5 1%f	7 *k	7 *k	3 *	5 *	5 *	2 *	5 *	* *
Utilities Warehouse	6 *kn	1 1%	-	-	5 *	6 *kn	2 *	2 *	5 *	5 *	1 *	4 *	2 *	-	2 *	- -
Tesco Telecom	6 *f	1 *	-	-	6 *	6 *f	1 *	5 1%	6 *f	6 *f	-	6 *f	3 *	1 *	5 *f	2 *
O2	3 *	-	-	-	3 *	3 *	1 *	1 *	3 *	3 *	-	3 *	3 *	-	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 70
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Orange	3	-	-	-	3	3	1	2	3	3	1	3	1	-	1	-
	*	-	-	-	*	*	*	*	*	*	*	*	*	-	*	-
Eclipse	2	-	-	-	2	2	-	2	2	2	2	2	-	2	2	-
	*	-	-	-	*	*	-	*	*	*	*	*	-	*	*	-
Top Up TV	2	-	-	-	2	2	-	2	2	2	-	2	2	2	2	-
	*	-	-	-	*	*	-	*	*	*	-	*	*	*	*	-
Three (3) Mobile	2	-	-	-	2	2	-	2	2	2	1	2	2	-	2	-
	*	-	-	-	*	*	-	*	*	*	*	*	*	-	*	-
Primus	1	1	1	-	*	*	-	*	1	1	*	1	-	-	*	1
	*e	*	1%	-	*	*	-	*	*e	*e	*	*e	-	-	*	*
Co op	1	-	-	-	1	1	-	1	1	1	-	1	1	-	1	-
	*	-	-	-	*	*	-	*	*	*	-	*	*	-	*	-
Demon	1	-	-	-	1	1	-	1	1	1	-	1	-	-	1	-
	*	-	-	-	*	*	-	*	*	*	-	*	-	-	*	-
Zen	1	-	-	-	1	1	1	-	1	1	-	1	-	-	1	-
	*	-	-	-	*	*	*	-	*	*	-	*	-	-	*	-
John Lewis	1	-	-	-	1	1	1	-	1	1	1	1	1	-	1	-
	*	-	-	-	*	*	*	-	*	*	*	*	*	-	*	-
BE	1	-	-	-	1	1	-	1	1	1	-	1	-	-	1	-
	*	-	-	-	*	*	-	*	*	*	-	*	-	-	*	-
Tiscali	1	-	-	-	1	1	-	-	1	1	-	1	-	-	1	-
	*	-	-	-	*	*	-	-	*	*	-	*	-	-	*	-
SSE	1	-	-	-	1	1	1	-	1	1	1	1	-	-	1	-
	*	-	-	-	*	*	*	-	*	*	*	*	-	-	*	-
Other	19	2	-	1	17	19	9	13	17	19	9	16	14	5	14	5
	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	4	1	1	-	4	4	1	2	4	4	1	4	1	-	1	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	-
No answer	1	-	-	-	1	1	-	1	1	1	-	1	-	-	-	-
	*	-	-	-	*	*	-	*	*	*	-	*	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 71
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1657	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
BT	587 34%ai	476 32%	77 45%zae	8 39%	10 61%	10 25%	5 39%	244 39%zi	195 33%l	111 26%	6 53%	7 20%	25 28%	39 30%	41 32%	111 39%	93 32%	61 31%	41 53%zlmnpq
Sky	365 21%bg	325 22%zb	24 14%	3 15%	4 23%	6 15%	3 22%	65 10%	156 26%zg	121 28%zg	* 4%	6 17%	20 23%	25 19%	38 30%z	58 20%	65 22%	47 24%	14 18%
Virgin Media (including NTL and Telewest)	346 20%cb	310 21%zb	16 9%	8 38%	2 10%	11 26%b	-	122 19%	130 22%	75 17%	3 28%	7 20%	16 18%	26 20%	19 15%	49 17%	58 20%	47 24%	13 16%
TalkTalk/AOL	253 14%hq	207 14%	31 18%	1 3%	1 6%	9 22%	4 31%	105 17%h	67 11%	73 17%h	2 14%	7 21%	13 15%	27 21%qr	16 12%	43 15%q	45 15%q	14 7%	6 8%
Plusnet	54 3%	49 3%	3 2%	-	-	1 3%	-	30 5%zh	11 2%	12 3%	-	2 5%	8 9%zmno	2 2%	2 1%	4 1%	8 3%	16 8%zmnop	3 4%
EE/Everything Everywhere	50 3%	46 3%	4 2%	-	-	-	-	20 3%	15 3%	13 3%	-	3 8%	1 1%	3 2%	4 3%	9 3%	9 3%	4 2%	-
Kingston Communications	17 1%	14 1%	2 1%	1 3%	-	1 3%	-	5 1%	4 1%	8 2%	-	-	2 2%	4 3%z	1 1%	3 1%	3 1%	1 *	-
AOL	10 1%	8 1%	2 1%	* 2%	-	-	-	4 1%	2 *	3 1%	-	-	-	-	1 1%	1 *	3 1%	3 1%	-
Utility Warehouse	9 1%	7 *	2 1%	-	-	-	-	6 1%	1 *	2 *	-	-	-	-	2 2%	2 1%	2 1%	1 *	1 1%
Post Office	7 *	5 *	1 *	-	-	-	1 8%	1 *	-	5 1%zh	-	1 3%	1 1%	-	3 2%zop	-	-	-	-
Utilities Warehouse	6 *	5 *	1 1%	-	-	-	-	2 *	3 1%	1 *	-	-	-	1 *	1 1%	-	-	-	-
Tesco Telecom	6 *	6 *	-	-	-	-	-	3 *	1 *	3 1%	-	1 2%	1 1%	1 1%	1 1%	3 1%	-	-	-
O2	3 *	3 *	-	-	-	-	-	-	-	3 1%z	-	-	-	-	-	-	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 71
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Orange	3*	1*	1%	-	-	-	-	1*	1*	-	-	-	-	-	-	-	2%	1*	-
Eclipse	2*	2*	-	-	-	-	-	-	2*	-	-	-	-	-	-	-	-	2%	-
Top Up TV	2*	2*	-	-	-	-	-	-	-	2*	-	-	-	-	-	2%	-	-	-
Three (3) Mobile	2*	-	2%	-	-	-	-	-	1*	1*	-	1%	-	-	-	-	-	-	-
Primus	1*	1*	*	-	-	-	-	*	-	1*	-	-	1%	-	-	*	-	-	-
Co op	1*	1*	-	-	-	-	-	*	1*	-	-	-	-	-	*	1*	-	-	-
Demon	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	1%	-	-	-	-	-
Zen	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1*	1*	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-
BE	1*	1*	-	-	-	-	-	-	-	1*	-	-	-	1%	-	-	-	-	-
Tiscali	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-
SSE	1*	-	1%	-	-	-	-	1*	-	-	-	-	-	-	-	1*	-	-	-
Other	19%	17%	-	-	-	2%	-	12%	4%	3%	-	1%	-	1%	1%	2%	3%	3%	-
Don't know	4*	1*	2%	-	-	*	-	4%	-	1*	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 71
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
No answer	1 *	-	1 1%za	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 72
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1657	1483	167	135	161	167	128	111	61	121	253	151	100	192	77	1288	980	649	1629	1364	293	1657
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
BT	587 34% ^{bc} eg	556 34% ^b	31 25%	27 24%	47 33%	36 23%	43 32%	31 24%	33 38% ^e	86 47% ^{zc} defgj mo	125 33% ^e	47 38% ^{ce} g	30 41% ^{ce} g	51 32%	31 40% ^{ce} g	475 33% ^{ce}	338 34%	235 33%	573 33%	469 33%	119 36%	587 34%
Sky	365 21% ^{af} mt	322 20%	41 33% ^{za}	26 23% ^f	36 25% ^{fm}	31 20%	17 12%	34 27% ^{fm}	19 21%	29 16%	72 19%	40 32% ^{ze} fijmo	15 21%	24 15%	23 30% ^{zf} im	303 21% ^f	213 21%	150 21%	363 21%	315 22% ^{ztu}	51 15%	365 21% ^t
Virgin Media (including NTL and Telewest)	346 20% ^{kl} s	328 20%	17 14%	25 23% ^{kl}	22 15% ^l	36 24% ^{kl}	34 25% ^{kl}	35 27% ^{dhi} kl	10 12% ^l	29 16% ^l	86 23% ^{kl}	11 9%	2 3%	41 26% ^{zd} hikl	14 18% ^{kl}	289 20% ^{kl}	181 18%	159 22%	340 20%	264 19%	82 25% ^{zsu}	346 20% ^s
TalkTalk/AOL	253 14% ^{ag} n	224 14%	27 22% ^{za}	18 16% ^{gn}	27 19% ^{gn}	23 15%	23 17% ^{gn}	9 7%	12 14%	21 12%	60 16% ^{gn}	17 14%	13 17% ^{gn}	25 16% ^{gn}	5 6%	210 15% ^{gn}	154 15%	97 14%	251 15%	211 15%	43 13%	253 14%
Plusnet	54 3%	52 3%	2 2%	4 4%	1 1%	3 2%	4 3%	4 3%	5 6%	7 4%	17 4%	2 2%	3 5% ⁿ	3 2%	-	47 3%	35 3%	19 3%	54 3%	40 3%	14 4%	54 3%
EE/Everything Everywhere	50 3% ^j	46 3%	3 3%	2 2%	7 5% ^j	3 2%	6 5% ^j	5 4%	3 4%	5 3%	3 1%	6 5% ^j	2 3%	4 3%	1 1%	42 3% ^j	29 3%	19 3%	49 3%	39 3%	11 3%	50 3%
Kingston Communications	17 1% ^q	17 1%	* *	- -	- -	17 11% ^{zcd} fghijk lmno	- -	- -	- -	- -	- -	- -	- -	- -	- -	17 1%	16 2% ^{zqr}	1 *	17 1% ^q	17 1%	1 *	17 1%
AOL	10 1%	9 1%	1 *	1 1%	- -	- -	1 1%	- -	- -	2 1%	2 *	- -	1 2%	2 1%	1 1%	6 *	5 1%	4 1%	10 1%	9 1%	1 *	10 1%
Utility Warehouse	9 1%	9 1%	-	1 1%	2 1%	1 1%	1 1%	1 1%	-	2 1%	-	-	-	2 1%	-	7 1%	6 1%	4 1%	9 1%	8 1%	1 *	9 1%
Post Office	7 *	7 *	-	1 1%	-	-	-	2 2% ^{zo}	-	1 1%	1 *	-	* 1%	-	1 1%	5 *	4 *	3 *	7 *	7 *	-	7 *
Utilities Warehouse	6 * ^p	5 *	1 1%	1 1%	-	1 *	1 1%	1 1%	-	2 1%	-	-	-	-	-	6 *	1 *	5 1%	6 * ^p	4 *	2 1%	6 *
Tesco Telecom	6 *	6 *	-	1 1%	1 1%	-	-	-	2 2%	-	2 1%	-	-	1 *	-	5 *	2 *	4 1%	6 *	6 *	-	6 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 72
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
O2	3 *	3 *	-	-	-	-	-	-	-	-	1 *	1 1%z	-	-	-	3 *	1 *	1 *	3 *	3 *	-	3 *
Orange	3 *	3 *	-	-	1 1%	1 1%	-	-	-	-	-	-	1 1%	-	-	2 *	2 *	1 *	3 *	3 *	-	3 *
Eclipse	2 *	2 *	-	-	-	2 2%zjo	-	-	-	-	-	-	-	-	-	2 *	-	2 *	2 *	2 *	-	2 *
Top Up TV	2 *	2 *	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	2 *	-	2 *	2 *	2 *	-	2 *
Three (3) Mobile	2 *	2 *	-	-	1 *	-	-	-	-	-	-	-	-	1 1%zo	-	1 *	1 *	1 *	2 *	1 *	1 *	2 *
Primus	1 *	1 *	*	1 1%zo	-	-	-	-	-	-	-	*	-	-	-	1 *	*	1 *	1 *	1 *	-	1 *
Co op	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 2%zjo	-	-	-	-	1 *	1 *	*	1 *	1 *
Demon	1 *	1 *	-	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Zen	1 *	1 *	-	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *
John Lewis	1 *	1 *	-	1 1%zo	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *
BE	1 *	1 *	-	-	-	-	-	1 1%zo	-	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *
Tiscali	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%zo	-	-	1 *	-	1 *	1 *	-	1 *
SSE	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *
Other	19 1%r	19 1%	1 1%	2 2%	-	2 1%	-	5 4%zdfj ko	1 1%	1 *	3 1%	-	3 5%zdf ijko	2 1%	1 1%	13 1%	11 1%	6 1%	17 1%	15 1%	4 1%	19 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 72
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Don't know	4	4	1	1	-	-	1	1	-	-	-	1	1	*	-	3	3	1	4	3	1	4
	*	*	*	*	-	-	1%	1%	-	-	-	*	1%	*	-	*	*	*	*	*	*	*
No answer	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	1
	*	*	-	1%zo	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*	*	-	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 73
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1657	622	1184	1591	1657	1657	187	1657	803	388	-	1591	66	-	-	1657	-	1591	66
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
BT	587 34%bh	250 40%zb cdefg h	401 31%h	564 33%bh	587 34%bh	587 34%bh	63 30%	587 34%bh	218 25%	169 38%zbc defgh	-	564 33%	24 38%	-	-	587 34%	-	564 33%	24 38%
Sky	365 21%a	73 12%	317 25%zac degi	358 21%a	365 21%a	365 21%a	58 27%zac degi	365 21%a	268 31%za bcdeg i	88 20%a	-	358 21%	8 12%	-	-	365 21%	-	358 21%	8 12%
Virgin Media (including NTL and Telewest)	346 20%a	100 16%	276 22%zac deg	332 20%a	346 20%a	346 20%a	51 24%a	346 20%a	252 29%za bcdeg i	94 21%a	-	332 20%	14 23%	-	-	346 20%	-	332 20%	14 23%
TalkTalk/AOL	253 14%bfhi	120 19%zb cdefg hi	154 12%hi	243 14%bf hi	253 14%bfh i	253 14%bfhi	19 9%	253 14%bfh i	84 10%	33 8%	-	243 14%	10 16%	-	-	253 14%	-	243 14%	10 16%
Plusnet	54 3%h	21 3%h	40 3%h	53 3%h	54 3%h	54 3%h	2 1%	54 3%h	13 2%	16 4%h	-	53 3%	1 1%	-	-	54 3%	-	53 3%	1 1%
EE/Everything Everywhere	50 3%h	15 2%	39 3%h	49 3%h	50 3%h	50 3%h	7 3%	50 3%h	12 1%	14 3%h	-	49 3%	1 1%	-	-	50 3%	-	49 3%	1 1%
Kingston Communications	17 1%	6 1%	13 1%	16 1%	17 1%	17 1%	2 1%	17 1%	6 1%	8 2%h	-	16 1%	2 3%	-	-	17 1%	-	16 1%	2 3%
AOL	10 1%	6 1%	7 1%	10 1%	10 1%	10 1%	2 1%	10 1%	4 1%	4 1%	-	10 1%	-	-	-	10 1%	-	10 1%	-
Utility Warehouse	9 1%	7 1%h	7 1%	9 1%	9 1%	9 1%	1 *	9 1%	3 *	4 1%	-	9 1%	-	-	-	9 1%	-	9 1%	-
Post Office	7 *	3 *	4 *	7 *	7 *	7 *	-	7 *	1 *	1 *	-	7 *	-	-	-	7 *	-	7 *	-
Utilities Warehouse	6 *	3 *	3 *	6 *	6 *	6 *	1 1%	6 *	2 *	-	-	6 *	-	-	-	6 *	-	6 *	-
Tesco Telecom	6 *	3 *	3 *	6 *	6 *	6 *	1 *	6 *	1 *	2 *	-	6 *	-	-	-	6 *	-	6 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 73
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
O2	3*	1*	1*	3*	3*	3*	1%*	3*	1*	1*	-	3*	-	-	-	3*	-	3*	-
Orange	3*	-	3*	3*	3*	3*	1*	3*	1*	1*	-	3*	-	-	-	3*	-	3*	-
Eclipse	2*	-	2*	2*	2*	2*	-	2*	-	2%*	-	2*	-	-	-	2*	-	2*	-
Top Up TV	2*	2*	2*	2*	2*	2*	-	2*	-	-	-	2*	-	-	-	2*	-	2*	-
Three (3) Mobile	2*	-	2*	2*	2*	2*	1%*	2*	-	-	-	2*	-	-	-	2*	-	2*	-
Primus	1*	1*	1*	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
Co op	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
Demon	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
Zen	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
John Lewis	1*	-	1*	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
BE	1*	-	1*	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
Tiscali	1*	-	1*	1*	1*	1*	1*	1*	-	-	-	1*	-	-	-	1*	-	1*	-
SSE	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
Other	19% bckq	12% zbc degh	8% 1%	16% 1%b	19% 1%bc	19% 1%bc	3% 1%	19% 1%bc	6% 1%	5% 1%	-	16% 1%	3% 5%zk	-	-	19% 1%	-	16% 1%	3% 5%zq
Don't know	4*	3*	2*	4*	4*	4*	-	4*	*	-	-	4*	1%*	-	-	4*	-	4*	1%*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 73
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
No answer	1*	1*	-	1*	1*	-	1*	-	-	-	-	1*	-	-	-	1*	-	1*	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 74
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1657	614	49	22	8	43	4	316	242	6	2	311	35
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
BT	587	581	-	-	-	2	-	1	1	-	-	-	3
	34%bthlpq	86%zbthlpq			-	3%p		*	1%	-	-	-	8%hlp
Sky	365	36	-	-	-	3	-	324	1	-	-	-	-
	21%abthlpq	5%lp	-	-	-	5%lp	-	99%zabthlpq	1%	-	-	-	-
Virgin Media (including NTL and Telewest)	346	12	-	-	-	-	-	-	-	-	-	334	-
	20%abthlq	2%h	-	-	-	-	-	-	-	-	-	100%zabthlq	-
TalkTalk/AOL	253	21	-	-	1	-	-	2	229	-	1	-	-
	14%abthlpq	3%hp	-	-	10%	-	-	*	97%zabthlpq	-	47%	-	-
Plusnet	54	2	-	-	-	52	-	-	1	-	-	-	-
	3%ahlp	*	-	-	-	95%zabthlpq	-	-	*	-	-	-	-
EE/Everything Everywhere	50	2	47	-	-	-	-	-	-	-	-	-	1
	3%ahlp	*	98%zafthlpq	-	-	-	-	-	-	-	-	-	3%ahlp
Kingston Communications	17	-	-	17	-	-	-	-	-	-	-	-	-
	1%a	-	-	100%	-	-	-	-	-	-	-	-	-
AOL	10	5	-	-	-	-	-	-	4	1	-	-	-
	1%	1%	-	-	-	-	-	-	2%zhp	14%	-	-	-
Utility Warehouse	9	-	-	-	-	-	-	-	-	-	-	-	9
	1%	-	-	-	-	-	-	-	-	-	-	-	28%zabthlp
Post Office	7	1	-	-	6	-	-	-	-	-	-	-	-
	*	*	-	-	80%	-	-	-	-	-	-	-	-
Utilities Warehouse	6	1	-	-	-	-	-	-	1	-	-	-	4
	*	*	-	-	-	-	-	-	1%	-	-	-	13%zabthlp
Tesco Telecom	6	-	-	-	-	-	-	1	-	5	-	-	-
	*	-	-	-	-	-	-	*	-	86%	-	-	-
O2	3	1	-	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	-	*	-
Orange	3	1	1	-	-	-	-	-	-	-	-	-	-
	*	*	2%zahlp	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 74
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
Eclipse	2 *	2 *	-	-	-	-	-	-	-	-	-	-	-
Top Up TV	2 *	-	-	-	-	-	-	-	2 1%za	-	-	-	-
Three (3) Mobile	2 *	2 *	-	-	-	-	-	-	-	-	-	-	-
Primus	1 *	-	-	-	-	-	1 40%	-	-	-	-	-	-
Co op	1 *	-	-	-	-	-	-	-	-	-	-	-	1 4%zahlp
Demon	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-
Zen	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-
BE	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-
Tiscali	1 *	-	-	-	-	-	-	-	-	-	1 53%	-	-
SSE	1 *	-	-	-	-	-	-	-	-	-	-	-	1 3%zahlp
Other	19 1%a	2 *	-	-	1 10%	-	2 60%	-	-	-	-	* *	14 42%zabfnlp
Don't know	4 *	2 *	-	-	-	-	-	-	-	-	-	-	-
No answer	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 75
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1657	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
BT	587	-	-	161	-	-	-	-	-	-	-	2	-	-
	34%psy	-	-	100%zpsy	-	-	-	-	-	-	-	10%	-	-
Sky	365	-	-	-	-	-	-	-	-	-	-	-	-	117
	21%dsy	-	-	-	-	-	-	-	-	-	-	-	-	100%zdsy
Virgin Media (including NTL and Telewest)	346	-	-	-	-	-	-	1	-	1	-	-	-	-
	20%dps	-	-	-	-	-	-	100%	-	45%	-	-	-	-
TalkTalk/AOL	253	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%dpv	-	-	-	-	-	-	-	-	-	-	-	-	-
Plusnet	54	-	-	2	-	-	-	-	-	-	-	16	-	-
	3%	-	-	1%	-	-	-	-	-	-	-	100%	-	-
EE/Everything Everywhere	50	-	-	-	-	-	13	-	-	-	-	-	-	-
	3%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Kingston Communications	17	-	-	-	-	-	-	-	7	-	-	-	-	-
	1%	-	-	-	-	-	-	-	100%	-	-	-	-	-
AOL	10	10	-	-	-	-	-	-	-	-	-	-	-	-
	1%	100%	-	-	-	-	-	-	-	-	-	-	-	-
Utility Warehouse	9	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Post Office	7	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	-	-	-	100%	-
Utilities Warehouse	6	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	6	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
O2	3	-	-	-	-	-	-	-	-	3	-	-	-	-
	*	-	-	-	-	-	-	-	-	100%	-	-	-	-

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Table 75
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	1657	70	2	2	1	6	94	10
Weighted Base	1750	75*	2**	2**	2**	6**	104*	9**
BT	587	-	-	-	-	-	-	-
34%psy	-	-	-	-	-	-	-	-
Sky	365	-	-	-	-	-	-	-
21%dsy	-	-	-	-	-	-	-	-
Virgin Media (including NTL and Telewest)	346	-	-	-	-	-	104	-
20%dps	-	-	-	-	-	-	100%zdps	-
TalkTalk/AOL	253	75	-	-	2	1	-	-
14%qpy	-	100%zdpy	-	-	100%	22%	-	-
Plusnet	54	-	-	-	-	-	-	-
3%	-	-	-	-	-	-	-	-
EE/Everything Everywhere	50	-	-	-	-	-	-	-
3%	-	-	-	-	-	-	-	-
Kingston Communications	17	-	-	-	-	-	-	-
1%	-	-	-	-	-	-	-	-
AOL	10	-	-	-	-	-	-	-
1%	-	-	-	-	-	-	-	-
Utility Warehouse	9	-	-	-	-	-	-	-
1%	-	-	-	-	-	-	-	-
Post Office	7	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-
Utilities Warehouse	6	1	-	-	-	6	-	-
*	-	2%	-	-	-	100%	-	-
Tesco Telecom	6	-	2	-	-	-	-	-
*	-	-	100%	-	-	-	-	-
O2	3	-	-	-	-	-	1	-
*	-	-	-	-	-	-	1%z	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 75
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Orange	3	-	-	-	-	-	-	-	-	-	3	-	-	-
	*	-	-	-	-	-	-	-	-	-	100%	-	-	-
Eclipse	2	-	-	-	-	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	100%	-	-	-	-	-	-	-	-
Top Up TV	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Three (3) Mobile	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Primus	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Co op	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Demon	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	*	-	-	-	100%	-	-	-	-	-	-	-	-	-
Zen	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	100%	-	-	-	-	-	-
BE	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	100%	-	-	-	-	-	-	-	-	-	-	-
Tiscali	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
SSE	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	19	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
No answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 75
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	1750	75*	2**	2**	2**	6**	104*	1**
Orange	3	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Eclipse	2	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Top Up TV	2	2	-	-	2	-	-	-
*	*	3%z	-	-	100%	-	-	-
Three (3) Mobile	2	-	-	2	-	-	-	-
*	*	-	-	100%	-	-	-	-
Primus	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Co op	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Demon	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Zen	1	-	-	-	-	-	-	1
*	*	-	-	-	-	-	-	100%
John Lewis	1	-	-	-	-	-	1	-
*	*	-	-	-	-	-	1%z	-
BE	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Tiscali	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
SSE	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
Other	19	-	-	-	-	-	-	9
	1%	-	-	-	-	-	-	100%
Don't know	4	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-
No answer	1	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-

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Table 76
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1657	1152	505	387	37	14	5	30	2	236	185	4	1	228	23	427	41
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
BT	587	428	160	428	-	-	-	-	-	-	-	-	-	-	-	52	6
	34%dj rtu	35%dj rtu	30%dj nrtu	100%zab djnr	-	-	-	-	-	-	-	-	-	-	-	11%dj r	14%dj nr
Sky	365	248	117	-	-	-	-	-	-	248	-	-	-	-	-	209	7
	21%cd nr	20%cd nr	22%cd nr	-	-	-	-	-	-	100%zab cdnr	-	-	-	-	-	45%zab cdnr	16%cd nr
Virgin Media (including NTL and Telewest)	346	243	103	-	-	-	-	-	-	-	-	-	-	243	-	173	26
	20%cd jn	20%cd jn	19%cd jn	-	-	-	-	-	-	-	-	-	-	100%zab cdjn	-	37%zab cdjn	59%zab cdjn
TalkTalk/AOL	253	178	75	-	-	-	-	-	-	-	178	-	-	-	-	21	1
	14%cd jrtu	15%cd jrtu	14%cd jrtu	-	-	-	-	-	-	-	100%zab cdjrtu	-	-	-	-	5%cd jrt	3%cd jrt
Plusnet	54	38	16	-	-	-	-	38	-	-	-	-	-	-	-	2	-
	3%cd jrt	3%cd jrt	3%cd jrt	-	-	-	-	100%	-	-	-	-	-	-	-	*	-
EE/Everything Everywhere	50	37	13	-	37	-	-	-	-	-	-	-	-	-	-	1	1
	3%cd jrt	3%cd jrt	2%cd jrt	-	100%zab cdjrtu	-	-	-	-	-	-	-	-	-	-	*	3%cd jrt
Kingston Communications	17	11	7	-	-	11	-	-	-	-	-	-	-	-	-	3	3
	1%	1%	1%	-	-	100%	-	-	-	-	-	-	-	-	-	1%	6%zab cdjrt
AOL	10	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%a	-	2%zab	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utility Warehouse	9	9	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	43%	-	-
Post Office	7	5	2	-	-	-	5	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Utilities Warehouse	6	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	1%zab	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	6	5	2	-	-	-	-	-	-	-	-	5	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 76
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
O2	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*a	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orange	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*a	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eclipse	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*a	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top Up TV	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Three (3) Mobile	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primus	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Co op	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-
Demon	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zen	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BE	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tiscali	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
SSE	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	4%	-	-
Other	19	10	9	-	-	-	-	-	-	-	-	-	-	-	10	-	-
	1%t	1%	2%ct	-	-	-	-	-	-	-	-	-	-	-	46%	-	-
Don't know	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 76
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
No answer	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 77
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1657	160	159	43	554	461	139	1031	493	1197	294	83	251	491	389	173	298	297	430	383	193	308	308
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
BT	587 34%ab defhi pq	43 24%	47 26%	10 19%	122 21%	143 29%df	32 20%	422 39%zh	131 25%	400 31%	125 41%zi	26 28%	114 41%z	169 33%q	131 30%q	52 28%	89 27%	83 26%	158 35%	126 30%	58 28%	102 30%	101 30%
Sky	365 21%gj m	51 29%z	50 28%	23 43%za b	137 23%	120 24%	45 28%z	172 16%	156 29%zg	311 24%zj	36 12%	23 25%	55 19%	90 17%	113 26%zm	54 29%zm	91 28%zm	92 28%zm	94 21%	119 28%zr	59 28%zr	86 25%	90 27%zr
Virgin Media (including NTL and Telewest)	346 20%abg	16 9%	15 8%	9 18%	135 23%ze	87 17%	58 37%zde	166 15%	143 27%zg	261 20%	53 17%	27 30%zl	48 17%	107 21%	90 21%	36 19%	74 23%	74 23%	79 17%	79 19%	44 21%	77 23%rs	74 22%
TalkTalk/AOL	253 14%hi l	32 18%	37 21%z	7 13%	124 21%ze	86 17%	20 13%	183 17%zh	55 10%	166 13%	55 18%l	7 7%	25 9%	83 16%	59 14%	28 15%	44 13%	43 13%	69 15%	59 14%	27 13%	50 15%	44 13%
Plusnet	54 3%	18 10%z	18 10%z	2 3%	22 4%f	23 5%f	-	35 3%	13 2%	40 3%	9 3%	1 1%	13 5%	20 4%	15 4%	5 3%	7 2%	8 3%	13 3%	10 2%	7 3%	8 2%	8 2%
EE/Everything Everywhere	50 3%	11 6%z	10 6%z	2 4%	20 3%l	15 3%l	1 *	30 3%	13 2%	38 3%	9 3%	1 1%	10 3%	22 4%	12 3%	7 4%	9 3%	8 3%	20 4%	12 3%	7 3%	9 3%	8 2%
Kingston Communications	17 1%de	-	-	-	-	-	-	12 1%	4 1%	14 1%	2 1%	1 1%	7 2%	6 1%	4 1%	-	4 1%	4 1%	7 2%	4 1%	1 1%	2 1%	3 1%
AOL	10 1%	-	-	-	2 *	2 *	-	8 1%	2 *	8 1%	2 1%	2 2%	2 1%	2 *	4 1%	2 1%	1 *	3 1%	3 1%	4 1%	2 1%	3 1%	3 1%
Utility Warehouse	9 1%	1 1%	1 1%	-	5 1%	3 1%	-	6 1%	3 1%	6 *	1 *	-	4 1%	2 *	2 1%	1 *	1 *	-	-	2 *	1 *	1 *	-
Post Office	7 *	-	-	-	5 1%	3 1%	-	4 *	2 *	6 *	1 *	-	1 1%	1 *	1 *	-	1 *	1 *	1 *	1 *	-	1 *	3 1%
Utilities Warehouse	6 *	1 *	1 *	-	3 *	3 1%	1 1%	5 *	-	5 *	1 *	-	-	2 *	1 *	1 1%	-	-	-	-	-	-	1 *
Tesco Telecom	6 *	1 *	1 *	-	3 *	3 1%	-	4 *	1 *	5 *	1 *	1 1%	-	1 *	-	-	-	-	-	1 *	1 *	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 77
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
O2	3*	-	-	-	1	3	1	1	1	3	-	-	1	1	-	-	-	-	3	-	-	-	-
		-	-	-	-	1%	1%	-	*	*	-	*	*	*	-	-	-	-	1%	-	-	-	-
Orange	3*	-	-	-	-	-	-	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-
Eclipse	2*	-	-	-	-	-	-	2	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	*	-	*	-	3%zl	-	-	-	-	-	-	-	-	-	-	-
Top Up TV	2*	-	-	-	2	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	*	*	-	-	*	-	1%zl	-	-	-	-	-	-	-	-	-	-	-	-
Three (3) Mobile	2*	-	-	-	-	1	-	1	1	1	1	-	-	1	-	-	1	-	1	-	-	1	1
		-	-	-	-	*	-	*	*	*	*	-	-	*	-	-	*	-	*	-	-	*	*
Primus	1*	-	-	-	1	1	-	1	-	1	-	-	-	*	-	-	*	-	1	-	*	-	-
		-	-	-	*	*	-	*	-	*	-	-	-	*	-	-	*	-	*	-	*	-	-
Co op	1*	-	-	-	1	1	-	1	-	*	1	-	-	*	-	-	-	-	*	-	-	-	-
		-	-	-	*	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-
Demon	1*	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	*	-	-	*	-	*i	-	-	-	-	-	-	-	-	-	-	-	-
Zen	1*	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
John Lewis	1*	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-
BE	1*	-	-	-	-	-	-	-	1	1	-	-	-	1	1	-	1	1	1	1	1	1	1
		-	-	-	-	-	-	-	*	*	-	-	-	*	*	-	*	*	*	*	1%	*	*
Tiscali	1*	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
SSE	1*	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	19	2	1	-	12	9	-	16	2	10	5	1	3	8	*	1	1	3	9	1	-	-	-
	1%h	1%b	*	-	2%z	2%	-	1%	*	1%	2%	2%	1%	2%np	*	1%	*	1%h	2%gsv	*	-	-	-
Don't know	4*	-	-	-	-	-	*	4	-	2	*	-	-	2	-	-	-	1	1	-	-	-	-
		-	-	-	-	-	*	*	-	*	*	-	-	*	-	-	-	*	*	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 77
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
No answer	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
Overlap formulae used. * small base

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Table 78
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	402	228	174	1	13	51	99	99	70	49	20	14	150	169	69	165	136	56	45	128	161	99
Weighted Base	457	256	201	1**	13**	64*	114*	129*	66*	50*	20**	14**	178	195	69*	219	129	69*	40*	117	188	138*
Skype	350	209	142	-	9	48	83	102	55	38	17	9	131	156	54	171	92	54	33	89	150	101
	77%b	82%zb	71%	-	67%	76%	72%	79%	83%	76%	85%	62%	74%	80%	78%	78%	71%	79%	83%	76%	80%	73%
FaceTime (Apple	138	70	68	-	7	24	34	38	19	15	1	7	58	57	16	74	47	14	3	29	53	49
FaceTime)	30%r	27%	34%	-	51%	38%	30%	30%	28%	30%	6%	47%	33%	29%	23%	34%r	36%r	21%	7%	24%	28%	35%
WhatsApp	71	38	33	-	1	17	17	20	10	3	1	1	35	30	4	40	18	4	9	21	32	15
	15%ncq	15%	16%	-	8%	27%zin	15%	16%	15%	7%	5%	7%	20%n	15%	6%	18%q	14%	6%	23%q	18%	17%	11%
Viber	29	23	7	-	1	7	9	6	3	2	2	1	16	9	4	14	4	7	4	16	5	9
	6%bt	9%	3%	-	5%	11%	8%	5%	4%	5%	9%	4%	9%	5%	6%	6%	3%	11%	10%	13%zt	3%	6%
Google Hangouts	16	12	4	-	*	8	1	4	-	3	-	*	9	4	3	7	4	5	-	7	6	4
	4%	5%	2%	-	3%	12%zfhl	1%	3%	-	6%	-	3%	5%f	2%	4%	3%	3%	7%	-	6%	3%	3%
						m																
Vonage	3	3	-	-	-	-	1	1	-	1	-	-	1	1	1	3	-	-	-	2	-	1
	1%	1%	-	-	-	-	1%	*	-	2%	-	-	1%	*	1%	1%	-	-	-	1%	-	1%
Other	19	12	6	1	-	2	8	4	2	2	*	1	10	6	2	9	7	1	1	10	5	4
	4%	5%	3%	100%	-	4%	7%	3%	3%	3%	2%	8%	6%	3%	3%	4%	6%	2%	3%	8%zt	3%	3%
Don't know	8	5	3	-	-	1	4	-	1	1	2	-	5	1	3	4	1	3	-	4	2	2
	2%	2%	2%	-	-	1%	4%	-	1%	1%	11%	-	3%	*	4%mi	2%	1%	4%	-	3%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 79
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	402	35	73	124	38	9	189	43	47	9	11	10	83	10	304	98	226	28	43	3	6	9	78	9
Weighted Base	457	47*	98*	143	41*	12**	229	59*	52*	7**	9**	9**	82*	9**	336	121*	274	32**	52*	1**	5**	8**	76*	8**
Skype	350	31	74	104	36	10	172	37	46	4	8	7	68	8	270	80	207	19	40	1	5	7	63	8
	77%go	66%	76%	72%	89%	82%	75%	62%	87%g	58%	87%	86%	82%g	93%	80%zo	67%	76%	60%	77%	100%	100%	85%	83%	93%
FaceTime (Apple)	138	12	35	52	10	2	74	25	12	3	4	*	19	-	88	50	96	9	15	-	2	-	16	-
FaceTime)	30%ni	25%	35%	36%	25%	15%	32%	42%	23%	45%	45%	5%	23%	-	26%	41%zn	35%zv	27%	29%	-	47%	-	21%	-
WhatsApp	71	7	18	26	7	1	48	3	8	*	2	1	6	2	55	15	49	1	10	*	2	1	5	1
	15%lv	15%	18%	18%	17%	11%	21%zgl	5%	16%	7%	17%	14%	7%	21%	16%	13%	18%v	5%	19%	38%	33%	15%	7%	17%
Viber	29	3	5	11	5	-	15	3	5	1	1	1	2	1	26	4	18	2	4	1	1	1	2	1
	6%	6%	5%	7%	13%	-	7%	5%	10%	12%	12%	14%	2%	7%	8%	3%	7%	5%	8%	69%	24%	15%	2%	7%
Google Hangouts	16	2	6	3	2	-	10	-	2	-	2	-	3	-	14	3	10	-	2	-	2	-	3	-
	4%	4%	6%	2%	4%	-	4%	-	3%	-	17%	-	3%	-	4%	2%	4%	-	3%	-	33%	-	4%	-
Vonage	3	-	1	-	1	1	1	-	2	-	-	-	-	-	3	-	1	-	2	-	-	-	-	-
	1%	-	1%	-	2%	9%	*	-	3%	-	-	-	-	-	1%	-	*	-	3%	-	-	-	-	-
Other	19	8	2	4	-	-	9	5	-	-	1	1	3	-	15	4	9	6	-	-	-	1	3	-
	4%	16%zbc	2%	3%	-	-	4%	8%	-	-	13%	14%	3%	-	4%	3%	3%	18%	-	-	-	15%	3%	-
Don't know	8	-	1	3	-	-	3	1	-	1	-	-	3	-	6	2	4	1	-	-	-	-	3	-
	2%	-	1%	2%	-	-	1%	2%	-	8%	-	-	3%	-	2%	2%	1%	4%	-	-	-	-	4%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 80
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	402	279	63	60	131	7	-	30	246	68	156	69	66	43	54	64	16	3	-	-	-
Weighted Base	457	321	71*	65*	155	8**	-**	37**	270	74*	172	82*	84*	45*	65*	76*	19**	2**	-**	-**	-*
Skype	350 77%	244 76%	51 72%	56 86%	120 78%	7 85%	-	31 84%	205 76%	60 81%	133 77%	62 76%	57 69%	38 85%	57 88%o	52 68%	15 82%	2 100%	-	-	-
FaceTime (Apple FaceTime)	138 30%	99 31%	23 32%	16 25%	48 31%	-	-	13 36%	82 30%	22 30%	51 30%	25 30%	26 31%	14 31%	21 33%	20 27%	7 36%	* 24%	-	-	-
WhatsApp	71 15%	50 16%	11 15%	9 15%	26 17%	-	-	2 7%	42 16%	10 13%	26 15%	10 13%	15 18%	9 19%	9 14%	15 20%	1 8%	1 34%	-	-	-
Viber	29 6%	23 7%	4 6%	2 4%	11 7%	-	-	1 4%	17 6%	2 3%	10 6%	5 6%	6 8%	6 14%i	2 4%	8 10%	1 4%	1 34%	-	-	-
Google Hangouts	16 4%	13 4%	2 2%	2 3%	6 4%	-	-	- 4%	10 4%	3 4%	6 4%	4 4%	2 3%	1 3%	4 7%	2 2%	-	-	-	-	-
Vonage	3 1%	2 1%	-	1 2%	2 1%	-	-	- *	1 6%	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	-	-	-
Other	19 4%h	13 4%	4 6%	1 2%	12 7%h	1 15%	-	1 2%	6 2%	3 3%	3 2%	4 5%	7 8%	2 5%	3 5%	7 10%z	1 6%	-	-	-	-
Don't know	8 2%	8 2%	-	-	3 2%	-	-	-	5 2%	-	4 2%	1 1%	3 3%	-	1 1%	3 4%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 81
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	402	64	58	67	265	395	269	223	395	390	208	394	322	197	305	182
Weighted Base	457	74*	68*	80*	296	447	301	256	450	445	248	444	371	243	358	222
Skype	350 77%e	58 79%	49 72%	60 75%	224 76%	340 76%	235 78%	199 78%	344 77%	341 77%	181 73%	342 77%e	279 75%	178 73%	270 75%	168 76%
FaceTime (Apple FaceTime)	138 30%gk	18 25%	20 30%	27 34%	89 30%	136 31%gk	96 32%g	64 25%	138 31%gk	137 31%gk	80 32%g	128 29%	126 34%zeghi k	85 35%gk	115 32%gk	82 37%zeghi k
WhatsApp	71 15%g	11 15%	16 24%	11 14%	44 15%	68 15%	52 17%g	30 12%	71 16%g	68 15%g	36 15%	69 16%g	61 16%g	34 14%	52 15%	41 18%g
Viber	29 6%gijmn	7 9%	7 10%c	2 2%	18 6%	28 6%gijmn	23 8%gijmn	4 2%	28 6%gijmn	27 6%gjn	7 3%	29 7%gijmn	25 7%gijmn	9 4%	11 3%	10 5%g
Google Hangouts	16 4%fj	4 5%	2 2%	1 2%	10 3%	16 4%fj	3 1%	10 4%	16 4%fj	16 4%fj	4 2%	16 4%fj	14 4%fj	8 3%f	13 4%fj	6 3%
Vonage	3 1%	1 1%	1 2%	- -	1 *	3 1%	3 1%	1 *	3 1%	3 1%	- -	3 1%	3 1%	1 *	1 *	1 *
Other	19 4%d	6 8%	8 12%zd	7 9%d	7 2%	19 4%	11 4%	12 5%	19 4%	19 4%	14 6%	18 4%	17 5%	13 6%	16 4%	11 5%
Don't know	8 2%i	2 3%	1 2%	1 2%	5 2%	8 2%i	4 1%	3 1%	7 2%	7 1%	3 1%	8 2%i	7 2%	4 2%	5 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 82
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	402	377	22	1	1	-	1	147	147	92	1	9	12	14	34	61	83	80	22
Weighted Base	457	434	19**	1**	1**	-**	2**	146	195	98*	4**	9**	11**	15**	31**	64*	97*	106*	29**
Skype	350 77% _{cd}	332 76%	15 81%	-	1 100%	-	2 100%	112 77%	151 78%	71 73%	4 100%	9 100%	9 85%	7 48%	23 75%	49 76%	83 85% _q	71 66%	27 91%
FaceTime (Apple FaceTime)	138 30% _g	135 31%	3 17%	-	-	-	-	34 23%	61 31%	36 37% _g	-	1 7%	4 36%	3 20%	8 26%	14 22%	37 38%	42 39%	9 30%
WhatsApp	71 15%	67 15%	3 17%	-	-	-	-	15 11%	35 18%	18 19%	-	1 8%	3 28%	* 3%	4 14%	7 11%	15 15%	24 23%	3 12%
Viber	29 6%	27 6%	2 12%	-	-	-	-	9 6%	7 3%	13 14% _{zh}	-	-	1 5%	-	2 8%	3 5%	6 6%	5 4%	4 13%
Google Hangouts	16 4%	16 4%	-	-	-	-	-	3 2%	6 3%	3 3%	4 100%	-	-	-	-	7 12% _{zp}	2 2%	4 3%	-
Vonage	3 1%	3 1%	-	-	-	-	-	1 1%	1 1%	1 1%	-	-	-	-	-	1 2%	-	1 1%	-
Other	19 4%	19 4%	-	-	-	-	-	6 4%	11 5%	3 3%	-	-	-	4 25%	* 1%	2 3%	4 4%	5 5%	* 2%
Don't know	8 2%	7 2%	-	1 100%	-	-	-	3 2%	1 1%	3 3%	-	-	-	1 4%	1 2%	1 1%	1 1%	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 83
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	402	348	50	28	42	30	31	28	7	24	67	40	20	71	14	297	221	170	391	316	86	402
Weighted Base	457	413	41*	24**	42*	31**	36**	34**	10**	41**	113*	33*	15**	65*	14**	363	247	198	444	354	103*	457
Skype	350 77%a	309 75%	40 97%za	19 77%	34 81%	18 58%	30 84%	21 62%	9 92%	33 79%	83 74%	31 96%zj mo	11 74%	51 79%	11 79%	277 76%	191 77%	150 76%	341 77%	278 79%	72 70%	350 77%
FaceTime (Apple FaceTime)	138 30%	128 31%	9 23%	6 24%	14 34%	9 28%	3 8%	9 26%	2 23%	17 41%	34 30%	9 26%	6 39%	22 35%	7 50%	103 28%	66 27%	68 34%	134 30%	104 29%	34 33%	138 30%
WhatsApp	71 15%a	56 14%	14 34%za	7 30%	11 27%zj o	5 16%	1 3%	3 10%	1 8%	3 7%	12 10%	9 26%jo	3 22%	13 20%	2 14%	52 14%	36 14%	34 17%	70 16%	57 16%	14 13%	71 15%
Viber	29 6%a	15 4%	15 36%za	2 7%	1 3%	1 4%	2 5%	1 3%	1 15%	3 7%	6 6%	10 31%zdj mo	1 5%	1 2%	-	28 8%	18 7%	12 6%	29 7%	22 6%	8 7%	29 6%
Google Hangouts	16 4%	12 3%	4 10%za	-	2 4%	1 3%	-	-	-	-	10 9%zo	1 4%	-	2 4%	-	14 4%	13 5%	3 2%	16 4%	12 3%	4 4%	16 4%
Vonage	3 1%a	1 *	2 4%za	-	-	-	-	1 3%	-	-	1 1%	1 2%	-	-	-	3 1%	3 1%	-	3 1%	3 1%	-	3 1%
Other	19 4%	18 4%	* 1%	-	1 3%	4 14%	3 10%	2 6%	-	-	5 4%	2 5%	1 5%	1 1%	-	17 5%	11 4%	8 4%	19 4%	15 4%	4 4%	19 4%
Don't know	8 2%	8 2%	-	1 5%	1 4%	3 8%	1 4%	1 4%	-	-	-	-	-	-	-	8 2%	5 2%	3 1%	7 2%	6 2%	2 2%	8 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 84

FX02C - What is the name of your VoIP service provider(s)?

BASE: All who have VoIP

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	402	139	352	397	402	388	72	398	251	402	-	383	5	14	-	388	14	397	5
Weighted Base	457	147	405	451	457	441	88*	452	277	457	-**	436	5**	15**	-**	441	15**	451	5**
Skype	350 77%	120 82%	307 76%	346 77%	350 77%	336 76%	72 82%	346 77%	218 79%	350 77%	-	331 76%	5 87%	15 96%	-	336 76%	15 96%	346 77%	5 87%
FaceTime (Apple FaceTime)	138 30%a	29 19%	133 33%zac degi	138 31%a	138 30%a	133 30%a	26 29%	138 30%a	96 35%za cdegi	138 30%a	-	133 30%	-	5 32%	-	133 30%	5 32%	138 31%	-
WhatsApp	71 15%	17 12%	68 17%	71 16%	71 15%	68 15%	17 20%	70 15%	49 18%	71 15%	-	68 16%	-	3 16%	-	68 15%	3 16%	71 16%	-
Viber	29 6%	17 12%zbc degi	27 7%	29 7%	29 6%	27 6%	7 8%	28 6%	20 7%	29 6%	-	27 6%	-	2 13%	-	27 6%	2 13%	29 7%	-
Google Hangouts	16 4%	6 4%	16 4%h	16 4%	16 4%	15 3%	2 2%	16 4%	6 2%	16 4%	-	15 3%	-	1 7%	-	15 3%	1 7%	16 4%	-
Vonage	3 1%eko	3 2%e	3 1%	3 1%e	3 1%e	2 *	1 1%	3 1%e	3 1%	3 1%e	-	2 *	-	1 7%	-	2 *	1 7%	3 1%	-
Other	19 4%	5 3%	18 4%	19 4%	19 4%	19 4%	2 2%	19 4%	8 3%	19 4%	-	19 4%	-	-	-	19 4%	-	19 4%	-
Don't know	8 2%	3 2%	5 1%	7 2%	8 2%	8 2%	2 2%	8 2%	4 1%	8 2%	-	7 2%	1 13%	-	-	8 2%	-	7 2%	1 13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 85
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	402	156	15	9	2	10	80	36	3	1	80	10
Weighted Base	457	187	14**	8**	2**	15**	89*	38*	3**	1**	90*	11**
Skype	350 77%	151 81%	11 81%	1 18%	-	10 63%	66 74%	34 89%	2 67%	1 100%	64 72%	10 89%
FaceTime (Apple FaceTime)	138 30%	57 30%	2 16%	-	-	8 53%	36 41%z	10 27%	1 33%	-	23 26%	1 11%
WhatsApp	71 15%	23 13%	* 3%	-	1 67%	-	17 19%	10 27%	1 28%	-	17 19%	-
Viber	29 6%	14 7%	1 9%	-	-	2 12%	6 6%	3 7%	-	-	4 4%	-
Google Hangouts	16 4%	7 4%	-	1 10%	-	1 7%	2 3%	-	-	-	5 6%	-
Vonage	3 1%	1 *	-	-	-	-	-	-	-	-	2 2%	-
Other	19 4%	4 2%	-	4 56%	1 33%	-	5 5%	1 2%	-	-	5 5%	-
Don't know	8 2%	2 1%	1 10%	1 16%	-	-	-	-	-	-	3 4%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 86
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)										
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	402	3	26	1	1	1	1	1	13	6	21	2
Weighted Base	457	4**	27**	2**	1**	1**	1**	1**	14**	8**	26**	1**
Skype	350 77%	3 78%	24 86%	2 100%	1 100%	1 100%	1 100%	- -	12 91%	8 100%	22 85%	1 50%
FaceTime (Apple FaceTime)	138 30%	1 22%	4 16%	- -	- -	1 100%	- -	1 100%	1 11%	2 32%	6 22%	- -
WhatsApp	71 15%	1 31%	5 20%	- -	- -	1 100%	- -	- -	3 22%	2 25%	5 18%	- -
Viber	29 6%	- -	3 11%	- -	- -	1 100%	- -	- -	3 23%	1 8%	2 7%	- -
Google Hangouts	16 4%	- -	1 2%	- -	- -	- -	- -	- -	- 8%	1 -	3 11%	- -
Vonage	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	19 4%	- -	2 7%	- -	- -	- -	- -	- -	1 9%	- -	1 3%	1 50%
Don't know	8 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 87
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	402	325	77	116	15	8	1	10	70	30	2	64	9	139	20
Weighted Base	457	370	87*	145*	14**	6**	1**	15**	77*	29**	2**	70*	11**	157	23**
Skype	350 77%a	275 74%	76 87%zajrt	114 78%	11 81%	-	-	10 63%	56 72%	25 86%	2 100%	48 70%	9 89%	113 72%	17 72%
FaceTime (Apple FaceTime)	138 30%b	122 33%zb	16 18%	51 35%b	2 16%	-	-	8 53%	34 44%zabr	8 29%	-	17 25%	1 11%	56 36%br	6 27%
WhatsApp	71 15%	54 15%	16 19%	15 11%	* 3%	-	1 100%	-	14 18%	8 27%	1 42%	14 21%	-	29 18%	3 14%
Viber	29 6%	21 6%	9 10%	8 6%	1 9%	-	-	2 12%	4 5%	3 9%	-	3 4%	-	8 5%	2 10%
Google Hangouts	16 4%	12 3%	4 5%	5 4%	-	1 12%	-	1 7%	2 3%	-	-	3 4%	-	4 3%	1 5%
Vonage	3 1%	3 1%	-	1 *	-	-	-	-	-	-	-	2 3%z	-	3 2%	1 5%
Other	19 4%	14 4%	5 5%	2 1%	-	4 68%	-	-	3 4%	1 3%	-	4 5%	-	7 4%	3 14%
Don't know	8 2%	8 2%	-	2 1%	1 10%	1 20%	-	-	-	-	-	3 5%	-	4 2%	2 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 88
FX02C - What is the name of your VoIP service provider(s)?
BASE: All who have VoIP

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	402	36	33	13	149	123	33	231	137	316	61	87	259	135	131	71	95	107	103	117	76	96	104
Weighted Base	457	37*	35**	13**	179	151*	41**	259	158	355	70*	96*	289	148	159	77*	105*	122*	120*	137*	83*	111*	120*
Skype	350 77%	32 85%	31 89%	12 92%	131 73%	116 77%	28 69%	202 78%	114 72%	274 77%	53 75%	67 70%	224 78%	112 76%	122 77%	63 82%q	79 75%	87 72%	87 73%	107 78%	66 79%	84 76%	89 74%
FaceTime (Apple FaceTime)	138 30%	8 22%	8 23%	4 32%	66 37%z	60 40%z	20 49%	74 29%	50 32%	113 32%	19 27%	42 44%zl	86 30%	49 33%	56 36%	26 34%	37 35%	42 35%	42 35%	46 34%	32 39%	43 39%	39 33%
WhatsApp	71 15%g	7 19%	7 20%	5 41%	27 15%	22 15%	10 23%	29 11%	32 20%g	66 18%zj	5 7%	23 24%z	42 14%	21 14%	34 21%	23 30%zmq	24 23%zm	21 18%	19 16%	28 21%	20 24%z	22 20%	26 21%
Viber	29 6%	5 15%	5 16%	2 20%	8 4%	7 5%	3 6%	12 5%	12 8%	26 7%	3 4%	8 8%	19 7%	8 5%	14 9%	9 12%	10 9%	11 9%	5 4%	10 7%	8 9%	6 6%	9 8%
Google Hangouts	16 4%r	* 1%	* 1%	-	10 6%	9 6%	-	6 2%	6 4%	13 4%	1 1%	6 6%	7 3%	3 2%	2 1%	1 2%	2 2%	1 1%	* *	5 4%ru	1 2%	* *	6 5%ru
Vonage	3 1%	1 3%	-	-	-	-	-	-	3 2%	2 *	1 1%	2 2%	1 *	1 1%	2 1%	2 3%	1 1%	2 2%	1 1%	2 1%	2 2%	-	3 2%
Other	19 4%l	1 2%	-	-	7 4%	8 5%	1 2%	8 3%	9 6%	16 4%	1 1%	8 8%l	7 2%	6 4%	7 4%	3 4%	7 6%	7 6%	3 3%	4 3%	1 1%	3 3%	5 4%
Don't know	8 2%	-	-	-	3 2%e	1 *	1 3%	5 2%	3 2%	6 2%	1 2%	-	3 1%	5 3%	2 1%	1 1%	2 2%	2 2%	4 3%	1 *	1 1%	1 1%	3 3%su

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 89
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Overall price of the call package	752 34%jns	377 34%	375 35%	-	20 42%jn	126 47%zfg hijlmn	134 36%jn	156 36%jn	135 34%jn	127 33%jn	55 18%	20 41%jn	260 40%zfi jn	290 35%jn	182 27%j	231 34%	216 35%	150 34%	155 33%	141 29%	399 38%zs u	174 31%
They've always provided my landline	444 20%effs	219 20%	226 21%	-	7 14%	29 11%	53 14%	79 18%el	80 20%el	95 25%zef glm	101 33%zde fghikl mn	7 14%	83 13%	159 19%el	196 29%zde efghikl m	138 20%	122 20%	93 21%	91 19%	83 17%	199 19%	133 24%zst
Well-known / trusted brand	354 16%o	191 17%	162 15%	-	13 28%zef hl	37 13%	51 14%	79 18%	55 14%	66 17%	53 17%	13 27%zef hl	87 14%	134 16%	119 17%	88 13%	112 18%o	75 17%	79 17%	81 16%	159 15%	98 18%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%ijn u	154 14%	122 11%	-	9 19%ijn	53 19%zhi jmn	71 19%zhi jmn	60 14%ijn	44 11%jn	31 8%jn	9 3%	9 19%ijn	124 19%zhi jmn	104 13%ijn	39 6%j	86 13%	88 14%	49 11%	53 11%	74 15%u	142 14%u	45 8%
Quality of customer service	201 9%effl	115 10%	86 8%	-	3 6%	14 5%	21 6%	44 10%effl	39 10%effl	51 13%zef l	30 10%l	3 6%	34 5%	84 10%effl	81 12%zef l	56 8%	58 10%	37 8%	50 11%	45 9%	102 10%	46 8%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%ijn u	102 9%	83 8%	-	7 15%hij n	40 15%zhi jmn	46 12%zhi jmn	44 10%ijn	24 6%jn	19 5%jn	5 2%	7 15%hij n	87 13%zhij mn	68 8%hjn	24 3%j	55 8%	58 9%	39 9%	34 7%	41 8%u	113 11%zu	20 4%
Unlimited evening and weekend calls to UK landlines	169 8%bo	109 10%zb	60 6%	-	6 12%	16 6%	29 8%	43 10%	25 6%	33 9%	19 6%	6 12%	44 7%	68 8%	52 8%	27 4%	44 7%o	50 11%zo p	48 10%zo	36 7%	86 8%	46 8%
Unlimited calls to UK landlines at any time	162 7%o	89 8%	73 7%	-	1 3%	13 5%	30 8%	34 8%	39 10%e	27 7%	18 6%	1 3%	43 7%	73 9%	44 6%	29 4%	45 7%o	45 10%zo	42 9%o	41 8%	80 8%	37 7%
Quality of phone service (line/ connection/sound)	138 6%	77 7%	60 6%	-	2 5%	10 4%	24 6%	28 6%	27 7%	28 7%	19 6%	2 5%	34 5%	55 7%	46 7%	47 7%	32 5%	29 7%	29 6%	37 8%	60 6%	34 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Unlimited weekend calls to UK landlines	133 6%bou	81 7%zb	52 5%	-	4 8%	12 4%	27 7%	25 6%	20 5%	25 7%	21 7%	4 8%	39 6%	45 5%	46 7%	26 4%	31 5%	36 8%o	40 8%zop	33 7%	73 7%u	22 4%
Cheap calls to mobile phones	99 5%au	40 4%	59 5%	-	2 4%	14 5%	23 6%nn	21 5%	16 4%	13 4%	9 3%	2 4%	38 6%nn	37 4%	22 3%	24 3%	26 4%	28 6%	21 4%	22 5%	56 5%u	14 2%
Cheap international calls	76 3%	37 3%	39 4%	-	-	7 3%	12 3%	22 5%j	11 3%	19 5%jn	5 2%	-	19 3%	33 4%	24 3%j	26 4%	23 4%	11 3%	17 4%	17 3%	35 3%	20 4%
Only option / no choice	51 2%t	30 3%	20 2%	1 100%	1 2%	5 2%	10 3%	8 2%	9 2%	8 2%	9 3%	2 4%d	16 2%	17 2%	16 2%	18 3%	17 3%	8 2%	9 2%	27 6%ztu	9 1%	15 3%t
Special offer / good deal at the time	29 1%n	14 1%	15 1%	-	1 2%	3 1%	11 3%zgj	3 1%	8 2%jn	2 1%	1 *	1 2%	14 2%jn	11 1%	3 *	13 2%	9 1%	3 1%	4 1%	2 *	11 1%	14 3%zs
Speed / speed of broadband	26 1%n	18 2%	8 1%	-	* 1%	4 2%j	8 2%jn	5 1%	5 1%	4 1%	-	* 1%	12 2%jn	10 1%	4 1%	13 2%	5 1%	6 1%	2 *	2 *	12 1%	12 2%ss
Cheapness / cheapest	25 1%	13 1%	12 1%	-	-	3 1%	4 1%	6 1%	2 1%	8 2%z	2 1%	-	7 1%	8 1%	10 2%	10 1%	4 1%	4 1%	7 1%	3 1%	10 1%	8 2%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%n	14 1%	10 1%	-	1 2%j	4 2%	10 3%zhjm	5 1%	2 *	3 1%	-	1 2%j	14 2%zhjn	7 1%	3 *	6 1%	9 2%	6 1%	3 1%	5 1%	16 2%	2 *
Problems with previous provider	24 1%	9 1%	14 1%	-	-	-	5 1%	1 *	7 2%gm	8 2%zeg	3 1%	-	5 1%	8 1%g	11 2%	9 1%	6 1%	6 1%	3 1%	9 2%	7 1%	8 1%
Already installed	23 1%b	20 2%zb	3 *	-	2 4%	3 1%	3 1%	4 1%	4 1%	5 1%	3 1%	2 4%	6 1%	8 1%	7 1%	9 1%	4 1%	3 1%	7 1%	6 1%	7 1%	10 2%
Part of the package	22 1%	11 1%	12 1%	-	1 2%	3 1%	3 1%	5 1%	4 1%	3 1%	4 1%	1 2%	6 1%	8 1%	7 1%	7 1%	10 2%r	4 1%	1 *	4 1%	11 1%	8 1%
Came with specific channels (e.g. sports)	20 1%t	12 1%	9 1%	-	-	5 2%	5 1%	4 1%	3 1%	3 1%	1 *	-	10 1%	7 1%	3 *	11 2%	4 1%	3 1%	2 *	7 1%	4 *	9 2%t
I work for them / know somebody that works for them	17 1%s	10 1%	7 1%	-	-	-	-	6 1%fl	3 1%l	4 1%l	3 1%l	-	-	10 1%l	7 1%l	6 1%	7 1%	2 1%	1 *	* *	14 1%zs	3 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Family / friend recommendation	17 1%	6 1%	11 1%	-	-	1*	1*	1*	6 1%	5 1%	4 1%	-	2*	6 1%	8 1%	4 1%	3*	2*	8 2% ^z	1*	8 1%	8 1%
Loyalty / used them before	15 1% ^a	3*	12 1% ^{za}	-	-	1 1%	1*	6 1%	1*	3 1%	4 1%	-	2*	7 1% ^h	6 1%	8 1%	1*	1*	5 1%	3 1%	7 1%	5 1%
Convenience	9*	5*	4*	-	-	-	3 1%	1*	2 1%	1*	2 1%	-	3*	3*	3*	3*	4 1%	1*	1*	2*	2*	5 1%
UK call centre / UK based	7 * ^a	1*	6 1%	-	-	1*	-	4 1%	-	1*	1*	-	1*	4*	2*	2*	2*	2 1%	1*	1*	2*	4 1%
Too lazy to change	5*	3*	3*	-	-	-	1*	1*	2*	2 1%	-	-	1*	3*	2*	3*	1*	1*	1*	2*	1*	2*
Reliability	5*	2*	3*	-	-	-	-	3 1%	2*	1*	-	-	-	5 1%	1*	1*	1*	2 1%	1*	1*	-	5 1% ^{zt}
Prefer/easier to have one supplier / for all / multiple services	5*	-	5 * ^a	-	-	-	1*	1*	1*	2 1%	-	-	1*	2*	2*	3 1%	-	1*	1*	1*	2*	2*
Saw an advertisement	4*	2*	2*	-	-	2 1%	-	-	1*	2*	-	-	2*	1*	2*	1*	-	2*	2*	-	3*	1*
Not my decision	4*	-	4*	-	-	2 1%	1*	-	1*	1*	-	-	3*	1*	1*	1*	2*	1*	1*	1*	2*	-
Value for money	3*	2*	1*	-	-	-	-	2*	1*	-	-	-	-	3*	-	1*	2*	-	-	-	2*	1*
I didn't want a dish	2*	2*	-	-	-	-	2 1%	-	-	1*	-	-	2*	-	1*	-	2 * ^z	-	-	1*	2*	-
Speed of connection	2*	2*	-	-	-	1*	-	1*	-	-	-	-	1*	1*	-	-	1*	-	1*	1*	-	1*
Other	83 4% ^d	45 4%	38 3%	-	1 3%	10 4%	15 4%	14 3%	14 4%	22 6% ^{zjn}	6 2%	1 3%	25 4%	29 3%	29 4% ^j	26 4%	26 4%	8 2%	23 5% ^d	12 2%	39 4%	24 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012 46%jno	515 46%	497 46%	-	24 51%j	149 55%zjn	187 50%ijn	205 48%jn	186 47%jn	159 42%j	103 34%	24 50%j	336 52%zjn	391 47%jn	262 38%j	281 42%	276 45%	230 52%zop	225 47%	217 44%	515 49%zu	240 43%
Don't know	34 2%afo	10 1%	25 2%za	-	1 1%	5 2%f	* *	6 1%	5 1%	5 1%	12 4%zfhlm	1 1%	6 1%f	11 1%	17 2%zfi	4 1%	15 2%o	3 1%	12 2%o	11 2%	16 2%	5 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Overall price of the call package	752 34%ln v	49 30%	85 35%	253 40%za	53 42%	15 35%	299 37%l	89 38%l	68 40%l	31 45%l	6 28%	24 46%l	210 28%	26 29%	564 32%	188 41%zn	354 36%v	72 44%zv	65 41%v	12 35%	3 23%	20 46%v	203 28%	24 32%
They've always provided my landline	444 20%fm pw	30 18%	37 15%	114 18%	19 15%	9 21%	125 15%	56 24%fm	28 16%	9 14%	2 10%	6 12%	208 28%zf hikm	10 11%	361 21%	83 18%	163 17%	35 21%	23 14%	7 21%	2 18%	4 10%	203 28%zp ruw	8 11%
Well-known / trusted brand	354 16%o	23 14%	36 15%	107 17%	28 22%	7 16%	132 16%	35 15%	34 20%	10 15%	2 10%	5 10%	124 16%	12 13%	296 17%zo	58 13%	151 15%	34 21%	25 16%	5 14%	2 18%	4 9%	121 16%	13 16%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%lv	22 13%	41 17%	108 17%z	21 16%	7 15%	136 17%zl	34 15%l	27 16%l	7 11%	6 27%	6 11%	46 6%	13 14%l	220 13%	56 12%	166 17%zs v	20 12%v	24 15%v	1 4%	4 32%	4 10%	46 6%	11 14%v
Quality of customer service	201 9%cp	15 9%	16 7%	44 7%	16 13%	3 6%	59 7%	16 7%	19 11%	7 10%	* 2%	7 13%	85 11%zf	9 10%	165 9%	36 8%	68 7%	24 15%zp	12 7%	2 5%	* 4%	5 12%	82 11%zp	8 11%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%lv	19 12%	26 11%	79 12%z	13 10%	4 10%	100 12%zl	23 10%l	17 10%l	5 7%	2 10%	2 4%	28 4%	7 8%	149 9%	36 8%	122 12%zuv	14 9%v	15 10%v	1 3%	1 10%	1 2%	27 4%	5 6%
Unlimited evening and weekend calls to UK landlines	169 8%o	15 9%	10 4%	66 10%zo	13 11%	- -	80 10%z	12 5%	13 8%	4 5%	- -	1 2%	52 7%	8 9%	147 8%zo	22 5%	84 9%	14 9%	11 7%	1 2%	- -	1 2%	51 7%	7 9%
Unlimited calls to UK landlines at any time	162 7%	11 7%	13 5%	52 8%	10 8%	3 7%	65 8%	12 5%	13 8%	9 13%g	- -	2 4%	54 7%	7 8%	130 7%	32 7%	79 8%	11 7%	12 8%	3 9%	- -	1 2%	51 7%	5 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Quality of phone service (line/connection/sound)	138 6%	7 4%	13 5%	38 6%	9 7%	3 6%	48 6%	9 4%	11 7%	9 13% k	1 zfg	* 1%	53 7%	6 7%	107 6%	31 7%	55 6%	7 4%	12 8%	4 13% qu	1 7%	- -	54 7%	4 5%
Unlimited weekend calls to UK landlines	133 6%h	9 5%	7 3%	52 8% zb	3 2%	-	58 7% h	10 4%	3 2%	6 8% h	-	4 7%	49 7% h	4 5%	108 6%	25 5%	63 6%	11 7%	4 3%	2 5%	- -	2 5%	47 6%	4 5%
Cheap calls to mobile phones	99 5%l	11 7%	14 6%	24 4%	4 3%	-	42 5%	7 3%	4 2%	10 14% zfg hl	1 4%	5 9% hl	24 3%	7 7%	73 4%	26 6%	47 5%	8 5%	4 3%	3 9%	1 7%	4 10% rv	25 3%	7 9% v
Cheap international calls	76 3%	12 7% zc	13 5%	16 3%	5 4%	-	31 4%	10 4%	5 3%	6 9% zl	-	2 4%	19 2%	3 3%	54 3%	22 5%	40 4%	6 4%	2 2%	- -	- -	2 5%	22 3%	3 4%
Only option / no choice	51 2%	2 1%	9 4%	12 2%	1 1%	3 6%	19 2%	3 1%	4 2%	1 1%	1 5%	1 2%	19 3%	3 3%	38 2%	13 3%	24 2%	1 1%	5 3%	- -	- -	1 3%	18 2%	2 2%
Special offer / good deal at the time	29 1%	3 2%	5 2%	7 1%	4 3%	3 6%	10 1%	4 2%	6 4% zl	- -	- -	- -	7 1%	1 2%	21 1%	8 2%	13 1%	5 3%	4 2%	- -	- -	- -	6 1%	1 2%
Speed / speed of broadband	26 1%	3 2%	7 3% zc	5 1%	1 1%	-	13 2%	2 1%	1 1%	- -	- -	* 1%	7 1%	3 3%	23 1%	4 1%	13 1%	2 1%	3 2%	- -	- -	* 1%	5 1%	3 4% v
Cheapness / cheapest	25 1% c	2 1%	3 1%	2 *	2 1%	1 2%	6 1%	1 *	3 2%	1 1%	- -	3 5% zfg l	10 1%	2 2%	20 1%	5 1%	6 1%	1 1%	4 2%	1 3%	- -	3 6% zpq v	9 1%	2 2%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1% lv	1 1%	5 2%	8 1%	2 2%	3 7%	14 2% l	- -	5 3% zgl	1 1%	- -	- -	4 *	1 1%	18 1%	6 1%	16 2%	1 1%	4 2% v	1 3%	- -	- -	4 *	- -
Problems with previous provider	24 1%	- -	2 1%	6 1%	2 2%	-	5 1%	2 1%	2 1%	- -	- -	- -	12 2%	2 2%	22 1%	2 *	8 1%	1 1%	2 1%	- -	- -	- -	12 2%	1 1%
Already installed	23 1%	2 1%	4 1%	6 1%	- -	-	10 1%	2 1%	- -	- -	2 11%	1 1%	7 1%	2 2%	20 1%	3 1%	11 1%	3 2%	- -	- -	1 5%	- -	7 1%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Part of the package	22 1%	2 1%	3 1%	4 1%	1 *	-	8 1%	1 *	1 *	-	1 4%	2 3%g	9 1%	2 2%	16 1%	7 1%	12 1%	1 *	-	-	1 7%	2 4%r	7 1%	-
Came with specific channels (e.g. sports)	20 1%	1 1%	7 3%zc	4 1%	1 1%	2 4%	10 1%	3 1%	3 2%	-	-	-	5 1%	-	16 1%	4 1%	12 1%	-	3 2%	-	-	-	5 1%	-
I work for them / know somebody that works for them	17 1%	-	2 1%	6 1%	-	-	7 1%	1 1%	-	-	-	1 1%	8 1%	-	16 1%	* *	7 1%	1 1%	-	-	-	1 1%	8 1%	-
Family / friend recommendation	17 1%	1 *	3 1%	2 *	-	-	3 *	3 1%	-	1 1%	-	2 4%zfh lm	8 1%	-	15 1%	1 *	3 *	3 2%	-	1 3%p	-	2 5%zpr vw	8 1%	-
Loyalty / used them before	15 1%	-	3 1%	4 1%	-	-	6 1%	1 1%	-	-	-	1 2%	7 1%	-	11 1%	4 1%	7 1%	1 1%	-	-	-	-	7 1%	-
Convenience	9 *	1 *	1 *	3 *	-	-	4 *	1 *	-	-	-	-	3 *	1 2%	8 *	1 *	3 *	1 1%	-	-	-	-	4 1%	1 2%zp
UK call centre / UK based	7 *	-	-	1 *	3 3%z	-	1 *	-	3 2%zfl	-	-	-	2 *	-	4 *	2 1%	1 *	-	3 2%zpv	-	-	-	2 *	-
Too lazy to change	5 *	-	1 *	1 *	-	-	2 *	-	-	-	-	-	3 *	1 1%	4 *	1 *	2 *	-	-	-	-	-	3 1%	1 1%
Reliability	5 *	-	-	-	2 2%z	-	-	-	2 1%zf	-	-	-	3 *	1%fl	3 *	3 1%	* *	-	2 1%zp	-	-	-	3 *	-
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	3 *	-	-	-	3 1%zf	-	-	-	-	2 *	-	3 *	2 *	1 *	1 *	1 1%	-	-	-	2 *	-
Saw an advertisement	4 *	-	-	-	-	-	-	-	-	1 1%fl	-	-	2 *	2 2%zfg l	4 *	-	-	-	-	1 2%zpv	-	-	2 *	2 3%zpv
Not my decision	4 *	1 1%	-	1 *	-	-	1 *	1 *	-	1 1%zf	-	-	1 *	-	2 *	2 *	2 *	-	-	1 3%zpq rv	-	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Value for money	3*	1 1%	-	1 *	1 1%	-	2 *	-	1 1%	-	-	-	-	-	3 *	-	2 *	-	1 1%	-	-	-	-	-
I didn't want a dish	2*	-	-	-	2 2%z	-	-	-	2 1%zfl	-	-	-	*	-	-	2 1%zn	2 *	-	-	-	-	-	*	-
Speed of connection	2*	-	1 *	-	-	-	1 *	-	-	-	-	-	-	1 1%zi	1 *	1 *	1 *	-	-	-	-	-	-	1 1%zpv
Other	834%	10 6%	9 4%	18 3%	3 3%	3 7%	29 4%	8 3%	6 4%	3 4%	1 4%	1 2%	29 4%	7 8%zi	64 4%	19 4%	32 3%	7 4%	8 5%	2 4%	-	1 1%	27 4%	6 8%
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	101246%lv	73 44%	101 42%	342 54%zb	68 54%	16 37%	409 50%zi	107 46%	84 50%li	39 56%li	7 32%	30 57%li	300 40%	37 41%	788 45%	224 49%	475 49%v	92 56%zv	80 51%v	16 46%	4 30%	25 58%v	288 39%	32 42%
Don't know	342%	5 3%	1 *	8 1%	-	-	10 1%	4 2%	-	2 4%h	1 3%	-	16 2%	1 1%	26 1%	9 2%	11 1%	3 2%	2 1%	*	-	-	16 2%	2 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
Overall price of the call package	752 34%ch i	475 37%zc	120 32%	156 29%	215 37%	8 37%	-	40 45%h	497 32%	178 29%	279 35%i	136 40%zi	95 36%	60 33%	106 40%	83 36%	25 31%	6 34%	1 29%	-	5 56%	
They've always provided my landline	444 20%ad kino	235 18%	62 17%	147 28%zab	84 15%	6 30%	-	16 18%	344 22%zd	157 25%zk l	167 21%kl	51 15%	35 13%	32 18%	37 14%	31 14%	15 19%	5 24%	-	-	-	
Well-known / trusted brand	354 16%j	196 15%	62 17%	95 18%	93 16%	1 5%	-	17 19%	251 16%	118 19%zj l	105 13%	57 17%	33 13%	38 21%jl	37 14%	36 16%	16 20%	4 23%	1 36%	-	3 31%	
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%ch i	176 14%c	56 15%c	43 8%	107 18%zh	5 26%	-	8 9%	160 10%	54 9%	98 12%i	48 14%i	50 19%zi j	25 14%	51 19%z	44 19%z	12 14%	1 6%	2 50%	1 51%	-	
Quality of customer service	201 9%dk mn	124 10%	40 11%	38 7%	23 4%	1 4%	1 59%	4 4%	174 11%zd	62 10%km	99 13%zkl m	16 5%	17 6%	7 4%	8 3%	14 6%	2 3%	* 2%	-	-	-	
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%ch i	123 10%c	35 9%c	28 5%	80 14%zh	5 24%	-	6 7%	99 6%	26 4%	70 9%i	36 11%i	32 12%i	20 11%i	43 16%z	29 13%z	7 9%	1 6%	2 50%	1 51%	-	
Unlimited evening and weekend calls to UK landlines	169 8%	107 8%	26 7%	36 7%	50 9%	1 5%	-	3 4%	118 8%	47 8%	51 6%	28 8%	28 11%	15 8%	20 8%	21 9%	8 10%	1 7%	1 19%	-	-	
Unlimited calls to UK landlines at any time	162 7%	106 8%	18 5%	37 7%	43 7%	1 6%	-	10 11%	111 7%	39 6%	57 7%	30 9%	17 7%	19 10%	24 9%	13 6%	10 13%	* 2%	1 15%	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
Quality of phone service (line/ connection/sound)	138 6%	85 7%	23 6%	30 6%	38 7%	-	-	5 6%	97 6%	36 6%	54 7%	13 4%	21 8%k	13 7%	14 5%	18 8%	4 5%	* 2%	-	-	1 8%	
Unlimited weekend calls to UK landlines	133 6%	91 7%z	17 4%	25 5%	38 7%	1 5%	* 16%	5 5%	93 6%	31 5%	50 6%	18 5%	17 6%	18 10%zi	16 6%	15 6%	7 8%	2 8%	1 19%	1 49%	-	
Cheap calls to mobile phones	99 5%h	68 5%	16 4%	16 3%	38 7%zh	2 11%	-	4 5%	56 4%	21 3%	34 4%	16 5%	19 7%i	9 5%	16 6%	17 7%	4 4%	1 7%	-	-	1 9%	
Cheap international calls	76 3%	49 4%	10 3%	16 3%	24 4%	-	-	2 3%	50 3%	17 3%	32 4%	7 2%	13 5%	6 3%	10 4%	10 4%	3 4%	2 9%	-	-	-	
Only option / no choice	51 2%	30 2%	9 2%	11 2%	16 3%	1 5%	-	2 2%	34 2%	15 3%	12 2%	13 4%j	5 2%	5 3%	7 3%	6 3%	2 3%	-	-	-	1 10%	
Special offer / good deal at the time	29 1%h	16 1%	6 2%	7 1%	14 2%zh	1 6%	-	4 4%h	13 1%	7 1%	8 1%	6 2%	5 2%	3 1%	5 2%	6 3%	3 3%	-	-	-	-	
Speed / speed of broadband	26 1%hi	22 2%	1 *	4 1%	12 2%h	1 4%	-	2 2%	12 1%	3 *	10 1%	4 1%	8 3%zi	2 1%	2 1%	8 3%z	-	2 12%	-	-	-	
Cheapness / cheapest	25 1%	16 1%	2 1%	7 1%	7 1%	-	-	1 1%	17 1%	6 1%	7 1%	6 2%	6 2%	* *	3 1%	4 2%	-	* 2%	-	-	-	
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%c	20 2%c	4 1%	2 *	7 1%	-	-	-	17 1%	4 1%	9 1%	8 2%	4 1%	-	7 2%	1 *	-	-	-	-	-	
Problems with previous provider	24 1% ^d	10 1%	2 1%	11 2%za	2 *	1 4%	-	-	21 1%	10 2%	8 1%	2 1%	2 1%	2 1%	-	2 1%	-	2 9%	-	-	-	
Already installed	23 1%	14 1%	6 2%	3 *	5 1%	-	-	1 1%	18 1%	6 1%	9 1%	4 1%	3 1%	2 1%	-	5 2%	-	-	-	-	-	
Part of the package	22 1%	15 1%	3 1%	5 1%	6 1%	-	-	-	17 1%	5 1%	8 1%	2 1%	5 2%	3 2%	2 1%	4 2%	-	-	-	-	-	

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Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Came with specific channels (e.g. sports)	20 1%	15 1%	3 1%	3 *	7 1%	-	-	-	13 1%	4 1%	9 1%	5 1%	3 1%	-	5 2%	3 1%	-	-	-	-	-
I work for them / know somebody that works for them	17 1%	7 1%	4 1%	6 1%	5 1%	-	-	-	12 1%	7 1%	5 1%	1 *	-	3 2%	1 *	-	3 4%zno	-	-	-	-
Family / friend recommendation	17 1%	7 1%	3 1%	6 1%	-	-	-	1 2%d	15 1%d	7 1%	7 1%	2 1%	1 *	-	-	-	-	-	-	-	-
Loyalty / used them before	15 1%	8 1%	1 *	6 1%	1 *	-	1 25%	-	13 1%	7 1%	3 *	1 *	2 1%	2 1%	1 *	-	1 2%	-	-	-	-
Convenience	9 *	4 *	3 1%	3 *	1 *	-	-	-	8 1%	4 1%	4 1%	1 *	-	-	1 *	-	-	-	-	-	-
UK call centre / UK based	7 *	2 *	1 *	3 1%	2 *	-	-	-	4 *	4 1%j	-	-	2 1%j	-	-	2 1%	-	-	-	-	-
Too lazy to change	5 *	3 *	2 *	-	1 *	-	-	-	5 *	1 *	3 *	1 *	1 *	-	1 1%	-	-	-	-	-	-
Reliability	5 *	4 *	-	2 *	2 *	-	-	-	3 *	1 *	1 *	1 *	2 1%	-	-	2 1%	-	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	3 *	-	2 *	1 *	-	-	-	4 *	2 *	1 *	-	1 *	-	-	1 1%	-	-	-	-	-
Saw an advertisement	4 *	2 *	1 *	1 *	-	-	-	-	4 *	2 *	2 *	-	-	-	-	-	-	-	-	-	-
Not my decision	4 *	1 *	1 *	2 *	2 *	-	-	-	2 *	-	2 *	-	2 1%	-	1 *	1 *	-	-	-	-	-
Value for money	3 *	2 *	1 *	-	-	-	-	1 1%zdh	2 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-	-
I didn't want a dish	2 *h	2 *	-	-	2 *	-	-	-	* *	-	* *	-	2 1%z	-	-	2 1%z	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Speed of connection	2 *	1 *	-	1 *	-	-	-	-	2 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-
Other	83 4%	53 4%	14 4%	17 3%	20 4%	1 7%	1 25%	7 8%	55 4%	21 3%	33 4%	14 4%	5 2%	9 5%	8 3%	8 3%	5 6%	* 2%	-	-	-
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012 46%hi	621 48%z	161 43%	229 43%	290 50%zh	9 42%	* 16%	46 52%	677 44%	260 42%	354 45%	178 52%zi	127 48%	88 49%	140 53%z	113 49%	39 48%	8 43%	1 44%	1 49%	6 66%
Don't know	34 2%	16 1%	10 3%	9 2%	5 1%	-	-	1 1%	29 2%	15 2%	10 1%	4 1%	4 1%	1 1%	3 1%	1 *	1 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 92
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Overall price of the call package	752 34%	111 39%	84 36%	98 32%	530 33%	736 34%	412 36%g	399 32%	714 36%zegi	715 35%eg	309 37%zeg	659 36%zegi	483 37%zegi	282 39%zegin	491 36%g	202 39%zeg
They've always provided my landline	444 20%abfklmo	35 12%	28 12%	55 18%b	356 22%zab	442 20%zfkldmo	187 16%	293 24%zefhi klmno	392 20%fkldm	417 20%fkldmo	172 21%flmo	345 19%fm	229 18%	113 16%	291 21%fkldmo	87 17%
Well-known / trusted brand	354 16%	51 18%	39 16%	46 15%	259 16%	352 16%hkl	171 15%	207 17%	307 16%	341 17%zhkl	121 15%	281 15%	193 15%	108 15%	235 17%fhjkl	88 17%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%dg	56 19%zd	50 21%zd	59 20%zd	166 10%	269 12%g	211 18%zeghi kln	118 10%	266 14%zeg	267 13%zeg	150 18%zeghi kn	259 14%zegi	211 16%zeghi k	138 19%zeghi kln	204 15%zegi	106 20%zeghikln
Quality of customer service	201 9%abcm	10 3%	12 5%	14 5%	177 11%zabc	197 9%m	94 8%m	119 10%m	180 9%m	196 10%m	70 8%m	168 9%m	111 9%m	44 6%	130 9%m	46 9%m
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%dg	43 15%zd	35 15%zd	41 14%zd	103 6%	184 9%g	177 15%zeghi ln	68 6%	181 9%zeg	179 9%g	115 14%zeghi ln	167 9%zg	145 11%zeghi k	105 15%zeghi kln	138 10%zegi	72 14%zeghikln
Unlimited evening and weekend calls to UK landlines	169 8%g	21 7%	27 11%	30 10%	118 7%	169 8%g	96 8%	79 6%	152 8%g	164 8%g	55 7%	137 7%	98 8%	61 8%	96 7%	34 6%
Unlimited calls to UK landlines at any time	162 7%g	18 6%	19 8%	31 10%	114 7%	159 7%g	83 7%	74 6%	145 7%g	149 7%g	60 7%	132 7%	101 8%g	51 7%	99 7%	30 6%
Quality of phone service (line/connection/sound)	138 6%	15 5%	22 9%	18 6%	101 6%	135 6%	65 6%	73 6%	124 6%	130 6%	50 6%	114 6%	82 6%	34 5%	90 7%	25 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Unlimited weekend calls to UK landlines	133 6%o	17 6%	21 9%	25 8%	93 6%	133 6%o	73 6%o	69 6%o	117 6%o	130 6%kno	42 5%	103 6%o	71 5%o	37 5%	75 5%o	18 3%
Cheap calls to mobile phones	99 5%djn	14 5%	18 8%zd	21 7%d	62 4%	98 5%jn	52 5%j	54 4%	90 5%jn	93 5%jn	25 3%	84 5%jn	56 4%	34 5%j	51 4%	21 4%
Cheap international calls	76 3%ejn	7 2%	12 5%	18 6%zad	51 3%	71 3%n	30 3%	39 3%	66 3%jn	69 3%jn	18 2%	66 4%fjn	38 3%	19 3%	36 3%	14 3%
Only option / no choice	51 2%	9 3%	5 2%	6 2%	35 2%	51 2%	29 3%	32 3%	46 2%	50 2%	13 2%	39 2%	40 3%zehjkn	17 2%	31 2%	9 2%
Special offer / good deal at the time	29 1%d	6 2%	5 2%	7 2%	15 1%	28 1%	11 1%	24 2%zefi	28 1%	27 1%	9 1%	28 2%f	20 2%	14 2%f	18 1%	12 2%fj
Speed / speed of broadband	26 1%di	7 2%	8 3%zd	6 2%	15 1%	26 1%in	16 1%	14 1%	25 1%n	22 1%	11 1%	26 1%in	21 2%in	13 2%n	12 1%	10 2%n
Cheapness / cheapest	25 1%g	4 1%	4 2%	4 1%	17 1%	24 1%g	15 1%gmo	7 1%	25 1%go	23 1%g	9 1%	22 1%go	12 1%	4 1%	16 1%go	1 *
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%g	5 2%	2 1%	1 *	17 1%	25 1%g	21 2%zeghik n	7 1%	25 1%g	25 1%g	10 1%g	22 1%g	18 1%g	15 2%zeghik n	16 1%g	6 1%
Problems with previous provider	24 1%	2 1%	4 2%	- -	20 1%	24 1%i	16 1%	14 1%	19 1%	20 1%	7 1%	20 1%	12 1%	8 1%	14 1%	4 1%
Already installed	23 1%h	2 1%	1 *	2 1%	19 1%	23 1%h	10 1%	10 1%	17 1%	20 1%	9 1%	17 1%	10 1%	7 1%	16 1%	5 1%
Part of the package	22 1%	3 1%	4 2%	3 1%	17 1%	22 1%	12 1%	10 1%	19 1%	21 1%	10 1%	19 1%	16 1%	8 1%	18 1%	6 1%
Came with specific channels (e.g. sports)	20 1%	5 2%	1 *	3 1%	13 1%	20 1%	15 1%	8 1%	18 1%	20 1%	7 1%	20 1%g	16 1%g	8 1%	15 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
I work for them / know somebody that works for them	17 1%k	3 1%	3 1%	1 *	12 1%	17 1%k	8 1%	13 1%k	17 1%k	17 1%k	8 1%k	9 *	12 1%k	6 1%	15 1%k	5 1%
Family / friend recommendation	17 1%	-	-	-	17 1%z	17 1%	6 1%	13 1%j	16 1%	15 1%	2 *	15 1%	8 1%	4 1%	12 1%j	1 *
Loyalty / used them before	15 1%	1 *	1 1%	1 *	13 1%	14 1%	9 1%	9 1%	12 1%	15 1%	5 1%	9 1%	10 1%	3 *	11 1%	7 1%km
Convenience	9 *	-	-	1 *	8 1%	9 *	6 1%	6 *	9 *	9 *	4 1%	9 1%	5 *	2 *	7 1%	1 *
UK call centre / UK based	7 *	-	-	2 1%	4 *	7 *	6 *	4 *	6 *	7 *	4 *	7 *	7 1%	3 *	7 *	4 1%
Too lazy to change	5 *	-	-	1 *	4 *	5 *	3 *	5 *l	5 *	5 *	3 *	5 *	2 *	2 *	5 *l	2 *
Reliability	5 *	-	-	2 1%	3 *	5 *	4 *	4 *	5 *	5 *	3 *	5 *	3 *	3 *	4 *	3 1%
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	1 *	4 *	5 *g	4 *	1 *	5 *g	5 *g	4 *g	5 *g	3 *	1 *	3 *	2 *
Saw an advertisement	4 *	-	-	-	4 *	4 *n	2 *	3 *	4 *n	4 *n	1 *	3 *	1 *	1 *	1 *	-
Not my decision	4 *	1 *	-	1 *	2 *	4 *	3 *l	1 *	4 *	4 *	2 *	3 *	1 *	2 *	2 *	-
Value for money	3 *	-	-	-	3 *	3 *	3 *	1 *	3 *	3 *	1 *	3 *	1 *	1 *	2 *	1 *
I didn't want a dish	2 *d	-	-	2 1%zd	* *	2 *	2 *	-	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *
Speed of connection	2 *	-	-	-	2 *	2 *	1 *	1 *	2 *	2 *	1 *	2 *	1 *	-	1 *	-
Other	83 4%	9 3%	13 5%	8 3%	62 4%	80 4%	44 4%	52 4%	72 4%	78 4%	29 4%	74 4%	49 4%	28 4%	64 5%ze	24 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers****Weighted Base**

Overall price of
call package/
unlimited evening/
unlimited calls to
LL/unlimited
weekend/cheap
calls to mobiles
(NET)

Don't know

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
1012 46% ^d	146 51%	116 49%	151 50%	710 44%	992 46%	537 47%	541 44%	932 47% ^z egin	954 46% ^g	377 46%	857 47% ^{gn}	618 48% ^{gn}	347 48% ^{gn}	614 44%	232 44%
34 2% ^h ik	3 1%	- -	3 1%	30 2%	34 2% ^h ikn	19 2%	15 1%	25 1%	28 1%	12 1%	21 1%	16 1%	8 1%	16 1%	8 1%

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Table 93
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Overall price of the call package	752 34%fg	604 37%zf	70 36%f	6 20%	4 24%	26 33%f	42 18%	261 31%	240 36%	203 35%	9 55%	23 45%l	37 27%	58 34%	57 36%	117 35%	108 34%	81 38%	26 32%
They've always provided my landline	444 20%ah	293 18%	46 24%	6 22%	6 33%	18 24%	74 32%za	202 24%zhi	111 17%	101 17%	1 6%	8 15%	31 22%	32 19%	39 25%	74 22%	57 18%	39 18%	18 23%
Well-known / trusted brand	354 16%	253 15%	26 13%	6 20%	3 18%	19 24%b	48 20%	130 16%	110 17%	91 16%	3 19%	3 6%	21 15%	18 11%	32 21%kmp	52 16%	39 13%	34 16%	14 17%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%efg	251 15%zbef	18 9%f	1 4%	1 4%	4 5%f	1 1%	68 8%	114 17%zg	79 14%g	- -	2 3%	14 10%	19 11%	31 19%zkl m	44 13%	51 16%k	43 20%zklm	8 10%
Quality of customer service	201 9%h	155 9%	15 8%	3 10%	* 3%	8 10%	21 9%	93 11%zh	39 6%	60 10%h	1 9%	9 18%zmo pqr	12 9%	12 7%	20 13%	26 8%	25 8%	15 7%	4 5%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%fg	165 10%zbf	10 5%	1 4%	1 4%	4 6%	4 2%	30 4%	86 13%zg	58 10%g	- -	1 2%	8 5%	7 4%	22 14%zklm r	29 9%	37 12%zkm r	33 15%zklmo r	3 4%
Unlimited evening and weekend calls to UK landlines	169 8%	127 8%	16 8%	1 5%	3 19%	2 2%	20 9%	60 7%	51 8%	55 10%	1 9%	6 12%	9 6%	15 9%	22 14%zlpq	28 8%	19 6%	9 4%	8 11%
Unlimited calls to UK landlines at any time	162 7%	115 7%	21 11%	2 6%	4 25%	5 7%	15 6%	54 7%	55 8%	44 8%	3 20%	4 7%	5 3%	14 8%	16 10%l	32 10%l	27 9%	11 5%	4 6%
Quality of phone service (line/ connection/sound)	138 6%	98 6%	17 9%	5 17%	* 3%	5 7%	12 5%	54 7%	40 6%	35 6%	* 3%	5 9%	6 5%	8 5%	7 4%	18 5%	21 7%	14 7%	10 12%n

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Unlimited weekend calls to UK landlines	133 6%	92 6%	14 7%	1 5%	1 3%	4 5%	22 9%za	55 7%	37 6%	34 6%	2 13%	5 10%	4 3%	11 7%	18 12%zlop q	19 6%	12 4%	9 4%	4 5%
Cheap calls to mobile phones	99 5%	74 5%	11 6%	1 3%	- -	7 9%f	6 3%	31 4%	26 4%	34 6%	-	4 7%	9 7%	9 5%	4 2%	17 5%	13 4%	5 2%	2 2%
Cheap international calls	76 3%	55 3%	9 5%	1 3%	1 6%	4 5%	6 3%	32 4%	20 3%	19 3%	-	7 13%zlm nopqr	1 1%	7 4%	4 3%	7 2%	7 2%	8 4%	2 2%
Only option / no choice	51 2%	36 2%	4 2%	3 10%	- -	3 3%	6 2%	19 2%	18 3%	14 2%	-	2 3%	1 1%	6 4%	1 1%	9 3%	12 4%	6 3%	2 2%
Special offer / good deal at the time	29 1% g	26 2%	2 1%	- -	- -	- -	1 *	3 *	16 2%zg	7 1%	1 9%	1 3%	1 1%	5 3%	2 2%	4 1%	2 1%	7 3%z	1 2%
Speed / speed of broadband	26 1%	26 2%z	- -	- -	- -	- -	- -	9 1%	13 2%	4 1%	-	- -	- -	- -	1 1%	6 2%	3 1%	8 4%zlm	4 5%zlm
Cheapness / cheapest	25 1%	16 1%	5 3%za	- -	- -	2 3%	2 1%	11 1%	7 1%	4 1%	-	1 2%	1 1%	4 2%	2 1%	7 2%	2 1%	1 1%	- -
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%	25 2%z	- -	- -	- -	- -	- -	6 1%	8 1%	10 2%	-	- -	2 1%	- -	4 2%	6 2%	3 1%	3 1%	- -
Problems with previous provider	24 1%	18 1%	- -	- -	1 3%	1 2%	4 2%	10 1%	6 1%	7 1%	-	- -	1 1%	3 2%	- *	6 2%	5 2%	3 1%	- -
Already installed	23 1%	16 1%	1 *	- -	- -	4 5%zab	3 1%	11 1%	6 1%	6 1%	-	1 3%	3 2%	1 *	3 2%	2 *	4 1%	2 1%	2 2%
Part of the package	22 1%	16 1%	4 2%	- -	- -	1 1%	2 1%	10 1%	8 1%	4 1%	-	1 1%	- -	2 1%	- -	4 1%	7 2%z	5 2%	1 2%
Came with specific channels (e.g. sports)	20 1%	15 1%	5 2%zf	- -	1 4%	- -	- -	6 1%	7 1%	4 1%	4 22%	- -	- -	1 1%	- -	7 2%z	3 1%	3 2%	2 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
I work for them / know somebody that works for them	17 1%	13 1%	1 1%	-	-	1 1%	2 1%	7 1%	6 1%	4 1%	-	-	-	2 1%	3 2%	4 1%	3 1%	2 1%	-
Family / friend recommendation	17 1%	12 1%	2 1%	-	-	1 1%	3 1%	11 1%z	3 *	2 *	1 5%	-	2 2%	1 1%	1 1%	4 1%	1 *	2 1%	-
Loyalty / used them before	15 1%	12 1%	1 *	-	-	1 2%	1 1%	6 1%	4 1%	5 1%	1 5%	-	4 3%zop	1 1%	-	1 *	-	4 2%p	4 4%znop
Convenience	9 *	6 *	3 2%za	-	1 4%	-	-	5 1%	1 *	3 *	-	1 3%zmo	1 1%	-	1 1%	-	2 1%	2 1%	-
UK call centre / UK based	7 *	6 *	1 *	-	-	-	-	1 *	4 1%	1 *	-	-	2 1%z	-	-	-	2 *	-	-
Too lazy to change	5 *	3 *	1 1%	-	-	1 1%	-	4 *	-	1 *	-	-	1 1%	2 1%	-	-	1 *	1 *	-
Reliability	5 *	5 *	1 *	-	-	-	-	3 *	2 *	-	-	-	-	1 *	-	2 1%	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	3 *	2 1%za	-	-	-	-	5 1%z	-	-	-	-	-	-	-	2 1%	1 *	1 1%	-
Saw an advertisement	4 *	4 *	1 *	-	-	-	-	2 *	-	3 *	-	-	2 2%zop	-	-	-	-	-	-
Not my decision	4 *	3 *	-	-	-	1 1%za	-	-	-	3 1%	-	1 1%	1 1%	-	-	-	1 *	-	-
Value for money	3 *	3 *	-	-	-	-	-	1 *	2 *	-	-	-	-	-	-	1 *	-	-	1 1%
I didn't want a dish	2 *	2 *	-	-	-	-	-	2 *	2 *	-	-	-	-	-	-	-	2 1%z	-	1 1%
Speed of connection	2 *	2 *	-	-	-	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 93
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Other	83	67	5	1	1	-	9	36	17	22	-	3	4	7	8	11	15	4	7
	4%	4%	3%	4%	3%	-	4%	4%	3%	4%	-	5%	3%	4%	5%	3%	5%	2%	8%q
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012	777	94	9	10	34	88	355	317	286	9	31	57	83	78	158	136	88	27
	46%lg	47%l	48%l	31%	57%	44%	37%	43%	48%	50%g	58%	58%qr	41%	48%	50%	48%	43%	41%	34%
Don't know	34	20	1	-	-	2	11	13	7	10	2	-	*	5	2	1	2	2	1
	2%a	1%	1%	-	-	3%	5%zab	2%	1%	2%	12%	-	*	3%o	2%	*	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 94
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Overall price of the call package	752 34%ks	692 34%	59 37%	53 38%k	56 31%	67 38%k	51 28%	62 37%k	36 33%	67 30%	174 39%fk	44 25%	41 39%fk	64 35%k	38 38%k	608 34%k	415 31%	329 40%zpr	744 34%p	604 33%	148 40%zsu	752 34%ss
They've always provided my landline	444 20%ld	420 21%	23 15%	24 17%	44 24%l	35 20%	35 19%	37 22%	25 22%	30 14%	92 20%	33 19%	20 19%	42 23%l	29 29%zco	353 20%	298 22%zqr	140 17%	439 20%q	379 21%	65 17%	444 20%
Well-known / trusted brand	354 16%dl	329 16%	25 16%	24 17%	20 11%	33 19%dl	26 14%	25 15%	19 17%	25 11%	79 18%	36 20%dl	18 17%	33 18%	17 17%	286 16%dl	229 17%	121 15%	350 16%	304 17%	50 13%	354 16%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%	255 13%	21 13%	14 10%	29 16%h	29 16%hl	18 10%	24 15%h	6 5%	34 15%h	49 11%	24 14%h	9 8%	24 13%	15 15%h	228 13%	154 12%	115 14%	269 12%	222 12%	54 14%	276 13%
Quality of customer service	201 9%dl	188 9%	13 8%	13 9%	9 5%	19 11%dl	20 11%dl	16 10%	12 11%	21 9%	40 9%	21 12%dl	7 7%	16 9%	8 8%	170 9%dl	123 9%	75 9%	199 9%	170 9%	31 8%	201 9%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%l	172 8%	14 9%	12 8%	22 12%fh	17 10%l	10 5%	20 12%hl	4 3%	24 11%l	34 8%	14 8%	4 3%	15 8%	11 11%l	155 9%l	103 8%	80 10%	183 8%	150 8%	36 10%	185 8%
Unlimited evening and weekend calls to UK landlines	169 8%cn	153 8%	16 10%	2 2%	13 7%cn	18 10%cn	13 7%cn	15 9%cn	7 7%	17 7%cn	37 8%cn	26 15%zcd fijmno	8 8%cn	13 7%cn	1 1%	147 8%cn	98 7%	69 8%	168 8%	142 8%	27 7%	169 8%
Unlimited calls to UK landlines at any time	162 7%	147 7%	13 8%	8 6%	8 4%	7 4%	21 11%de n	23 14%zcd eijlmno	12 11%	13 6%	29 6%	20 11%zde n	6 6%	13 7%	3 3%	140 8%	97 7%	63 8%	160 7%	137 8%	25 7%	162 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 94
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Quality of phone service (line/ connection/sound)	138 6%	128 6%	9 6%	7 5%	12 6%	10 6%	12 7%	11 7%	6 6%	13 6%	28 6%	14 8%	6 6%	12 6%	6 6%	113 6%	84 6%	50 6%	134 6%	118 6%	19 5%	138 6%
Unlimited weekend calls to UK landlines	133 6%	121 6%	13 8%	7 5%	8 4%	13 7%	17 9% m	29 18% zcd efhijklm no	5 5%	7 3%	15 3%	14 8% j	8 8% j	7 4%	4 4%	114 6% j	78 6%	55 7%	133 6%	112 6%	21 6%	133 6%
Cheap calls to mobile phones	99 5%	89 4%	9 6%	3 2%	11 6%	8 4%	12 7% il	8 5%	4 3%	4 2%	23 5%	12 7% cil m	2 2%	5 3%	7 7% il	86 5%	56 4%	43 5%	99 5%	77 4%	22 6%	99 5%
Cheap international calls	76 3%	69 3%	5 3%	2 1%	8 5%	4 2%	10 6% c	3 2%	3 3%	10 4%	13 3%	12 7% zce gjmo	2 2%	4 2%	4 4%	65 4%	47 4%	28 3%	75 3%	65 4%	11 3%	76 3%
Only option / no choice	51 2%	50 2%	1 *	2 1%	3 2%	22 13% zcd efghijk lmno	- -	2 1%	- -	10 4% fjk l	5 1%	1 1%	- -	6 3% fl	- -	45 2%	32 2%	18 2%	50 2%	44 2%	7 2%	51 2%
Special offer / good deal at the time	29 1%	27 1%	1 1%	2 2%	4 2%	2 1%	2 1%	1 1%	- -	6 3%	5 1%	2 1%	1 1%	2 1%	1 1%	25 1%	17 1%	12 1%	29 1%	25 1%	4 1%	29 1%
Speed / speed of broadband	26 1%	25 1%	1 1%	2 1%	- -	2 1%	3 2%	- -	- -	4 2%	9 2%	3 2%	2 2% d	1 *	1 1%	23 1%	11 1%	16 2% p	26 1% p	17 1%	9 2% zsu	26 1% s
Cheapness / cheapest	25 1%	22 1%	3 2%	3 2%	2 1%	1 1%	2 1%	- -	1 1%	3 2%	6 1%	1 *	2 2%	1 *	3 3% g	20 1%	17 1%	6 1%	23 1%	19 1%	6 1%	25 1%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%	25 1%	- -	- -	1 *	4 2%	2 1%	2 1%	1 1%	7 3%	5 1%	1 1%	- -	* *	1 1%	23 1%	12 1%	12 2%	25 1%	19 1%	6 2%	25 1%
Problems with previous provider	24 1%	23 1%	* *	1 1%	3 2%	1 1%	2 1%	1 1%	1 1%	5 2%	6 1%	1 *	1 1%	1 1%	- -	22 1%	20 1%	4 1%	24 1%	23 1%	1 *	24 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Already installed	23 1%	23 1%	-	*	3 1%	4 2%	1 1%	1 *	-	1 *	9 2%	-	2 2%	3 1%	-	19 1%	10 1%	13 2%	23 1%	18 1%	6 2%	23 1%
Part of the package	22 1%p	20 1%	2 1%	3 2%	2 1%	1 *	4 2%	-	-	1 1%	7 1%	2 1%	1 1%	2 1%	-	20 1%	9 1%	14 2%p	22 1%p	17 1%	5 1%	22 1%
Came with specific channels (e.g. sports)	20 1%	20 1%	-	2 1%	-	1 1%	1 1%	2 1%	1 1%	1 1%	5 1%	4 2%	2 2%	*	-	18 1%	12 1%	9 1%	20 1%	16 1%	5 1%	20 1%
I work for them / know somebody that works for them	17 1%	17 1%	-	2 1%	-	1 *	3 1%	1 1%	-	5 2%	4 1%	-	-	2 1%	-	15 1%	12 1%	5 1%	16 1%	16 1%	*	17 1%
Family / friend recommendation	17 1%	16 1%	1 *	-	3 1%	1 *	2 1%	-	-	1 1%	4 1%	1 *	2 2%o	2 1%	-	12 1%	12 1%	5 1%	17 1%	14 1%	3 1%	17 1%
Loyalty / used them before	15 1%r	12 1%	3 2%	1 *	3 2%	-	-	-	-	-	6 1%	4 2%zef io	-	1 1%	-	14 1%	9 1%	4 1%	13 1%	15 1%	1 *	15 1%
Convenience	9 *	8 *	1 1%	1 1%	-	-	1 1%	2 1%	-	1 *	1 *	2 1%	-	1 *	-	9 *	7 1%	2 *	9 *	8 *	1 *	9 *
UK call centre / UK based	7 *	7 *	-	1 1%	1 *	1 1%	-	-	-	-	2 1%	-	1 1%	1 *	-	5 *	7 *	-	7 *	7 *	-	7 *
Too lazy to change	5 *	5 *	-	-	-	2 1%	-	1 *	-	-	1 *	-	-	1 1%	1 1%	3 *	3 *	2 *	5 *	5 *	-	5 *
Reliability	5 *	5 *	-	2 1%zo	-	-	-	-	-	-	2 1%	1 *	*	-	-	5 *	4 *	1 *	5 *	5 *	*	5 *
Prefer/easier to have one supplier / for all / multiple services	5 *s	5 *	-	1 1%	-	-	-	-	-	-	2 *	-	1 1%	1 *	-	3 *	2 *	3 *	5 *	2 *	3 1%	5 *s
Saw an advertisement	4 *	4 *	-	-	1 *	-	1 1%	-	2 1%z	-	1 *	-	-	-	-	4 *	2 *	2 *	4 *	3 *	2 *	4 *
Not my decision	4 *pr	3 *	1 1%a	-	1 *	-	-	-	-	-	1 *	*	-	1 1%	1 1%o	2 *	*	2 *	2 *	3 *	1 *	4 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Value for money	3*	3	-	-	-	1	1	-	-	-	-	-	1	-	-	2	1	2	3	3	-	3
		*	-	-	-	1%	*	-	-	-	-	-	1%zjo	-	-	*	*	*	*	*	-	*
I didn't want a dish	2*	2	-	-	-	-	-	-	-	-	2	-	-	*	-	2	-	2	2	-	2	2
		*	-	-	-	-	-	-	-	-	*	-	-	*	-	*	-	*	*	-	1%zsu	*
Speed of connection	2*	1	-	-	1	-	-	-	-	-	-	1	-	-	-	2	2	-	2	1	1	2
		*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	*	-	*	*	*	*
Other	83	80	3	3	9	1	6	-	6	11	27	3	3	6	8	66	48	32	80	68	15	83
	4%eg	4%	2%	2%	5%eg	1%	3%g	-	5%eg	5%eg	6%zegk	2%	3%g	3%g	8%zce	4%eg	4%	4%	4%	4%	4%	4%
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012	917	92	63	71	77	91	88	58	95	215	86	55	76	40	842	585	415	1000	828	184	1012
	46%adp	45%	58%za	45%	39%	44%	49%	53%dmn	52%	43%	48%	48%	51%d	41%	40%	47%cd	44%	50%zpr	46%p	45%	49%	46%
Don't know	34	30	3	-	3	3	2	1	3	1	8	4	2	4	2	26	24	11	34	32	3	34
	2%	1%	2%	-	1%	2%	1%	1%	3%	*	2%	3%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 95

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Overall price of the call package	752 34%ajlm npr	258 31%j	530 38%zac dj	712 36%za dj	752 34%aj	650 37%zac dj	88 35%j	684 36%zac j	352 37%za dj	169 37%aj	23 18%	637 38%zlmn	13 20%	75 24%	27 19%	650 37%zp	102 23%	712 36%zr	40 20%
They've always provided my landline	444 20%befg hko	208 25%zb cdefg hi	243 17%	398 20%be gh	444 20%bef gh	327 19%b	38 15%	353 19%b	159 17%	90 20%	31 24%fh	314 19%	13 21%	84 27%zk	33 24%	327 19%	117 26%zo	398 20%	46 23%
Well-known / trusted brand	354 16%bg	147 18%be g	206 15%	318 16%bg	354 16%bg	269 15%	35 14%	286 15%	144 15%	72 16%	28 22%befgh	264 16%	6 9%	54 17%	30 22%l	269 15%	85 19%	318 16%	36 18%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%ajmn pr	80 10%j	223 16%zac dj	265 13%za dj	276 13%aj	264 15%zac dj	48 19%zac dj	272 14%zac dj	188 20%za bcdeg j	89 19%zab cdegj	1 1%	254 15%zmn	10 16%mn	11 4%	1 1%	264 15%zp	12 3%	265 13%zr	11 6%
Quality of customer service	201 9%b	94 11%zbc degh	109 8%	184 9%b	201 9%b	164 9%b	19 8%	171 9%b	77 8%	37 8%	8 6%	156 9%	8 13%	29 9%	9 6%	164 9%	37 8%	184 9%	17 9%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%ajmnp r	46 6%j	162 12%zac egj	182 9%zac j	185 8%aj	176 10%zac dj	40 16%zac degj	181 10%zac j	159 17%za bcdeg j	67 15%zac degj	2 1%	175 10%zmn	2 3%	8 2%	2 1%	176 10%zp	9 2%	182 9%zr	3 2%
Unlimited evening and weekend calls to UK landlines	169 8%	61 7%	102 7%	147 7%	169 8%	135 8%	18 7%	144 8%	77 8%	30 7%	12 10%	125 7%	10 15%zkm	21 7%	13 9%	135 8%	34 8%	147 7%	22 11%
Unlimited calls to UK landlines at any time	162 7%	74 9%zcd	102 7%	147 7%	162 7%	130 7%	21 8%	139 7%	70 7%	32 7%	9 7%	124 7%	7 11%	23 7%	9 6%	130 7%	32 7%	147 7%	15 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 95

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Quality of phone service (line/ connection/sound)	138 6%	52 6%	87 6%	124 6%	138 6%	101 6%	18 7%	111 6%	56 6%	29 6%	8 6%	96 6%	5 8%	28 9%zk	9 6%	101 6%	37 8%	124 6%	14 7%
Unlimited weekend calls to UK landlines	133 6%	55 7%	80 6%	120 6%	133 6%	104 6%	20 8%i	113 6%	60 6%	18 4%	7 6%	98 6%	6 10%	22 7%	8 6%	104 6%	30 7%	120 6%	14 7%
Cheap calls to mobile phones	99 5%j	35 4%	68 5%i	94 5%i	99 5%i	74 4%	18 7%ehij	90 5%ei	38 4%	11 2%	2 2%	71 4%	3 5%	22 7%zkn	2 2%	74 4%	25 6%	94 5%	6 3%
Cheap international calls	76 3%	38 5%zbc dh	41 3%	70 3%	76 3%	61 4%	12 5%	69 4%b	27 3%	16 4%	5 4%	60 4%	1 2%	9 3%	5 4%	61 4%	14 3%	70 3%	6 3%
Only option / no choice	51 2%	22 3%	33 2%	46 2%	51 2%	44 2%	9 4%	45 2%	25 3%	15 3%	3 2%	41 2%	3 4%	5 1%	3 2%	44 2%	7 2%	46 2%	5 3%
Special offer / good deal at the time	29 1%	10 1%	23 2%	28 1%	29 1%	25 1%	11 4%zabc deghe	28 1%	12 1%	4 1%	1 1%	25 1%	- -	3 1%	1 1%	25 1%	4 1%	28 1%	1 *
Speed / speed of broadband	26 1%a	5 1%	26 2%zacd eg	26 1%a	26 1%a	23 1%a	4 2%	26 1%a	11 1%	9 2%a	- -	23 1%	- -	3 1%	- -	23 1%	3 1%	26 1%	- -
Cheapness / cheapest	25 1%	14 2%h	14 1%	25 1%	25 1%	21 1%	1 1%	22 1%	7 1%	1 *	* *	21 1%	- -	4 1%	* *	21 1%	4 1%	25 1%	* *
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%p	5 1%	23 2%zacd	25 1%a	25 1%	25 1%zad	7 3%zad	25 1%a	17 2%a	11 2%zac d	- -	25 1%zm	- -	- -	- -	25 1%zp	- -	25 1%	- -
Problems with previous provider	24 1%	11 1%	13 1%	21 1%	24 1%	21 1%	2 1%	21 1%	12 1%	2 *	- -	18 1%	3 4%zkn	3 1%	- -	21 1%	3 1%	21 1%	3 1%
Already installed	23 1%	6 1%	13 1%	19 1%	23 1%	19 1%	1 *	21 1%	12 1%	9 2%	- -	16 1%	3 5%zkm	2 1%	2 1%	19 1%	4 1%	19 1%	4 2%
Part of the package	22 1%	7 1%	16 1%	21 1%	22 1%	20 1%	2 1%	21 1%	14 1%	4 1%	2 2%	20 1%	- -	1 *	2 1%	20 1%	3 1%	21 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 95

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Came with specific channels (e.g. sports)	20 1%	8 1%	13 1%	20 1%	20 1%	18 1%	1 *	20 1%	8 1%	9 2%zbd h	1 *	18 1%	-	2 1%	1 *	18 1%	2 1%	20 1%	1 *
I work for them / know somebody that works for them	17 1%	8 1%	11 1%	17 1%	17 1%	14 1%	5 2%h	15 1%	5 1%	5 1%	-	14 1%	-	2 1%	-	14 1%	2 1%	17 1%	-
Family / friend recommendation	17 1%b	11 1%zbc d	6 *	16 1%b	17 1%b	13 1%b	2 1%	14 1%b	7 1%	2 *	1 1%	13 1%	-	2 1%	1 1%	13 1%	3 1%	16 1%	1 *
Loyalty / used them before	15 1%aeko	2 *	11 1%e	13 1%ae	15 1%ae	8 *	5 2%zacd eg	12 1%e	8 1%	3 1%	2 2%a	8 *	-	5 2%k	2 2%	8 *	7 2%zo	13 1%	2 1%
Convenience	9 *b	6 1%	3 *	9 *b	9 *b	8 *b	1 *	8 *b	5 *	3 1%	-	8 *	-	1 *	-	8 *	1 *	9 *	-
UK call centre / UK based	7 *	1 *	5 *	6 *	7 *	7 *	-	7 *	5 1%	3 1%	-	6 *	1 1%	-	-	7 *	-	6 *	1 *
Too lazy to change	5 *	4 *	2 *	5 *b	5 *	5 *	1 *	5 *b	2 *	-	-	5 *	-	1 *	-	5 *	1 *	5 *	-
Reliability	5 *	1 *	4 *	5 *	5 *	4 *	1 *	5 *	4 *	3 1%	-	4 *	-	2 1%	-	4 *	2 *	5 *	-
Prefer/easier to have one supplier / for all / multiple services	5 *	2 *	3 *	5 *	5 *	5 *	-	5 *	2 *	2 *	-	5 *	-	-	-	5 *	-	5 *	-
Saw an advertisement	4 *	3 *	1 *	4 *b	4 *	4 *b	-	4 *b	-	1 *	-	4 *	-	-	-	4 *	-	4 *	-
Not my decision	4 *	2 *	3 *	4 *	4 *	3 *	-	3 *	3 *	-	-	3 *	-	1 *	-	3 *	1 *	4 *	-
Value for money	3 *	1 *	2 *	3 *	3 *	3 *	-	3 *	2 *	1 *	-	3 *	-	-	-	3 *	-	3 *	-
I didn't want a dish	2 *	* *	2 *	2 *	2 *	2 *	-	2 *	2 *	2 *	-	2 *	-	-	-	2 *	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Speed of connection	2 *	-	2	2	2	2	-	2	1	-	-	2	-	-	-	2	-	2	-
Other	83 4%	25	56	72	83	71	8	74	40	23	6	66	5	6	6	71	12	72	11
		3%	4%	4%	4%	4%	3%	4%	4%	5%	4%	4%	8% ^m	2%	4%	4%	3%	4%	5%
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012 46% ^{npr}	363	674	936	1012	828	110	891	442	199	47	805	24	132	52	828	184	936	76
		44%	48% ^j	47% ^{za} dj	46% ^j	47% ^{zad} j	43%	47% ^{zad} j	47% ^j	44%	37%	48% ^{zn}	38%	42%	38%	47% ^{zp}	41%	47% ^{zr}	38%
Don't know	34 2% ^{ceghi} koq	9	17	23	34	15	4	21	8	1	10	15	1	9	11	15	19	23	11
		1%	1% ⁱ	1% ^{ei}	2% ^{cegh} i	1%	2% ⁱ	1% ^e	1%	*	8% ^{zabcdefgh} hi	1%	1%	3% ^k	8% ^{zkm}	1%	4% ^{zo}	1%	6% ^{zq}

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Table 96

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Overall price of the call package	752 34%a	184 20%	29 56%zap	-	-	16 78%	37 64%zap	1 33%	177 47%zap	149 54%zap	6 88%	2 100%	122 30%a	28 52%zap
They've always provided my landline	444 20%b/hlpq	340 37%zbhlpq	3 5%	-	4 15%	-	1 1%	-	20 5%	20 7%	-	-	55 14%fhfq	1 2%
Well-known / trusted brand	354 16%lp	226 25%zbhlpq	5 9%	-	1 3%	2 12%	8 13%	-	53 14%l	16 6%	-	-	38 9%	5 10%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%al	46 5%	6 11%	-	-	-	5 8%	1 32%	104 28%zabfq	23 8%	1 12%	-	85 21%zalq	4 8%
Quality of customer service	201 9%h	96 11%hl	6 11%	-	-	6 29%	14 23%zahlp	-	23 6%	16 6%	-	1 47%	33 8%	8 14%hl
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%alq	8 1%	2 4%a	-	-	-	-	-	99 26%zabfq	3 1%	-	-	73 18%zabfq	-
Unlimited evening and weekend calls to UK landlines	169 8%	75 8%	4 8%	2 100%	-	2 11%	3 5%	-	34 9%	21 8%	-	1 47%	22 6%	5 8%
Unlimited calls to UK landlines at any time	162 7%a	50 5%	7 13%a	-	-	2 11%	8 13%	-	35 9%a	29 11%a	-	-	30 7%	2 4%
Quality of phone service (line/ connection/sound)	138 6%	66 7%	4 8%	-	-	1 5%	5 8%	1 27%	21 6%	13 5%	-	-	24 6%	2 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 96
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Unlimited weekend calls to UK landlines	133 6%	48 5%	9 17%zalp	- -	- -	1 5%	5 8%	- -	31 8%p	19 7%	- -	- -	17 4%	4 8%
Cheap calls to mobile phones	99 5%a	20 2%	7 14%zahp	- -	- -	1 5%	9 16%zahp	- -	12 3%	19 7%ah	2 35%	- -	23 6%a	5 10%ah
Cheap international calls	76 3%a	21 2%	6 12%zahp	2 100%	- -	- -	2 3%	- -	14 4%	19 7%zap	- -	1 47%	7 2%	4 7%ap
Only option / no choice	51 2%l	21 2%l	- -	- -	19 76%	- -	- -	- -	4 1%	- -	- -	- -	7 2%	- -
Special offer / good deal at the time	29 1%	10 1%	1 1%	- -	- -	- -	1 1%	- -	9 2%p	5 2%	- -	- -	2 1%	- -
Speed / speed of broadband	26 1%	9 1%	2 4%h	- -	- -	- -	2 4%h	- -	- -	2 1%	- -	- -	11 3%zh	- -
Cheapness / cheapest	25 1%a	2 *	- -	- -	- -	- -	- -	* 8%	5 1%a	6 2%a	- -	- -	5 1%a	5 9%zabfhljp
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%a	1 *	3 6%zahl	- -	- -	- -	- -	- -	4 1%a	2 1%	- -	- -	14 3%zahl	1 2%a
Problems with previous provider	24 1%a	4 *	1 3%a	- -	- -	- -	- -	- -	2 1%	9 3%zah	- -	- -	6 2%a	1 2%
Already installed	23 1%	12 1%	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	9 2%zh	- -
Part of the package	22 1%	8 1%	- -	- -	- -	- -	- -	- -	9 2%zal	- -	- -	- -	5 1%	1 2%l
Came with specific channels (e.g. sports)	20 1%	13 1%	- -	- -	- -	- -	- -	- -	5 1%	- -	- -	- -	3 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
I work for them / know somebody that works for them	17 1%	13 1%z	1 1%	-	-	-	-	-	1 *	2 1%	-	-	1 *	-
Family / friend recommendation	17 1%	4 *	-	-	-	2 8%	-	-	1 *	6 2%zahp	-	-	2 *	2 3%ahp
Loyalty / used them before	15 1%	10 1%	-	-	-	-	-	-	3 1%	1 *	-	-	2 *	-
Convenience	9 *	2 *	-	-	-	-	-	-	3 1%	1 *	-	-	3 1%	-
UK call centre / UK based	7 *	2 *	-	-	-	-	3 6%zahlp	-	-	-	-	-	-	1 2%hp
Too lazy to change	5 *	4 *	-	-	-	-	-	-	-	-	-	-	1 *	-
Reliability	5 *	4 *	-	-	-	-	-	-	2 *	-	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	1 *	-	-	-	-	-	-	3 1%	1 *	-	-	-	-
Saw an advertisement	4 *	1 *	-	-	-	-	3 5%zahlp	-	-	1 *	-	-	-	-
Not my decision	4 *	-	-	-	-	-	-	-	1 *	-	-	-	3 1%za	-
Value for money	3 *	-	1 2%zap	-	-	-	-	-	1 *	1 *	-	-	-	-
I didn't want a dish	2 *	-	-	-	-	-	-	-	-	-	-	-	2 1%za	-
Speed of connection	2 *	-	-	-	-	-	-	-	-	1 *	-	-	1 *	-
Other	83 4%	30 3%	5 10%zahl	2 100%	1 5%	-	1 2%	-	11 3%	8 3%	-	-	22 6%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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FX03 - What were the main reasons for choosing your current landline (home phone) call provider?

BASE: All landline bill payers

Weighted Base

Overall price of
call package/
unlimited evening/
unlimited calls to
LL/unlimited
weekend/cheap
calls to mobiles
(NET)

Don't know

TOTAL (z)	Landline provider (FX01A)												
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
1012 46%ap	300 33%	35 69%zap	2 100%	- -	18 89%	46 79%zahp	1 33%	213 56%zap	187 68%zahp	6 88%	2 100%	165 41%a	34 64%zap
34 2%a	8 1%	1 1%	- -	- -	- -	- -	- -	6 2%	3 1%	- -	- -	10 2%	2 4%a

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Table 97
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Overall price of the call package	752 34%dy	4 44%	1 100%	32 20%	-	-	6 47%	-	-	-	1 42%	7 41%	2 100%	50 42%dy
They've always provided my landline	444 20%	3 32%	-	43 27%p	1 100%	2 100%	3 20%	-	2 27%	-	1 27%	2 10%	-	16 14%
Well-known / trusted brand	354 16%	3 28%	-	28 17%	-	-	-	-	-	1 55%	1 42%	1 6%	-	18 15%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%dpsy	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality of customer service	201 9%	2 16%	-	18 11%	-	-	-	-	-	1 55%	-	5 30%	1 44%	5 4%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%dpsy	-	-	-	-	-	1 6%	-	-	-	-	-	-	2 2%
Unlimited evening and weekend calls to UK landlines	169 8%	1 13%	-	22 14%z	-	-	-	-	-	-	1 42%	1 4%	-	9 7%
Unlimited calls to UK landlines at any time	162 7%	2 20%	-	9 6%	-	-	1 5%	-	-	-	-	2 15%	-	7 6%
Quality of phone service (line/ connection/sound)	138 6%	-	-	13 8%	-	-	-	-	-	-	-	-	-	6 6%

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Table 97
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Overall price of the call package	752 34%dy	29 39%dy	1 49%	-	-	2 38%	24 23%	-	5 52%
They've always provided my landline	444 20%	12 17%	-	2 100%	-	1 9%	20 20%	-	2 21%
Well-known / trusted brand	354 16%	14 19%	-	-	-	-	25 24%	-	-
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%dpsy	-	-	-	-	-	-	-	-
Quality of customer service	201 9%	10 13%	1 51%	-	-	-	9 9%	-	1 14%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%dpsy	-	-	-	-	-	1 1%	-	-
Unlimited evening and weekend calls to UK landlines	169 8%	5 6%	-	-	-	1 18%	7 7%	-	-
Unlimited calls to UK landlines at any time	162 7%	7 10%	-	-	2 100%	-	6 6%	1 100%	-
Quality of phone service (line/ connection/sound)	138 6%	3 4%	-	-	2 100%	-	7 7%	-	1 10%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Unlimited weekend calls to UK landlines	133 6%	2 20%	-	7 4%	-	-	1 7%	-	-	-	-	1 8%	-	3 2%
Cheap calls to mobile phones	99 5%	-	-	3 2%	-	-	2 18%	-	-	-	1 42%	1 8%	-	6 5%
Cheap international calls	76 3%	-	-	7 5%	-	-	-	-	-	-	-	1 8%	-	6 5%
Only option / no choice	51 2%	-	-	3 2%	-	-	-	-	3 52%	-	-	-	-	2 2%
Special offer / good deal at the time	29 1%	-	-	1 1%	-	-	-	-	-	-	-	1 4%	-	7 6%zd
Speed / speed of broadband	26 1%	-	-	1 *	-	-	-	1 100%	-	-	-	-	-	-
Cheapness / cheapest	25 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%	-	-	-	-	-	1 7%	-	-	-	-	-	-	-
Problems with previous provider	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Already installed	23 1%	-	-	2 2%	-	-	-	-	-	-	1 31%	-	-	1 1%
Part of the package	22 1%	-	-	2 2%	-	-	1 9%	-	-	-	-	-	-	2 1%
Came with specific channels (e.g. sports)	20 1%	-	-	4 3%z	-	-	-	-	-	-	-	-	-	1 1%

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BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Unlimited weekend calls to UK landlines	133 6%	2 3%	-	-	-	1 21%	4 4%	-	-
Cheap calls to mobile phones	99 5%	4 5%	-	-	-	1 13%	6 6%	-	-
Cheap international calls	76 3%	5 7%	-	-	-	-	5 5%	-	-
Only option / no choice	51 2%	* 1%	-	-	-	-	4 4%	-	-
Special offer / good deal at the time	29 1%	1 2%	-	-	-	-	1 1%	-	-
Speed / speed of broadband	26 1%	- -	-	-	-	-	3 3%	-	-
Cheapness / cheapest	25 1%	1 2%	-	-	-	-	-	-	1 12%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%	- -	-	-	-	-	-	-	-
Problems with previous provider	24 1%	3 4%zd	-	-	-	-	2 2%	-	-
Already installed	23 1%	2 3%	-	-	-	-	1 1%	-	-
Part of the package	22 1%	- -	-	-	-	-	2 2%	-	-
Came with specific channels (e.g. sports)	20 1%	- -	-	-	-	-	-	-	-

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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
I work for them / know somebody that works for them	17 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	-
Family / friend recommendation	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Loyalty / used them before	15 1%	-	-	4 2%z	-	-	-	-	-	-	-	-	-	-
Convenience	9 *	-	-	-	-	-	-	-	-	1 45%	-	-	-	1 1%
UK call centre / UK based	7 *	-	-	2 1%z	-	-	-	-	-	-	-	-	-	-
Too lazy to change	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliability	5 *	-	-	2 1%z	-	-	-	-	-	-	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Saw an advertisement	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Not my decision	4 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Value for money	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-
I didn't want a dish	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Speed of connection	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	83 4%	-	-	7 4%	-	-	1 5%	-	1 21%	-	-	-	-	5 4%

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BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
I work for them / know somebody that works for them	17 1%	-	-	-	-	-	*	-	-
Family / friend recommendation	17 1%	2 3%	-	-	-	-	-	-	-
Loyalty / used them before	15 1%	-	-	-	-	-	1 1%	-	-
Convenience	9 *	-	-	-	-	-	2 2%	-	-
UK call centre / UK based	7 *	-	-	-	-	-	-	-	1 9%
Too lazy to change	5 *	-	-	-	-	-	-	-	-
Reliability	5 *	-	-	-	-	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	-	-	-	-	-	-
Saw an advertisement	4 *	1 1%	-	-	-	-	-	-	-
Not my decision	4 *	-	-	-	-	-	-	-	-
Value for money	3 *	-	-	-	-	-	-	-	-
I didn't want a dish	2 *	-	-	-	-	-	-	-	-
Speed of connection	2 *	-	-	-	-	-	-	-	-
Other	83 4%	1 1%	-	-	-	-	4 3%	-	-

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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
1012	7	1	63	-	-	8	-	-	-	1	11	2	63
46%	70%	100%	39%	-	-	65%	-	-	-	42%	67%	100%	54%dy
34	-	-	4	-	-	-	-	-	-	-	-	-	1
2%	-	-	3%	-	-	-	-	-	-	-	-	-	1%

Weighted Base

Overall price of
call package/
unlimited evening/
unlimited calls to
LL/unlimited
weekend/cheap
calls to mobiles
(NET)

Don't know

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FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE: All landline bill payers****Weighted Base**

Overall price of
call package/
unlimited evening/
unlimited calls to
LL/unlimited
weekend/cheap
calls to mobiles
(NET)

Don't know

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2199	75*	2**	2**	2**	6**	104*	1**	9**
1012	38	1	-	2	6	37	1	5
46%	51%	49%	-	100%	91%	36%	100%	52%
34	2	-	-	-	-	3	-	-
2%	3%	-	-	-	-	3%	-	-

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Table 98

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?

BASE: All landline bill payers

	TOTAL (z)	Product bundles															LL, BB, TV and Mobile Bundle (u)
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Overall price of the call package	752 34%bc	518 40%zbc r	234 26%	115 26%	22 58%zabcr	-	7 100%	28 69%	-	131 49%zabcr t	114 59%zabcr t	4 84%	1 100%	81 31%	16 59%	209 43%zbc r	21 45%bc
They've always provided my landline	444 20%adj nrt	235 18%jnr t	209 23%zadjnr tu	172 38%zabdjnr tu	2 6%	1 13%	-	-	-	17 6%	12 6%	-	-	31 12%j	-	54 11%j	4 9%
Well-known / trusted brand	354 16%anr t	189 15%nr	165 18%zanrt	104 23%zajnrt	3 9%	-	-	8 20%	-	41 15%nr	10 5%	-	-	20 8%	3 11%	58 12%nr	6 12%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%b	276 21%zbcn	-	46 10%b	6 15%b	-	-	5 12%	1 80%	104 39%zabcdn	23 12%b	1 16%	-	85 33%zabcdn	4 17%	178 36%zabcdn	20 41%zabcdn
Quality of customer service	201 9%j	117 9%j	84 9%j	47 10%j	6 15%j	-	4 62%	10 24%	-	12 5%	13 7%	-	-	20 8%	5 18%	36 7%j	4 9%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%bcn	178 14%zbcn	7 1%	7 2%	1 3%	-	-	-	-	96 36%zabcdn	3 2%	-	-	70 27%zabcdn	-	178 36%zabcdn	20 41%zabcdn
Unlimited evening and weekend calls to UK landlines	169 8%r	95 7%	75 8%r	35 8%	3 8%	-	-	2 6%	-	26 10%r	15 8%	-	-	11 4%	2 7%	37 8%r	5 11%
Unlimited calls to UK landlines at any time	162 7%	102 8%c	60 7%	24 5%	6 16%bc	-	1 20%	5 13%	-	26 10%c	19 10%	-	-	19 7%	2 8%	40 8%	7 14%c
Quality of phone service (line/connection/sound)	138 6%	77 6%	61 7%	29 6%	3 9%	-	-	5 12%	-	14 5%	9 5%	-	-	15 6%	2 6%	31 6%	4 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Unlimited weekend calls to UK landlines	133 6%	88 7%	46 5%	26 6%	7 19%zabcnrt	-	-	3 9%	-	25 9%br	14 7%	-	-	10 4%	2 8%	32 7%	2 5%
Cheap calls to mobile phones	99 5%jt	55 4%jt	44 5%jt	13 3%	3 8%j	-	-	6 15%	-	5 2%	12 6%jt	2 47%	-	11 4%	3 13%	12 2%	3 6%
Cheap international calls	76 3%rt	41 3%rt	35 4%rt	9 2%	5 14%zabcjrt	-	-	1 3%	-	7 3%	15 8%zabcjrt	-	-	2 1%	1 6%	12 3%	1 3%
Only option / no choice	51 2%n	30 2%n	21 2%n	16 3%n	- -	9 87%	-	-	-	3 1%	-	-	-	2 1%	-	11 2%	4 8%zabjnrt
Special offer / good deal at the time	29 1%	17 1%	12 1%	7 2%	1 2%	-	-	-	-	4 1%	4 2%	-	-	1 *	-	4 1%	-
Speed / speed of broadband	26 1%	20 2%	7 1%	9 2%j	2 5%zbjt	-	-	2 5%	-	-	2 1%	-	-	5 2%	-	4 1%	-
Cheapness / cheapest	25 1%	18 1%	8 1%	2 1%	-	-	-	-	*	3 1%	4 2%	-	-	5 2%	3 11%	5 1%	-
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%b	24 2%zbc	1 *	1 *	2 6%zbcn	-	-	-	-	4 2%b	2 1%	-	-	14 6%zabcjn	1 3%	20 4%zab cjin	20 41%zabcodjn rt
Problems with previous provider	24 1%	16 1%	8 1%	4 1%	1 4%	-	-	-	-	2 1%	6 3%zab	-	-	4 1%	-	5 1%	1 3%
Already installed	23 1%	12 1%	11 1%	3 1%	-	-	-	-	-	1 *	1 1%	-	-	6 2%a	-	6 1%	-
Part of the package	22 1%	13 1%	9 1%	5 1%	-	-	-	-	-	5 2%	-	-	-	3 1%	-	10 2%za	-
Came with specific channels (e.g. sports)	20 1%	12 1%	8 1%	8 2%	-	-	-	-	-	3 1%	-	-	-	1 *	-	5 1%	* 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
I work for them / know somebody that works for them	17 1%	12 1%t	4 *	9 2%zabrt	1 2%rt	-	-	-	-	1 *	2 1%	-	-	-	-	*	-
Family / friend recommendation	17 1%	11 1%	6 1%	2 1%	-	-	-	-	-	1 1%	4 2%zt	-	-	2 1%	2 7%	1 *	1 2%
Loyalty / used them before	15 1%	7 1%	8 1%	4 1%	-	-	-	-	-	3 1%	1 *	-	-	-	-	1 *	-
Convenience	9 *	5 *	4 *	1 *	-	-	-	-	-	2 1%	1 *	-	-	1 *	-	2 *	-
UK call centre / UK based	7 *	3 *	3 *	-	-	-	-	3 8%	-	-	-	-	-	-	-	-	-
Too lazy to change	5 *	5 *	1 *	4 1%zb	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
Reliability	5 *	2 *	3 *	*	-	-	-	-	-	2 1%	-	-	-	-	-	2 *	-
Prefer/easier to have one supplier / for all / multiple services	5 *	4 *	1 *	-	-	-	-	-	-	3 1%zab	1 *	-	-	-	-	3 1%	-
Saw an advertisement	4 *	3 *	1 *	1 *	-	-	-	3 7%	-	-	-	-	-	-	-	2 *	-
Not my decision	4 *	2 *	2 *	-	-	-	-	-	-	-	-	-	-	2 1%za	-	1 *	-
Value for money	3 *	3 *	-	-	1 2%zabcr	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-
I didn't want a dish	2 *	2 *	-	-	-	-	-	-	-	-	-	-	-	2 1%zab	-	2 1%z	* 1%b
Speed of connection	2 *	2 *	-	-	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-
Other	83 4%	56 4%	27 3%	18 4%	4 12%zabcjnt	-	-	1 3%	-	6 2%	6 3%	-	-	19 7%zabjt	2 7%	20 4%	4 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 98

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?

BASE: All landline bill payers

Weighted BaseOverall price of
call package/
unlimited evening/
unlimited calls to
LL/unlimited
weekend/cheap
calls to mobiles
(NET)

Don't know

TOTAL (z)	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
1012	625	388	160	24	-	7	31	-	147	133	4	1	100	18	237	22
46%bcr	48%zbc	43%c	36%	64%zbcr	-	100%	76%	-	55%zabcr	69%zabcjr	84%	100%	39%	68%	48%cr	46%
34	8	27	-	1	-	-	-	-	2	1	-	-	4	-	2	-
2%act	1%	3%zacnt	-	2%c	-	-	-	-	1%	*	-	-	2%ct	-	*	-

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BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Overall price of the call package	752 34%	89	86	22	332	242	74	476	227	547	132	27	118	235	178	69	132	132	199	178	91	148	140
		45%z	48%z	39%	50%z	48%z	45%z	34%	35%	37%z	34%	28%	41%z	35%	36%	32%	36%	36%	35%	38%	39%	39%z	37%
They've always provided my landline	444 20%abc defhio qsuv	8	7	-	58	49	11	323	99	247	113	18	51	150	95	27	65	53	125	72	35	58	55
		4%	4%	-	9%	10%	7%	23%zh	15%	17%	29%zi	19%	18%	22%oq	19%oq	13%	18%o	14%	22%stuv	15%	15%	15%	14%
Well-known / trusted brand	354 16%de hknqpq	23	25	10	68	60	23	259	79	240	61	6	53	119	60	25	42	43	112	70	40	59	65
		12%	14%	17%	10%	12%	14%	19%zh	12%	16%	16%	6%	18%k	18%nop q	12%	12%	12%	12%	20%zs	15%	17%	16%	17%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	276 13%gi	32	29	10	126	92	35	123	118	216	36	24	48	79	82	38	59	60	61	77	39	56	63
		16%	16%	18%	19%z	18%z	22%z	9%	18%zg	15%zj	9%	25%z	17%	12%	17%zm	18%zm	16%zm	16%zm	11%	17%zr	17%r	15%r	17%zr
Quality of customer service	201 9%abh nq	7	7	4	61	47	8	158	39	135	41	6	28	57	25	15	23	19	50	33	18	27	30
		4%	4%	7%	9%	9% ^f	5%	11%zh	6%	9%	10%	6%	10%	9% ^{nq}	5%	7%	6%	5%	9%	7%	8%	7%	8%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	185 8%gi	18	15	10	84	59	32	75	86	155	22	22	31	51	63	26	42	43	36	56	29	41	44
		9%	9%	17%	13%z	12%z	20%zde	5%	13%zg	11%zj	6%	23%zl	11%	8%	13%zm	12% ^m	11% ^m	12%zm	6%	12%zr	12%zr	11% ^r	12%zr
Unlimited evening and weekend calls to UK landlines	169 8%nop qstu	14	15	5	52	41	10	112	49	111	32	5	21	45	18	5	13	14	38	21	9	17	21
		7%	8%	9%	8%	8%	6%	8%	8%	8%	8%	5%	7%	7% ^{nopq}	4%	2%	3%	4%	7%	5%	4%	4%	5%
Unlimited calls to UK landlines at any time	162 7%h	22	18	7	50	40	15	123	35	111	33	5	24	51	32	12	21	20	48	31	13	25	27
		11%	10%	13%	7%	8%	9%	9%zh	5%	8%	8%	5%	8%	8%	6%	6%	6%	6%	9%	7%	5%	7%	7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 99

FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**BASE:** All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Quality of phone service (line/ connection/sound)	138 6%	16 8%	13 7%	7 11%	33 5%	29 6%	12 7%	104 8%zh	29 5%	94 6%	25 7%	5 6%	21 7%	40 6%	26 5%	19 9%nq	25 7%	18 5%	43 8%	27 6%	16 7%	22 6%	23 6%
Unlimited weekend calls to UK landlines	133 6%hpq sv	17 9%	15 8%	8 14%z	31 5%	25 5%	9 6%	94 7%	30 5%	86 6%	29 7%	2 2%	16 6%	38 6%n	15 3%	7 3%	13 4%	13 3%	34 6%	17 4%	9 4%	16 4%	14 4%
Cheap calls to mobile phones	99 5%de	12 6%	12 7%	3 5%	20 3%	13 3%	5 3%	58 4%	29 4%	77 5%	13 3%	2 2%	8 3%	33 5%	22 4%	18 9%zmn	20 5%	24 7%en	20 3%	16 4%	10 4%	16 4%	17 4%
Cheap international calls	76 3%	7 4%	8 5%	2 4%	21 3%	12 2%	3 2%	58 4%z	16 3%	60 4%	8 2%	3 3%	13 5%	26 4%	14 3%	8 4%	9 2%	7 2%	17 3%	10 2%	6 3%	9 2%	6 2%
Only option / no choice	51 2%	2 1%	4 2%	2 4%	9 1%	8 2%	3 2%	31 2%	13 2%	33 2%	9 2%	3 3%	12 4%	22 3%no	7 1%	1 *	10 3%n	9 2%	17 3%	14 3%	4 2%	11 3%	11 3%
Special offer / good deal at the time	29 1%	6 3%z	5 3%	2 4%	15 2%z	12 2%z	5 3%	21 2%	5 1%	19 1%	4 1%	2 2%	1 *	9 1%	6 1%q	7 3%nq	5 1%q	1 *	9 2%	6 1%	5 2%	8 2%	9 2%se
Speed / speed of broadband	26 1%	10 5%z	10 6%z	4 6%z	8 1%	8 2%	2 1%	13 1%	9 1%	21 1%	4 1%	3 3%	6 2%	7 1%	9 2%	6 3%nm	6 2%	5 1%	7 1%	3 1%	3 1%	4 1%	2 1%
Cheapness / cheapest	25 1%mr	6 3%z	5 2%	2 4%	9 1%	5 1%	1 1%	12 1%	8 1%	18 1%	6 2%	- *	1 *	3 *	3 1%	2 1%	2 1%	6 2%nm	- *	3 1%	2 1%	3 1%	3 1%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	25 1%	4 2%	4 2%	1 2%	13 2%z	6 1%	2 1%	13 1%	8 1%	20 1%	4 1%	1 1%	5 2%	7 1%	10 2%	2 1%	7 2%	5 1%	4 1%	8 2%	4 2%	8 2%fr	6 2%
Problems with previous provider	24 1%	7 4%z	7 4%z	3 5%z	12 2%	7 1%	2 1%	15 1%	9 1%	13 1%	3 1%	- *	2 1%	7 1%	5 1%	2 1%	4 1%	5 1%	7 1%	6 1%	2 1%	4 1%	2 1%
Already installed	23 1%	1 *	3 2%a	1 2%	6 1%	6 1%	4 3%	11 1%	5 1%	15 1%	2 *	3 3%	5 2%	6 1%	4 1%	2 1%	5 1%	5 1%	6 1%	5 1%	5 2%	6 2%	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Part of the package	22 1%	1 1%	-	-	12 2%	10 2%	6 4%z	12 1%	8 1%	15 1%	5 1%	1 1%	2 1%	6 1%	4 1%	4 2%	4 1%	4 1%	7 1%	4 1%	5 2%	3 1%	4 1%
Came with specific channels (e.g. sports)	20 1% ^m	3 2%	3 2%	-	8 1%	8 2%	1 1%	9 1%	11 2%z	15 1%	5 1%	-	9 3%z	2 *	5 1%	1 1%	2 *	4 1%	2 *	7 2%	1 *	1 *	5 1% ^u
I work for them / know somebody that works for them	17 1% ^d	1 *	-	-	1 *	2 *	-	11 1%	6 1%	11 1%	1 *	-	2 1%	10 1%z	8 2%z	-	4 1%	6 2%	6 1%	8 2%z	2 1%	7 2%z	7 2%z
Family / friend recommendation	17 1%	3 2%	2 1%	-	6 1%	4 1%	1 1%	14 1%	2 *	7 *	8 2%zi	-	2 1%	6 1%	3 1%	2 1%	3 1%	2 1%	5 1%	2 *	1 1%	3 1%	1 *
Loyalty / used them before	15 1%	-	-	-	3 *	1 *	1 1%	12 1%	3 *	12 1%	-	2 2%	1 *	7 1%	4 1%	2 1%	4 1%	4 1%	6 1%	5 1%	2 1%	4 1%	5 1%
Convenience	9 *	2 1%	2 1%	-	3 *	1 *	1 1%	8 1%	2 *	6 *	3 1%	-	3 1%	2 *	2 *	1 1%	1 *	2 *	3 1%	2 *	-	1 *	1 *
UK call centre / UK based	7 *	1 1%	1 1%	-	5 1%z	4 1%	2 1%z	6 *	1 *	6 *	-	-	3 1%	3 *	2 *	-	-	-	-	-	-	-	-
Too lazy to change	5 *	-	-	-	-	-	-	4 *	1 *	2 *	3 1% ⁱ	-	-	3 *	1 *	-	2 1%	1 *	3 1%	1 *	-	1 *	1 *
Reliability	5 *	1 *	-	-	4 1%	4 1%	2 1%z	4 *	1 *	5 *	-	-	3 1%z	1 *	4 1%z	1 *	1 *	1 *	* *	1 *	1 *	1 *	1 *
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	-	1 *	1 *	-	5 *	-	3 *	2 1%	-	2 1%	-	3 1%	-	1 *	1 *	-	3 1%	-	2 1%	3 1%
Saw an advertisement	4 *	-	-	-	-	-	-	3 *	1 *	4 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *	-	-	-
Not my decision	4 *	-	-	-	1 *	-	-	3 *	-	3 *	1 *	-	-	1 *	2 *	1 *	-	1 *	-	-	-	-	-
Value for money	3 *	1 1%	1 1%	-	2 *	1 *	-	3 *	-	3 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
I didn't want a dish	2 *	-	-	-	-	-	-	-	2 *g	2 *	-	-	2 1%z	-	2 *	-	2 1%	2 1%z	-	2 1%z	-	2 1%z	2 1%
Speed of connection	2 *	1 *	1 *	-	-	-	-	1 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	83 4%i	5 2%	3 2%	4 8%ab	25 4%	22 4%	10 6%	45 3%	28 4%	46 3%	21 5%	8 8%z	12 4%	29 4%	20 4%	12 5%	13 4%	15 4%	25 4%	19 4%	12 5%	15 4%	16 4%
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012 46%k	113 57%z	106 59%z	31 55%	384 58%z	287 57%z	88 54%	651 47%	296 46%	712 49%z	180 46%	33 34%	139 48%k	307 46%	230 46%	98 46%	171 47%	174 47%	252 44%	216 46%	103 44%	178 47%	173 46%
Don't know	34 2%eir	4 2%b	2 1%	-	9 1%e	3 1%	1 1%	18 1%	11 2%	13 1%	3 1%	-	1 *	8 1%	5 1%	2 1%	4 1%	4 1%	4 1%	3 1%	3 1%	3 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 100

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	507	282	225	-	13	62	91	91	103	97	50	13	153	194	147	114	176	98	119	124	242	114
Weighted Base	536	280	256	-**	12**	70*	98*	113*	100*	93*	49*	12**	168	213	143	139*	164	116*	116*	111	258	140*
Good/better/ cheaper deal overall	175 33%ou	102 36%	73 29%	-	4 35%	26 37%	29 29%	41 37%	32 32%	30 32%	12 25%	4 35%	55 33%	74 35%	42 30%	30 21%	58 36%o	43 37%o	44 38%o	31 28%	110 43%zs u	25 18%
Value for money	157 29%	83 30%	74 29%	-	4 36%	25 35%	25 26%	35 31%	33 33%	21 22%	14 29%	4 36%	50 30%	68 32%	35 25%	39 28%	42 26%	39 33%	38 32%	29 26%	78 30%	42 30%
Reliability of service	94 17%t	52 19%	41 16%	-	2 20%	8 12%	16 17%	18 16%	15 15%	24 25%	11 22%	2 20%	25 15%	32 15%	34 24%z	31 22%	27 17%	18 15%	18 15%	16 15%	35 13%	40 28%zt
Faster broadband speeds/faster internet access	60 11%u	31 11%	29 11%	-	* 4%	5 7%	13 13%	14 13%	14 14%	8 9%	6 11%	* 4%	18 11%	28 13%	14 10%	17 12%	23 14%	12 10%	9 7%	12 11%	39 15%zu	7 5%
No reason to change/too much hassle to change/ always used them	49 9%pt	21 7%	28 11%	-	-	4 5%	13 13%	5 5%	15 15%zgm	9 9%	4 7%	-	16 10%	21 10%g	12 9%	16 11%p	7 5%	11 10%	15 13%p	17 15%zt	16 6%	12 9%
Quality of customer service	24 5%	17 6%	7 3%	-	1 6%	-	5 5%	5 4%	4 4%	6 6%	3 7%e	1 6%	5 3%	9 4%	9 7%	13 9%zr	7 4%	3 3%	1 1%	3 2%	15 6%	4 3%
Bigger download allowance/ unlimited downloads	17 3%	9 3%	8 3%	-	-	6 8%zin	2 2%	5 4%n	4 4%n	-	-	-	8 4%n	9 4%n	-	2 2%	6 4%	3 3%	5 4%	8 7%zt	5 2%	3 2%
Part of the package	11 2%	7 3%	4 2%	-	-	-	3 3%	3 3%	-	1 2%	4 7%zehm	-	3 2%	3 2%	5 3%	7 5%z	2 1%	1 1%	1 1%	1 1%	6 2%	4 3%
Offer internet calling/VoIP	9 2%	5 2%	4 2%	-	-	-	3 3%	2 2%	3 3%	1 1%	-	-	3 2%	6 3%	1 *	4 3%	2 1%	1 1%	2 2%	1 1%	6 2%	2 1%
Broadband was not provided free as part of my bundled package	5 1%	3 1%	2 1%	-	-	2 2%	1 1%	1 1%	1 1%	1 1%	-	-	3 2%	2 1%	1 1%	-	3 2%	2 2%	1 1%	-	5 2%	1 1%
Didn't know I could switch my broadband to my landline call supplier	5 1%	1 *	4 2%	-	-	-	* *	-	2 2%	2 2%	1 3%	-	* *	2 1%	3 2%	2 2%	* *	-	2 2%	1 1%	1 *	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 100

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	536	280	256	- **	12**	70*	98*	113*	100*	93*	49*	12**	168	213	143	139*	164	116*	116*	111	258	140*
No choice	4	2	2	-	-	-	-	-	1	2	1	-	-	1	3	2	1	1	-	2	-	2
	1%	1%	1%	-	-	-	-	-	1%	2%	2%	-	-	1%	2%	2%	*	1%	-	2%t	-	2%
My landline call supplier doesn't provide broadband	2	2	-	-	-	-	-	1	-	2	-	-	-	1	2	1	1	1	-	1	-	1
	*	1%	-	-	-	-	-	1%	-	2%	-	-	-	*	1%	1%	1%	1%	-	1%	-	1%
Convenience	2	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-	*	1	-	1
	*	*	*	-	-	-	1%	-	-	-	3% ^m	-	1%	-	1%	1%	*	-	*	1%	-	1%
Other	44	27	17	-	1	3	8	8	12	9	3	1	11	20	12	9	17	8	9	7	19	15
	8%	10%	7%	-	5%	4%	8%	7%	12%	10%	6%	5%	6%	9%	9%	6%	11%	7%	8%	6%	7%	10%
None of these	11	8	3	-	-	2	*	3	2	1	2	-	3	4	3	5	4	1	1	3	5	2
	2%	3%	1%	-	-	4%	*	2%	2%	2%	4%	-	2%	2%	2%	4%	2%	1%	1%	3%	2%	2%
Don't know	27	10	17	-	1	1	4	7	4	7	3	1	5	11	10	8	10	6	3	4	16	4
	5%	3%	7%	-	6%	1%	4%	6%	4%	8%	5%	6%	3%	5%	7%	5%	6%	5%	3%	4%	6%	3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 101

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
Unweighted Base	507	44	43	146	37	8	183	50	45	19	5	21	158	26	402	105	221	41	37	11	3	17	155	22
Weighted Base	536	53*	51*	164	43*	8**	209	60*	50*	20**	4**	20**	148	23**	409	126*	257	47*	37*	10**	2**	18**	146	18**
Good/better/ cheaper deal overall	175 33%	11 21%	15 28%	63 39%	16 37%	3 39%	68 33%	21 35%	19 37%	6 29%	-	8 41%	42 29%	10 44%	137 33%	38 30%	79 31%	25 53% zp rv	10 26%	1 14%	-	7 39%	43 29%	10 57%
Value for money	157 29%	22 41%	16 31%	42 25%	12 29%	3 35%	64 31%	15 25%	15 30%	6 28%	2 55%	10 48%	40 27%	5 23%	125 31%	32 25%	79 31%	18 37%	7 19%	2 25%	1 44%	9 52%	39 26%	2 13%
Reliability of service	94 17%	9 16%	8 15%	34 21%	6 14%	-	40 19%	10 17%	6 12%	3 13%	-	1 4%	32 22%	1 6%	80 20% z	14 11%	42 16%	8 16%	7 19%	1 8%	-	1 5%	33 22%	3 16%
Faster broadband speeds/faster internet access	60 11% gq	5 9%	5 10%	21 13%	3 7%	1 11%	30 15% g	1 1%	4 8%	1 6%	1 15%	3 17%	18 12% g	2 8%	48 12%	13 10%	31 12% q	-	6 15% q	1 12%	1 29%	3 17%	17 11% q	2 13%
No reason to change/too much hassle to change/ always used them	49 9% f	1 1%	3 6%	15 9%	3 7%	2 22%	11 5%	8 14%	5 9%	3 17%	-	4 18%	18 12% f	1 2%	33 8%	17 13%	21 8%	4 8%	3 8%	-	-	4 21%	18 12%	-
Quality of customer service	24 5%	4 7%	1 2%	8 5%	-	*	10 5%	3 5%	* 1%	1 6%	-	1 6%	8 6%	-	20 5%	4 3%	9 3%	3 7%	1 4%	1 8%	-	1 7%	9 6%	-
Bigger download allowance/ unlimited downloads	17 3%	-	1 3%	10 6%	3 6%	-	10 5%	1 2%	3 5%	-	-	-	2 1%	1 5%	13 3%	4 3%	13 5%	1 2%	-	-	-	-	2 1%	1 6%
Part of the package	11 2%	-	2 5%	1 1%	2 5%	-	3 2%	-	2 4%	-	-	-	4 3%	2 7%	10 2%	2 1%	5 2%	-	2 6%	-	-	-	4 3%	-
Offer internet calling/VoIP	9 2%	-	1 2%	1 1%	-	-	2 1%	-	-	2 9%	-	1 6%	3 2%	1 5%	7 2%	2 2%	2 1%	-	-	2 19%	-	1 7%	3 2%	1 6%
Broadband was not provided free as part of my bundled package	5 1%	2 4%	-	3 2%	-	-	5 2%	-	-	-	-	-	1 *	-	4 1%	2 1%	5 2%	-	-	-	-	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 101

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	536	53*	51*	164	43*	8**	209	60*	50*	20**	4**	20**	148	23**	409	126*	257	47*	37*	10**	2**	18**	146	18**
Didn't know I could switch my broadband to my landline call supplier	5 1%	-	-	2	-	-	1	1	-	-	-	-	3	-	3	2	1	1	-	-	-	-	3	-
		-	-	1%	-	-	*	2%	-	-	-	-	2%	-	1%	1%	*	2%	-	-	-	-	2%	-
No choice	4 1%	2	-	1	-	-	1	2	-	-	-	-	1	-	4	-	1	2	-	-	-	-	1	-
		4%z	-	1%	-	-	1%	4%	-	-	-	-	1%	-	1%	-	*	5%zp	-	-	-	-	1%	-
My landline call supplier doesn't provide broadband	2 *	-	-	1	-	-	1	-	-	-	-	-	2	-	2	-	1	-	-	-	-	-	2	-
		-	-	*	-	-	*	-	-	-	-	-	1%	-	1%	-	*	-	-	-	-	-	1%	-
Convenience	2 *	1	-	-	-	-	1	-	-	-	-	-	1	*	2	-	1	-	-	-	-	-	1	*
		1%	-	-	-	-	*	-	-	-	-	-	1%	2%	1%	-	*	-	-	-	-	-	1%	2%
Other	44 8%h	5	7	10	3	-	12	9	3	2	1	-	11	5	27	17	22	3	5	2	1	-	10	1
		9%	13%	6%	8%	-	6%	16% ^f	7%	12%	14%	-	7%	23%	7%	13% ^h	8%	7%	13%	25%	27%	-	7%	8%
None of these	11 2%	2	3	2	1	-	6	1	1	*	-	-	2	1	8	3	6	1	1	*	-	-	2	1
		3%	5%	1%	1%	-	3%	1%	1%	2%	-	-	1%	5%	2%	2%	2%	2%	1%	5%	-	-	1%	6%
Don't know	27 5%^c	2	4	3	5	-	7	2	5	-	1	1	11	-	18	9	9	1	5	-	-	1	11	-
		4%	8%	2%	11%	-	3%	4%	9%	-	17%	4%	7%	-	4%	7%	4%	2%	12% ^p	-	-	4%	8%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 102

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	507	311	98	97	143	4	-	19	348	124	192	71	60	57	65	53	18	11	1	-	4	
Weighted Base	536	331	107*	97*	154	5**	-**	18**	366	125	207	79*	65*	56*	70*	59*	20**	9**	***	-**	5**	
Good/better/ cheaper deal overall	175 33%	109 33%	40 37%	24 25%	56 36%	1 24%	-	4 24%	116 32%	42 34%	59 28%	30 38%	21 33%	21 37%	25 36%	20 34%	6 28%	7 72%	-	-	1 27%	
Value for money	157 29%	92 28%	36 34%	29 30%	46 30%	-	-	4 25%	108 30%	32 26%	68 33%	26 33%	15 23%	15 27%	26 37%	20 34%	-	1 12%	-	-	2 45%	
Reliability of service	94 17%bo	65 20%b	8 8%	20 21%b	21 13%	1 17%	-	1 5%	71 19%	19 15%	40 20%	10 12%	9 14%	13 23%	8 11%	4 7%	9 44%	* 5%	-	-	3 53%	
Faster broadband speeds/faster internet access	60 11%c	40 12%c	16 15%c	3 3%	18 12%	-	-	3 17%	40 11%	12 9%	23 11%	7 9%	9 14%	10 17%	6 9%	8 14%	3 14%	2 18%	-	-	-	
No reason to change/too much hassle to change/ always used them	49 9%	29 9%	9 8%	11 11%	15 10%	-	-	3 20%	31 8%	13 11%	16 8%	10 13%	8 12%	2 3%	6 9%	8 13%	1 4%	1 11%	-	-	-	
Quality of customer service	24 5%	14 4%	8 7%	2 2%	5 4%	-	-	1 5%	18 5%	6 5%	12 6%	2 3%	1 2%	3 5%	3 4%	2 3%	1 5%	-	* 100%	-	-	
Bigger download allowance/ unlimited downloads	17 3%h	14 4%	2 2%	1 1%	9 6%zh	-	-	7 -	2 2%	1 1%	4 2%	4 5%	1 2%	7 12%zi	4 6%	3 6%	3 17%	-	-	-	-	
Part of the package	11 2%	5 2%	1 1%	5 5%	2 1%	-	-	-	9 3%	5 4%	2 1%	-	1 2%	2 4%	-	2 3%	-	-	-	-	-	
Offer internet calling/VoIP	9 2%	7 2%	1 1%	1 1%	4 2%	-	-	6 2%	3 2%	1 1%	4 2%	1 1%	3 5%	-	1 1%	3 5%	-	-	-	-	-	
Broadband was not provided free as part of my bundled package	5 1%	5 1%	-	1 1%	3 2%	-	-	2 1%	1 1%	1 1%	1 1%	-	3 5%zj	-	3 5%z	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	536	331	107*	97*	154	5**	-**	18**	366	125	207	79*	65*	56*	70*	59*	20**	9**	***	-**	5**
Didn't know I could switch my broadband to my landline call supplier	5 1%	2 *	- -	3 3%za	- -	- -	- -	* 3%	5 1%	3 2%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
No choice	4 1%	2 1%	- -	2 2%	- -	- -	- -	- -	4 1%	1 1%	1 1%	2 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
My landline call supplier doesn't provide broadband	2 *	2 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Convenience	2 *	1 *	1 1%	- -	- -	- -	- -	- -	2 1%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	44 8% _m	28 8%	8 8%	8 8%	9 6%	1 26%	- -	- -	33 9%	9 7%	19 9% _m	9 11% _m	7 11% _m	- -	4 6%	5 9%	- -	- -	- -	- -	- -
None of these	11 2%	6 2%	1 1%	4 4%	* *	- -	- -	1 7%	9 2%	3 2%	7 3%	- -	* 1%	1 1%	- -	- -	* 2%	- -	- -	- -	- -
Don't know	27 5%	16 5%	5 4%	6 6%	7 4%	2 32%	- -	5 28%	15 4%	8 7%	10 5%	3 4%	4 6%	1 2%	2 3%	3 6%	1 5%	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 103

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	507	67	55	79	359	496	264	273	469	472	163	466	295	144	285	77
Weighted Base	536	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
Good/better/ cheaper deal overall	175 33%	28 40%	24 41%	27 33%	117 31%	174 33%	94 34%	100 34%	165 33%	164 33%	52 30%	169 34%z	101 32%	48 30%	92 30%	39 42%jlmn
Value for money	157 29%	18 26%	16 27%	23 28%	111 29%	154 29%	83 30%	78 27%	146 29%	143 29%	47 27%	144 29%	95 30%o	46 28%	84 28%	18 19%
Reliability of service	94 17%	10 15%	12 20%	12 14%	73 19%	92 18%	46 17%	55 19%	88 18%	90 18%	24 14%	87 17%	50 16%	21 13%	46 15%	14 15%
Faster broadband speeds/faster internet access	60 11%	10 14%	9 16%	8 10%	41 11%	60 11%	35 12%	31 11%	56 11%	52 11%	19 11%	58 12%	42 13%	17 10%	33 11%	8 9%
No reason to change/too much hassle to change/ always used them	49 9%	3 5%	5 9%	13 15%a	33 9%	48 9%	19 7%	26 9%	46 9%	45 9%	16 9%	42 8%	29 9%	19 12%f	27 9%	10 11%
Quality of customer service	24 5%	2 3%	2 4%	3 4%	18 5%	24 5%	11 4%	14 5%	23 5%	23 5%	9 5%	23 5%	10 3%	9 6%	12 4%	6 6%
Bigger download allowance/ unlimited downloads	17 3%d	5 7%d	3 6%	3 4%	6 2%	17 3%	12 4%	7 3%	17 3%	17 3%	5 3%	16 3%	14 4%	8 5%	9 3%	3 4%
Part of the package	11 2%g	1 2%	2 3%	- -	9 2%	11 2%g	5 2%	2 1%	11 2%g	11 2%g	2 1%	11 2%g	5 1%	1 1%	5 2%	2 2%
Offer internet calling/VoIP	9 2%	2 3%	1 2%	1 1%	6 1%	9 2%	4 2%	7 2%	9 2%	9 2%	2 1%	9 2%	5 2%	3 2%	4 1%	2 2%
Broadband was not provided free as part of my bundled package	5 1%	2 2%	- -	2 2%	2 1%	5 1%	5 2%	2 1%	5 1%	5 1%	4 2%	5 1%	3 1%	3 2%	4 1%	- -
Didn't know I could switch my broadband to my landline call supplier	5 1%n	- -	- -	- -	5 1%	5 1%n	1 *	4 1%n	5 1%	5 1%n	- -	5 1%	1 *	* *	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 103

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	536	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
No choice	4 1%k	-	-	-	4 1%	4 1%k	1 *	2 1%	4 1%k	4 1%k	3 2%k	2 *	2 1%	-	3 1%	-
My landline call supplier doesn't provide broadband	2 *	-	-	-	2 1%	2 *	2 1%	2 1%	2 *	2 *	1 1%	2 *	-	-	1 *	-
Convenience	2 *	-	-	-	2 1%	2 *	1 *	1 *	2 *	2 *	2 1%	2 *	1 *	-	2 1%	-
Other	44 8%	4 5%	-	5 6%	35 9%b	42 8%	26 9%	26 9%	38 8%	42 8%h	13 8%	39 8%	31 10%	12 7%	34 11%zehik	10 10%
None of these	11 2%	* 1%	-	* 1%	10 3%	10 2%	3 1%	7 2%	9 2%	11 2%	4 2%	10 2%	7 2%	1 1%	6 2%	3 4%
Don't know	27 5%	-	3 5%	6 7%a	20 5%	27 5%	11 4%	14 5%	24 5%	22 4%	7 4%	27 5%i	17 5%	10 6%	17 6%	8 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 104

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	507	413	62	9	4	16	3	197	124	155	2	15	24	38	39	64	67	32	19
Weighted Base	536	444	57*	7**	5**	17**	5**	193	158	153	3**	15**	23**	39*	43*	65*	66*	41**	26**
Good/better/ cheaper deal overall	175 33%	143 32%	19 34%	3 47%	2 33%	7 42%	-	59 31%	45 29%	62 41%z	-	5 30%	6 28%	14 36%	14 32%	28 44%	19 29%	10 23%	2 9%
Value for money	157 29%p	133 30%	16 27%	1 14%	4 79%	3 15%	1 28%	52 27%	46 29%	51 33%	-	4 26%	9 38%	14 37%	16 38%p	17 27%	12 18%	14 33%	6 23%
Reliability of service	94 17%	75 17%	15 26%	-	* 10%	2 13%	1 21%	44 23%z	23 14%	23 15%	-	3 20%	5 22%	7 17%	6 13%	6 10%	14 21%	6 15%	8 32%
Faster broadband speeds/faster internet access	60 11%	53 12%	8 13%	-	-	-	-	23 12%	16 10%	15 10%	2 78%	1 9%	2 9%	3 7%	4 9%	6 9%	9 13%	7 18%	3 13%
No reason to change/too much hassle to change/ always used them	49 9%	35 8%	8 14%	-	1 21%	2 13%	3 51%	22 11%	12 8%	10 7%	-	-	2 7%	6 15%	7 15%	3 5%	11 16%	2 4%	2 8%
Quality of customer service	24 5%	21 5%	3 5%	-	* 10%	-	-	12 6%	6 4%	4 3%	-	-	2 10%	1 1%	2 5%	3 4%	2 3%	4 10%	1 6%
Bigger download allowance/ unlimited downloads	17 3%	15 3%	2 4%	-	-	-	-	4 2%	6 4%	6 4%	-	-	1 5%	-	3 7%	2 3%	3 5%	-	3 10%
Part of the package	11 2%	10 2%	1 2%	-	-	-	-	5 2%	4 2%	3 2%	-	-	* 2%	-	1 2%	3 5%	3 4%	2 6%	-
Offer internet calling/VoIP	9 2%	7 2%	2 4%	-	-	-	-	7 4%z	1 1%	1 1%	-	-	1 5%	-	1 2%	-	3 5%	-	3 11%
Broadband was not provided free as part of my bundled package	5 1%	5 1%	-	-	-	-	-	2 1%	2 1%	2 1%	-	-	-	-	-	1 1%	2 2%	-	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 104

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	536	444	57*	7**	5**	17**	5**	193	158	153	3**	15**	23**	39*	43*	65*	66*	41**	26**
Didn't know I could switch my broadband to my landline call supplier	5 1%a	1 *	4 6%za	-	-	-	-	1 1%	1 1%	3 2%	-	-	2 7%	-	-	-	1 1%	-	-
No choice	4 1%	2 *	1 1%	-	-	1 7%	-	4 2%z	-	-	-	-	-	-	2 5%z	-	1 2%	-	-
My landline call supplier doesn't provide broadband	2 *	2 1%	-	-	-	-	-	1 *	1 *	1 1%	-	-	-	-	1 2%	1 1%	-	-	-
Convenience	2 *	2 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	1 3%	-	1 1%	-	-
Other	44 8%	36 8%	3 5%	2 21%	-	2 14%	-	14 7%	15 10%	11 7%	1 22%	3 19%	1 4%	1 2%	4 9%	6 10%	4 7%	4 9%	7 28%
None of these	11 2%	8 2%	2 4%	-	-	1 3%	-	5 3%	1 1%	4 3%	-	-	* 2%	1 3%	-	1 2%	3 4%	-	-
Don't know	27 5%	22 5%	2 4%	1 18%	-	1 8%	-	8 4%	11 7%	5 3%	-	2 10%	2 10%	1 4%	-	2 4%	3 4%	4 10%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 105

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	507	442	64	51	34	30	42	35	22	40	88	66	26	46	27	408	311	188	499	424	83	507
Weighted Base	536	487	48*	43*	29*	26**	43*	39*	31**	58*	128*	56*	19**	36*	27**	454	315	212	528	437	98*	536
Good/better/ cheaper deal overall	175 33%	161 33%	13 28%	19 45%io	11 36%	3 11%	12 28%	11 28%	8 25%	11 19%	50 39%ai	21 37%	10 52%	12 33%	8 30%	145 32%	99 31%	75 35%	173 33%	142 32%	33 34%	175 33%
Value for money	157 29%k	147 30%	11 23%	11 26%	6 20%	4 15%	15 34%	17 44%dk	14 45%	25 43%k	33 26%	9 16%	4 22%	11 31%	8 30%	134 30%k	94 30%	63 29%	156 30%	131 30%	26 27%	157 29%
Reliability of service	94 17%t	83 17%	11 24%	4 10%	3 9%	8 31%	6 14%	7 18%	5 17%	22 39%zc dfjkm o	22 17%	8 14%	2 10%	3 9%	3 11%	86 19%	51 16%	42 20%	92 18%	86 20%ztu	7 8%	94 17%t
Faster broadband speeds/faster internet access	60 11%r	56 11%	4 9%	3 6%	5 15%	3 12%	9 20%i	7 18%i	1 3%	2 3%	13 10%	7 12%	5 24%	4 12%	3 11%	48 11%	30 9%	28 13%	57 11%	45 10%	15 15%	60 11%
No reason to change/too much hassle to change/ always used them	49 9%	45 9%	4 9%	4 10%f	3 12%f	6 23%	- -	4 9%	2 6%	1 2%	14 11%	7 13%f	2 9%	2 6%	4 15%	42 9%	28 9%	20 9%	48 9%	37 8%	13 13%	49 9%
Quality of customer service	24 5%	23 5%	2 3%	1 3%	4 13%zij ko	1 4%	4 9%	4 9%	3 8%	- -	4 3%	* 1%	1 4%	1 2%	2 7%	21 5%	13 4%	11 5%	24 5%	20 5%	4 5%	24 5%
Bigger download allowance/ unlimited downloads	17 3%	13 3%	3 7%	- -	- -	4 15%	5 11%zci jo	- -	- -	- -	1 1%	4 7%j	- -	2 5%	1 4%	14 3%	6 2%	11 5%	17 3%p	12 3%	5 5%	17 3%
Part of the package	11 2%	10 2%	1 2%	- -	- -	* 1%	1 2%	- -	- -	1 1%	4 3%	3 5%	1 3%	2 5%	- -	9 2%	10 3%	2 1%	11 2%	10 2%	2 2%	11 2%
Offer internet calling/VoIP	9 2%	9 2%	- -	1 3%	1 4%	2 8%	- -	- -	2 6%	- -	2 2%	- -	1 4%	- -	- -	9 2%	4 1%	5 2%	9 2%	6 1%	3 3%	9 2%
Broadband was not provided free as part of my bundled package	5 1%	5 1%	1 1%	1 2%	1 4%	- -	1 1%	- -	- -	- -	2 1%	- -	1 4%	1 2%	- -	4 1%	2 1%	3 2%	5 1%	5 1%	- -	5 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 105

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	536	487	48*	43*	29*	26**	43*	39*	31**	58*	128*	56*	19**	36*	27**	454	315	212	528	437	98*	536
Didn't know I could switch my broadband to my landline call supplier	5 1%	5 1%	-	-	-	-	-	2 6%zo	-	-	2 1%	-	* 2%	1 2%	-	4 1%	3 1%	2 1%	5 1%	4 1%	1 1%	5 1%
No choice	4 1%	4 1%	-	-	-	2 8%	-	-	-	-	2 2%	-	-	-	-	4 1%	2 1%	2 1%	4 1%	4 1%	-	4 1%
My landline call supplier doesn't provide broadband	2 *	2 *	1 1%	-	-	-	-	1 3%	-	-	-	1 2%z	-	-	-	2 1%	1 *	1 1%	2 *	2 1%	-	2 *
Convenience	2 *	2 *	-	* 1%	-	-	-	1 3%zo	-	-	-	-	-	1 2%	-	2 *	1 *	1 1%	2 *	2 1%	-	2 *
Other	44 8%	42 9%	1 3%	4 9%	1 5%	3 11%	2 5%	-	4 13%	3 5%	17 13%g	3 6%	1 5%	1 4%	3 11%	38 8%	20 6%	23 11%	44 8%	33 8%	11 11%	44 8%
None of these	11 2%	10 2%	1 2%	2 4%j	2 6%j	1 2%	1 1%	1 2%	1 3%	-	-	1 2%	1 3%	2 6%j	-	8 2%	8 3%	3 1%	11 2%	8 2%	3 3%	11 2%
Don't know	27 5%	25 5%	2 4%	2 4%	2 7%	1 3%	1 3%	-	1 3%	-	9 7%	5 9%i	* 3%	2 5%	3 11%	21 5%	21 7%	6 3%	27 5%	24 5%	3 3%	27 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 106

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	507	186	351	477	507	507	59	507	203	75	-	477	30	-	-	507	-	477	30
Weighted Base	536	193	377	507	536	536	63*	536	229	86*	-**	507	29**	-**	-**	536	-**	507	29**
Good/better/ cheaper deal overall	175 33% _i	67 34% _i	116 31%	166 33% _i	175 33% _i	175 33% _i	20 33%	175 33% _i	72 31%	18 21%	-	166 33%	9 30%	-	-	175 33%	-	166 33%	9 30%
Value for money	157 29% _i	62 32% _i	106 28%	153 30% _i	157 29% _i	157 29% _i	25 39% _i	157 29% _i	66 29%	16 19%	-	153 30%	5 16%	-	-	157 29%	-	153 30%	5 16%
Reliability of service	94 17%	35 18%	59 16%	88 17%	94 17%	94 17%	7 12%	94 17%	39 17%	17 20%	-	88 17%	5 19%	-	-	94 17%	-	88 17%	5 19%
Faster broadband speeds/faster internet access	60 11%	16 8%	50 13% _c	57 11%	60 11%	60 11%	8 13%	60 11%	28 12%	12 14%	-	57 11%	3 11%	-	-	60 11%	-	57 11%	3 11%
No reason to change/too much hassle to change/ always used them	49 9%	20 10%	36 9%	46 9%	49 9%	49 9%	3 5%	49 9%	16 7%	7 8%	-	46 9%	3 9%	-	-	49 9%	-	46 9%	3 9%
Quality of customer service	24 5%	11 6%	13 4%	23 5%	24 5%	24 5%	5 8%	24 5%	9 4%	6 7%	-	23 5%	1 4%	-	-	24 5%	-	23 5%	1 4%
Bigger download allowance/ unlimited downloads	17 3%	4 2%	16 4%	17 3%	17 3%	17 3%	1 2%	17 3%	13 5% _{zad} eg	3 4%	-	17 3%	-	-	-	17 3%	-	17 3%	-
Part of the package	11 2%	4 2%	9 2%	11 2%	11 2%	11 2%	3 5%	11 2%	5 2%	2 3%	-	11 2%	* 1%	-	-	11 2%	-	11 2%	* 1%
Offer internet calling/VoIP	9 2%	5 2%	8 2%	9 2%	9 2%	9 2%	1 2%	9 2%	5 2%	5 6% _{zbc} deg	-	9 2%	-	-	-	9 2%	-	9 2%	-
Broadband was not provided free as part of my bundled package	5 1%	1 *	5 1%	5 1%	5 1%	5 1%	1 1%	5 1%	4 2%	-	-	5 1%	-	-	-	5 1%	-	5 1%	-
Didn't know I could switch my broadband to my landline call supplier	5 1% _b	5 3% _{zbc} deg	1 *	5 1% _b	5 1% _b	5 1% _b	-	5 1% _b	1 *	-	-	5 1%	-	-	-	5 1%	-	5 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 106

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	536	193	377	507	536	536	63*	536	229	86*	-**	507	29**	-**	-**	536	-**	507	29**
No choice	4	3	1	4	4	4	-	4	1	-	-	4	-	-	-	4	-	4	-
	1%	2%	*	1%b	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	-	1%	-
My landline call supplier doesn't provide broadband	2	2	1	2	2	2	-	2	1	1	-	2	-	-	-	2	-	2	-
	*	1%	*	*	*	*	-	*	*	1%	-	*	-	-	-	*	-	*	-
Convenience	2	1	1	2	2	2	-	2	*	-	-	2	-	-	-	2	-	2	-
	*	1%	*	*	*	*	-	*	*	-	-	*	-	-	-	*	-	*	-
Other	44	15	31	39	44	44	5	44	24	13	-	39	5	-	-	44	-	39	5
	8%	8%	8%	8%	8%	8%	8%	8%	10%	15%zbc deg	-	8%	16%	-	-	8%	-	8%	16%
None of these	11	4	7	8	11	11	2	11	2	5	-	8	3	-	-	11	-	8	3
	2%ckq	2%	2%	2%	2%c	2%c	3%	2%c	1%	6%bch	-	2%	9%	-	-	2%	-	2%	9%
Don't know	27	6	22	25	27	27	1	27	10	7	-	25	1	-	-	27	-	25	1
	5%	3%	6%	5%	5%	5%	1%	5%	4%	8%f	-	5%	5%	-	-	5%	-	5%	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 107

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	507	228	12	8	3	13	2	80	57	2	1	84	12
Weighted Base	536	249	11**	7**	3**	17**	2**	79*	58*	2**	1**	92*	12**
Good/better/ cheaper deal overall	175 33%	71 29%	4 41%	- -	1 55%	6 34%	- -	29 37%	24 41%	1 47%	- -	32 35%	5 42%
Value for money	157 29%	64 26%	5 50%	- -	1 45%	10 59%	1 45%	28 35%	15 26%	2 100%	- -	22 24%	8 64%
Reliability of service	94 17%h	58 23%zh	1 10%	1 12%	- -	1 7%	1 55%	5 6%	6 10%	- -	- -	18 19%h	2 18%
Faster broadband speeds/faster internet access	60 11%l	31 12%l	1 10%	- -	1 27%	1 7%	1 55%	5 7%	1 2%	- -	- -	18 20%zhl	- -
No reason to change/too much hassle to change/ always used them	49 9%	27 11%	1 8%	2 27%	- -	1 5%	- -	3 4%	10 17%h	- -	- -	6 7%	- -
Quality of customer service	24 5%	11 4%	- -	- -	1 27%	2 15%	1 55%	2 3%	2 4%	- -	- -	2 2%	1 10%
Bigger download allowance/ unlimited downloads	17 3%	8 3%	1 10%	- -	- -	- -	- -	4 5%	1 2%	- -	- -	2 2%	- -
Part of the package	11 2%	3 1%	1 6%	* 5%	- -	1 9%	- -	1 1%	1 1%	- -	- -	4 5%	- -
Offer internet calling/VoIP	9 2%	3 1%	1 10%	- -	1 27%	- -	- -	- -	1 2%	- -	- -	3 3%	- -
Broadband was not provided free as part of my bundled package	5 1%	2 1%	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	1 1%	- -
Didn't know I could switch my broadband to my landline call supplier	5 1%	4 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 107

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	536	249	11**	7**	3**	17**	2**	79*	58*	2**	1**	92*	12**
No choice	4 1%	2	-	2	-	-	-	-	-	-	-	-	-
My landline call supplier doesn't provide broadband	2 *	1	-	-	-	-	-	-	-	-	-	-	1 8%
Convenience	2 *	-	-	-	-	-	-	1	-	-	-	1	-
		-	-	-	-	-	-	2%	-	-	-	1%	-
Other	44 8%	28	1	3	-	-	-	4	3	-	1	4	-
		11%z	6%	38%	-	-	-	5%	5%	-	100%	4%	-
None of these	11 2%	5	-	-	-	-	-	1	1	-	-	4	-
		2%	-	-	-	-	-	1%	2%	-	-	4%	-
Don't know	27 5%	10	-	-	-	1	-	10	2	-	-	2	1
		4%	-	-	-	8%	-	12%zap	4%	-	-	2%	6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 108

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	507	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	536	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Good/better/ cheaper deal overall	175 33% ^d	3 29%	- -	40 25%	- -	- -	4 35%	1 100%	- -	1 55%	1 27%	7 45%	- -	39 33%
Value for money	157 29% ^d	4 44%	- -	34 21%	- -	- -	8 60%	- -	- -	1 55%	1 27%	7 43%	1 56%	43 37% ^d
Reliability of service	94 17% ^p	2 20%	- -	46 29% ^{zps}	1 100%	- -	1 9%	- -	1 12%	- -	1 42%	2 13%	1 44%	8 7%
Faster broadband speeds/faster internet access	60 11% ^s	- -	- -	22 13% ^s	- -	- -	- -	- -	- -	- -	1 42%	2 12%	- -	10 9%
No reason to change/too much hassle to change/ always used them	49 9%	2 24%	- -	16 10%	- -	- -	2 13%	- -	2 27%	- -	- -	1 5%	- -	7 6%
Quality of customer service	24 5%	- -	- -	7 4%	- -	2 100%	- -	- -	- -	- -	- -	2 15%	- -	3 3%
Bigger download allowance/ unlimited downloads	17 3%	1 6%	- -	4 2%	- -	- -	- -	- -	- -	- -	1 42%	- -	- -	7 6%
Part of the package	11 2%	1 8%	- -	2 1%	- -	- -	1 5%	- -	* 5%	1 45%	- -	1 9%	- -	2 2%
Offer internet calling/VoIP	9 2%	1 13%	- -	2 1%	- -	- -	- -	- -	- -	- -	1 42%	- -	- -	- -
Broadband was not provided free as part of my bundled package	5 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 2%
Didn't know I could switch my broadband to my landline call supplier	5 1%	1 7%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 108

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	507	70	2	2	1	6	94	1	10
Weighted Base	536	75*	2**	2**	2**	6**	104*	1**	9**
Good/better/ cheaper deal overall	175 33% ^d	36 48% ^{zdy}	1 49%	1 41%	- -	4 68%	32 31%	1 100%	2 16%
Value for money	157 29% ^d	21 28%	2 100%	1 41%	2 100%	2 39%	29 28%	- -	4 38%
Reliability of service	94 17% ^p	6 9%	- -	- -	- -	1 18%	21 20% ^p	1 100%	1 12%
Faster broadband speeds/faster internet access	60 11% ^s	1 1%	- -	1 59%	- -	- -	22 21% ^{zps}	- -	2 19%
No reason to change/too much hassle to change/ always used them	49 9%	12 16%	- -	- -	- -	2 32%	7 7%	- -	- -
Quality of customer service	24 5%	2 3%	- -	- -	- -	1 18%	3 3%	- -	2 19%
Bigger download allowance/ unlimited downloads	17 3%	1 1%	- -	- -	- -	- -	3 3%	- -	- -
Part of the package	11 2%	- -	- -	- -	- -	- -	4 4%	- -	- -
Offer internet calling/VoIP	9 2%	- -	- -	- -	- -	- -	4 4%	- -	1 7%
Broadband was not provided free as part of my bundled package	5 1%	- -	- -	- -	- -	- -	1 1%	- -	- -
Didn't know I could switch my broadband to my landline call supplier	5 1%	- -	- -	- -	- -	- -	1 1%	- -	* 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	536	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
No choice	4 1%	-	-	-	-	-	-	-	2 30%	-	-	-	-	-
My landline call supplier doesn't provide broadband	2 *	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 1%
Convenience	2 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Other	44 8%	-	-	19 12%	-	-	1 5%	-	3 38%	1 45%	1 31%	1 5%	-	9 7%
None of these	11 2%	-	1 100%	4 2%	-	-	-	-	-	-	-	-	-	1 1%
Don't know	27 5%	* 5%	-	10 6%	-	-	-	-	-	-	-	1 9%	-	10 8%

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FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	536	75*	2**	2**	2**	6**	104*	1**	9**
No choice	4	2	-	-	-	-	-	-	-
	1%	3%	-	-	-	-	-	-	-
My landline call supplier doesn't provide broadband	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Convenience	2	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	1%	-	-
Other	44	5	-	-	2	-	4	-	2
	8%	6%	-	-	100%	-	4%	-	21%
None of these	11	1	-	-	-	-	4	-	-
	2%	2%	-	-	-	-	4%	-	-
Don't know	27	2	-	-	-	-	2	-	1
	5%	3%	-	-	-	-	2%	-	7%

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Table 109

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Product bundles			
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)
Unweighted Base	507	2	505	1	1
Weighted Base	536	2**	534	1**	1**
Good/better/ cheaper deal overall	175 33%	-	175 33%	-	-
Value for money	157 29%	-	157 29%	-	-
Reliability of service	94 17%	-	94 18%	-	-
Faster broadband speeds/faster internet access	60 11%	-	60 11%	-	-
No reason to change/too much hassle to change/ always used them	49 9%	-	49 9%	-	-
Quality of customer service	24 5%	-	24 5%	-	-
Bigger download allowance/ unlimited downloads	17 3%	-	17 3%	-	-
Part of the package	11 2%	-	11 2%	-	-
Offer internet calling/VoIP	9 2%	-	9 2%	-	-
Broadband was not provided free as part of my bundled package	5 1%	-	5 1%	-	-
Didn't know I could switch my broadband to my landline call supplier	5 1%	-	5 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 109

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?

BASE: All who have broadband separate to their landline package

	TOTAL (z)	Product bundles			
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)
Weighted Base	536	2**	534	1**	1**
No choice	4	-	4	-	-
	1%	-	1%	-	-
My landline call supplier doesn't provide broadband	2	-	2	-	-
	*	-	*	-	-
Convenience	2	-	2	-	-
	*	-	*	-	-
Other	44	1	43	1	-
	8%	53%	8%	100%	-
None of these	11	1	10	-	1
	2%b	47%	2%	-	100%
Don't know	27	-	27	-	-
	5%	-	5%	-	-

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Table 110

FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	507	44	43	10	118	104	33	341	126	378	70	19	49	134	103	49	83	80	118	100	48	79	90
Weighted Base	536	48*	50*	13**	133*	118*	39**	362	131	409	65*	20**	57*	141	113*	52*	89*	85*	127*	110*	51*	87*	100*
Good/better/ cheaper deal overall	175 33%ls	24 50%z	23 46%	6 46%	45 34%	40 34%	13 32%	120 33%	45 34%	132 32%	21 32%	4 19%	9 16%	44 32%	30 26%	15 28%	27 31%	24 28%	35 28%	25 23%	16 31%	21 24%	24 24%
Value for money	157 29%	15 31%	16 31%	7 59%	48 36%	46 39%z	13 33%	99 27%	43 32%	131 32%z	18 27%	3 13%	14 24%	42 30%	33 29%	17 33%	29 32%	28 34%	39 31%	39 35%	18 35%	32 37%	35 35%
Reliability of service	94 17%abh	2 5%	2 3%	-	17 13%	14 12%	6 15%	75 21%zh	12 9%	71 17%	13 19%	4 22%	12 21%	20 14%	21 19%	9 17%	20 22%	14 16%	22 18%	25 23%	11 22%	19 22%	23 23%
Faster broadband speeds/faster internet access	60 11%	5 10%	4 9%	1 5%	15 11%	15 13%	8 20%	42 12%	14 11%	46 11%	9 14%	1 7%	10 18%	14 10%	10 9%	6 12%	9 10%	8 10%	10 8%	8 7%	7 13%	9 10%	8 8%
No reason to change/too much hassle to change/ always used them	49 9%	3 6%	3 5%	-	10 8%	8 7%	1 1%	38 11%	8 6%	34 8%	6 9%	1 5%	5 8%	17 12%	10 9%	5 9%	5 6%	5 6%	11 8%	7 7%	3 6%	5 6%	7 7%
Quality of customer service	24 5%	3 6%	2 4%	-	6 5%	6 5%	1 2%	21 6%	4 3%	16 4%	5 7%	4 19%	2 4%	10 7%h	3 3%	2 4%	2 2%	3 3%	9 7%	4 4%	2 4%	6 7%	6 6%
Bigger download allowance/ unlimited downloads	17 3%	4 8%	4 7%	-	4 3%	3 2%	2 6%	10 3%	4 3%	10 2%	6 9%zi	-	3 6%	3 2%	3 2%	3 5%	3 3%	3 3%	2 1%	3 2%	2 3%	3 3%	4 4%
Part of the package	11 2%	-	-	-	5 4%	4 4%	3 7%	7 2%	3 2%	7 2%	4 6%zi	-	2 4%	1 *	-	-	1 1%	-	3 2%	-	-	1 1%	-
Offer internet calling/VoIP	9 2%	2 4%	1 3%	-	1 1%	2 2%	-	5 1%	4 3%	5 1%	4 6%zi	1 3%	5 8%z	2 2%	1 1%	-	1 1%	1 1%	1 1%	1 1%	-	1 1%	1 1%
Broadband was not provided free as part of my bundled package	5 1%	-	-	-	-	1 1%	-	3 1%	3 2%	5 1%	-	-	-	-	3 2%	2 3%	3 3%	3 3%	-	3 2%	2 3%	3 3%	3 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**BASE:** All who have broadband separate to their landline package

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	536	48*	50*	13**	133*	118*	39**	362	131	409	65*	20**	57*	141	113*	52*	89*	85*	127*	110*	51*	87*	100*
Didn't know I could switch my broadband to my landline call supplier	5 1%	-	-	-	2	-	-	4	*	3	1	-	-	2	*	*	-	*	2	-	-	-	-
		-	-	-	2%	-	-	1%	*	1%	1%	-	-	2%	*	1%	-	1%	2%	-	-	-	-
No choice	4 1%	-	2	-	-	-	-	3	1	3	1	-	-	-	-	-	-	-	-	1	-	-	-
		-	4% ^z	-	-	-	-	1%	1%	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	-
My landline call supplier doesn't provide broadband	2 *	-	-	-	1	-	-	2	-	1	1	-	1	2	1	1	-	-	2	-	-	-	1
		-	-	-	1%	-	-	1%	-	*	2%	-	1%	2%	1%	2%	-	-	1%	-	-	-	1%
Convenience	2 *	-	-	-	-	-	-	2	*	1	1	-	-	*	*	-	-	-	2	*	-	-	-
		-	-	-	-	-	-	1%	*	*	2%	-	-	*	*	-	-	-	1%	*	-	-	-
Other	44 8%	1	1	-	14	12	7	34	9	29	9	1	11	16	6	2	3	7	17	6	1	3	7
		1%	1%	-	10%	10%	18%	9%	6%	7%	13%	4%	20% ^z	11% ^{np}	6%	5%	4%	9% ^p	13% ^{stu}	5%	3%	4%	7%
None of these	11 2% ^g	1	1	-	2	2	-	4	4	8	-	2	3	3	3	-	2	1	4	4	1	2	1
		1%	1%	-	2%	2%	-	1%	3%	2%	-	11%	5%	2%	3%	-	2%	1%	3%	3% ^v	2%	2%	1%
Don't know	27 5%	3	3	1	8	7	3	17	7	20	3	2	5	3	6	2	4	2	2	4	2	2	3
		5%	5%	8%	6%	6%	9%	5%	6%	5%	5%	11%	9%	2%	5%	3%	4%	2%	2%	4%	3%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 111

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**BASE:** All who do not receive broadband as part of their landline package

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	777	388	389	-	14	60	89	101	134	161	218	14	149	235	379	128	219	152	278	203	362	174
Weighted Base	769	356	413	-**	15**	65*	95*	119*	124	152	198	15**	160	243	351	152	201	168	248	179	363	189
Do not use broadband	265 34% aef ghlmop s	108 30%	157 38% a	-	3 20%	1 2%	8 8%	10 8%	31 25% efg lm	63 42% efg hlm	148 75% zef ghilmn	3 20%	9 6%	41 17% egl	212 60% zef ghilm m	36 24%	51 25%	64 38% op	114 46% zop p	49 27%	131 36%	69 37%
Price of fixed broadband	203 26% jn	97 27%	106 26%	-	5 31%	31 48% zhi jmn	38 40% zhi jn	42 35% jn	31 25% jn	36 23% jn	20 10%	5 31%	70 43% zhi jmn	73 30% jn	56 16% j	42 28%	56 28%	41 25%	63 26%	49 27%	91 25%	53 28%
Have alternative access to fixed broadband	133 17% bn r	75 21% zb	57 14%	-	3 19%	15 24% jn	24 25% jn	32 27% zij n	32 26% zij n	19 12% jn	7 4%	3 19%	39 25% zij n	64 26% zjin	26 7% j	33 22% r	42 21% r	26 15%	32 13%	33 19%	70 19%	24 12%
Use mobile broadband	36 5% jn	21 6%	16 4%	-	1 7%	5 7%	8 9% jn	12 10% zhi jn	3 3%	4 3%	4 2%	1 7%	13 8% jn	15 6% hjn	8 2%	6 4%	14 7%	7 4%	10 4%	11 6%	20 6%	5 3%
Can't get broadband	15 2%	6 2%	10 2%	-	-	1 1%	3 3%	3 3%	2 2%	1 *	6 3%	-	4 2%	5 2%	6 2%	-	5 2%	5 3%	5 2%	4 2%	7 2%	5 3%
Have got a bundle / broadband / package	6 1%	2 1%	4 1%	-	-	-	-	-	-	4 3% zm	2 1%	-	-	-	6 2% z	1 1%	2 1%	1 1%	2 1%	-	3 1%	4 2%
No computer / internet / tv	5 1%	2 1%	3 1%	-	-	2 2% m	-	-	-	3 2%	1 1%	-	2 1%	-	4 1%	3 2%	1 1%	1 1%	-	2 1%	4 1%	-
Other	48 6%	24 7%	24 6%	-	1 4%	3 4%	2 2%	7 6%	15 12% zfl n	14 9% jl	7 4%	1 4%	5 3%	22 9% jl	21 6% j	15 10%	9 4%	11 7%	13 5%	10 6%	16 4%	18 10% t
Don't know	56 7% jnr	21 6%	35 9%	-	3 19%	7 11% jn	12 12% jn	13 11% jn	10 8% jn	9 6% jn	2 1%	3 19%	19 12% zjn	23 9% jn	11 3% j	15 10% r	21 10% r	12 7%	8 3%	21 12% zt	23 6%	11 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 112

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	777	39	35	159	37	5	178	55	42	31	6	30	402	33	658	119	207	48	40	20	4	27	399	32
Weighted Base	769	51*	41*	179	42*	5**	205	66*	47*	30**	5**	25**	362	28**	630	139*	242	55*	42*	17**	3**	23**	360	26**
Do not use broadband	265 34%abc dfghop qr	4	2	18	4	-	16	7	4	5	-	4	221	7	246	19	19	5	6	4	-	4	221	7
		7%	4%	10%	9%	-	8%	10%	8%	18%	-	16%	61%zf gh	26%	39%zo	14%	8%	9%	13%	22%	-	17%	61%zp qr	28%
Price of fixed broadband	203 26%h i nv	17	7	79	5	-	76	26	5	14	1	11	57	12	157	46	89	19	6	8	-	11	58	13
		33%	17%	44%zb	12%	-	37%zh l	40%zh l	11%	47%	27%	45%	16%	42%	25%	33%	37%zr v	35%v	15%	45%	-	46%	16%	47%
Have alternative access to fixed broadband	133 17%ln v	12	11	40	25	2	52	11	27	4	1	4	30	3	99	33	53	17	21	4	1	4	31	3
		24%	27%	22%	59%z	40%	25%zl	17%	57%zf gl	15%	18%	16%	8%	12%	16%	24%n	22%v	30%zv	49%zp v	21%	30%	18%	9%	10%
Use mobile broadband	36 5%lv	7	6	9	4	-	19	4	4	1	1	-	9	-	31	5	21	4	1	1	1	-	9	-
		15%z	15%z	5%	9%	-	9%zl	6%	8%	2%	16%	-	2%	-	5%	4%	9%zv	7%	3%	4%	25%	-	2%	-
Can't get broadband	15 2%	-	1	4	3	*	5	-	3	1	-	-	6	-	11	4	5	-	3	1	-	-	6	-
		-	2%	2%	6%	7%	2%	-	6%	3%	-	-	2%	-	2%	3%	2%	-	7%zv	6%	-	-	2%	-
Have got a bundle / broadband / package	6 1%n	-	-	-	-	-	-	-	-	-	-	-	6	-	3	3	1	-	-	-	-	-	5	-
		-	-	-	-	-	-	-	-	-	-	-	2%z	-	*	2%n	*	-	-	-	-	-	1%	-
No computer / internet / tv	5 1%	-	-	2	1	-	2	-	1	-	-	-	3	-	5	1	2	-	1	-	-	-	2	-
		-	-	1%	1%	-	1%	-	1%	-	-	-	1%	-	1%	1%	1%	-	3%	-	-	-	1%	-
Other	48 6%	4	7	7	2	-	10	8	2	4	1	4	19	2	37	12	18	6	2	-	1	4	19	-
		8%	16%zc	4%	4%	-	5%	12%	3%	13%	11%	17%	5%	7%	6%	8%	7%	10%	4%	-	19%	15%	5%	-
Don't know	56 7%ln v	7	8	21	-	3	26	10	3	*	2	2	11	4	41	16	33	5	3	*	1	1	9	4
		13%	19%z	12%z	-	53%	12%zl	15%l	5%	2%	28%	6%	3%	14%	6%	11%	14%zv	10%v	6%	3%	26%	4%	3%	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 113

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**BASE:** All who do not receive broadband as part of their landline package

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	777	360	148	267	145	5	1	11	617	326	249	82	57	57	67	47	23	12	1	-	5
Weighted Base	769	365	151	251	152	6**	***	10**	603	308	249	90*	60*	54*	70*	51*	24**	10**	***	-.**	6**
Do not use broadband	265 34%ad jklmn o	66 18%	44 29%a	155 62%zab	10 6%	- -	- -	* 4%	255 42%zd	187 61%zj klm	62 25%klm	8 9%	5 8%	3 5%	3 4%	4 8%	2 7%	1 9%	- -	- -	- -
Price of fixed broadband	203 26%chi	128 35%zc	39 26%c	35 14%	60 39%zh	2 39%	* 100%	3 30%	139 23%	45 14%	79 32%zi	25 27%ik	28 46%zi	24 45%zi	31 44%z	16 31%	11 45%	3 28%	- -	- -	3 43%
Have alternative access to fixed broadband	133 17%chi	82 23%zc	33 22%c	17 7%	36 23%h	2 26%	- -	3 29%	93 15%	31 10%	49 20%ik	28 31%zi	13 22%ik	9 17%	18 26%	12 23%	5 22%	2 19%	- -	- -	2 37%
Use mobile broadband	36 5%hi	23 6%	4 2%	9 4%	16 10%zh	2 35%	- -	1 12%	18 3%	6 2%	8 3%	11 12%zij	2 3%	8 15%zi jl	7 11%z	3 5%	6 24%	- -	- -	- -	1 20%
Can't get broadband	15 2%	9 2%	2 2%	4 2%	1 1%	- -	- -	- -	14 2%	3 1%	10 4%zi	1 1%	1 2%	* 1%	- -	1 2%	- -	- -	* 100%	- -	- -
Have got a bundle / broadband / package	6 1%	3 1%	- -	3 1%	- -	- -	- -	- -	6 1%	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No computer / internet / tv	5 1%	2 1%	- -	3 1%	2 1%	- -	- -	- -	4 1%	3 1%	* -	1 1%	2 3%	- -	- -	2 3%	- -	- -	- -	- -	- -
Other	48 6%	25 7%	10 6%	14 6%	11 7%	- -	- -	1 9%	36 6%	16 5%	17 7%	9 10%	4 7%	2 4%	4 6%	5 10%	- -	2 21%	- -	- -	- -
Don't know	56 7%ci	28 8%	19 12%zc	10 4%	17 11%	- -	- -	2 16%	39 6%	15 5%	20 8%	9 10%	6 10%	7 13%ik	6 9%	9 17%z	* 2%	2 24%	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 114

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**BASE:** All who do not receive broadband as part of their landline package

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	777	75	52	82	627	763	303	458	597	701	182	479	271	128	370	56
Weighted Base	769	78*	51*	82*	614	756	306	449	610	692	186	493	291	145	373	64*
Do not use broadband	265 34%abc fgh ijklm o	5 6%	6 11%	5 7%	255 42%zabc	261 35%fhjkl mo	54 18%klmo	189 42%zefhi jklmno	155 25%fklmo	243 35%fhjkl mo	46 25%fklmo	51 10%l	19 7%	10 7%	118 32%fhjklm o	4 6%
Price of fixed broadband	203 26% d	34 43% zd	23 45% zd	28 34%	143 23%	197 26%	98 32% zegin	113 25%	183 30% zegin	183 26%	53 29%	184 37% zefgh ijno	108 37% zeghi jno	53 37% zegin o	92 25%	15 23%
Have alternative access to fixed broadband	133 17% dg	16 21%	10 20%	23 28% zd	96 16%	132 17% g	72 24% zegi	66 15%	127 21% zegi	125 18% g	40 21% g	123 25% zeghi	78 27% zeghi	37 26% zegi	84 22% zegi	26 40% zefghijklmn
Use mobile broadband	36 5% dgin	9 11% zd	2 4%	7 8%	21 3%	36 5% gin	19 6% gin	11 3%	33 5% gin	27 4% g	8 4%	31 6% zegin	20 7% gin	7 5%	10 3%	1 1%
Can't get broadband	15 2%	1 2%	* 1%	* *	14 2%	15 2%	6 2%	12 3%	12 2%	15 2%	7 4% k	8 2%	6 2%	5 4%	10 3%	2 3%
Have got a bundle / broadband / package	6 1%	- -	- -	- -	6 1%	6 1%	3 1%	5 1%	6 1%	5 1%	1 1%	6 1%	5 2%	1 1%	5 1%	- -
No computer / internet / tv	5 1% e	2 2%	- -	- -	4 1%	5 1%	3 1%	- -	5 1%	5 1%	1 *	2 *	- -	- -	1 *	- -
Other	48 6% i	4 5%	2 4%	9 11%	37 6%	48 6% i	21 7%	32 7% i	41 7% i	37 5%	17 9% i	40 8% zei	21 7%	11 8%	28 8% i	8 12% i
Don't know	56 7% dg	8 10%	7 15% d	10 12%	38 6%	55 7% g	31 10% zegi	21 5%	49 8% g	51 7% g	13 7%	48 10% zegin	34 12% zeghi n	20 14% zeghi n	26 7% g	9 14% g

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 115

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	777	393	71	13	5	45	250	328	127	272	5	27	76	77	58	73	60	23	15
Weighted Base	769	419	64*	11**	6**	44*	224	307	164	245	6**	26**	68*	72*	60*	72*	61*	30**	20**
Do not use broadband	265 34%abhop	22 5%	11 17%a	4 38%	-	28 64%zab	200 89%zab e	135 44%zh	20 12%	91 37%h	3 57%	12 46%	39 57%zno p	34 48%zop	20 33%op	12 17%	8 13%	1 3%	-
Price of fixed broadband	203 26%f	162 39%zef	21 33%f	5 41%	5 88%	7 16%f	4 2%	75 24%	46 28%	69 28%	-	9 35%	17 25%	15 20%	14 24%	22 31%	19 30%	9 29%	5 25%
Have alternative access to fixed broadband	133 17%gl	109 26%zef	15 23%f	2 17%	1 12%	4 8%f	3 1%	33 11%	48 29%zgi	40 16%	-	3 13%	3 4%	6 9%	16 26%lm	17 23%lm	13 22%l	15 51%	5 26%
Use mobile broadband	36 5%f	32 8%zf	4 6%f	1 5%	-	-	-	10 3%	15 9%zg	10 4%	1 10%	-	3 5%	1 2%	3 6%	4 6%	3 4%	-	3 14%
Can't get broadband	15 2%	5 1%	4 7%za	-	-	1 2%	5 2%	7 2%	4 2%	4 2%	-	1 4%	-	2 2%	2 3%	1 1%	1 2%	-	2 8%
Have got a bundle / broadband / package	6 1%	3 1%	2 3%f	-	-	1 3%f	-	5 2%	-	2 1%	-	-	3 4%z	-	-	1 1%	-	1 5%	-
No computer / internet / tv	5 1%	2 1%	-	-	-	-	3 1%	4 1%	-	2 1%	-	-	-	2 3%	-	1 1%	-	2 5%	-
Other	48 6%fi	37 9%zf	4 6%	-	-	1 3%	6 3%	22 7%	11 7%	9 4%	2 34%	1 3%	1 1%	9 12%zl	5 8%	10 14%zl	11 18%zl	1 4%	2 10%
Don't know	56 7%fn	47 11%zf	4 6%	-	-	2 4%	4 2%	16 5%	20 12%zg	18 7%	-	-	2 3%	3 4%	-	5 6%	7 11%n	1 2%	4 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 116

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	777	690	84	67	50	47	73	64	34	68	113	103	64	56	38	619	539	223	762	684	93	777
Weighted Base	769	705	62*	50*	42*	40*	77*	66*	46**	88*	152	84*	45*	40*	38*	647	510	244	754	663	106*	769
Do not use broadband	265 34%bk oqt	254 36%zb	10 16%	19 39%k	14 33%	17 43%k	25 32%	27 41%k	18 39%	27 30%	45 29%	19 22%	27 61%zc dfgij kmo	11 28%	16 42%k	211 33%k	219 43%zqr	45 19%	264 35%q	250 38%ztu	15 15%	265 34%t
Price of fixed broadband	203 26%ps	179 25%	24 40%za	10 21%	7 16%	7 16%	22 29%	17 26%	9 20%	44 50%zc defgij klmno	33 22%	26 30%	8 17%	9 22%	11 29%	175 27%	120 23%	78 32%pr	197 26%p	166 25%	37 35%	203 26%ss
Have alternative access to fixed broadband	133 17%lp	122 17%	11 18%	9 19%l	11 25%l	8 20%l	12 15%l	11 16%l	9 19%	4 4%	32 21%l	20 24%l	5 11%	7 17%l	6 16%l	115 18%l	71 14%	60 25%zpr	131 17%p	116 17%	17 16%	133 17%
Use mobile broadband	36 5%	30 4%	7 11%za	2 4%	1 3%	3 8%g	11 14%zgij lmno	- -	1 3%	4 4%	4 2%	9 10%zgij no	1 3%	1 2%	- -	34 5%	26 5%	9 4%	34 5%	31 5%	5 5%	36 5%
Can't get broadband	15 2%ps	13 2%	2 3%	3 6%z	1 2%	1 2%	1 2%	- -	- -	2 2%	5 3%	1 1%	- -	1 3%	- -	14 2%	5 1%	9 3%p	14 2%p	8 1%	7 7%zsu	15 2%ss
Have got a bundle / broadband / package	6 1%	6 1%	-	-	-	-	-	-	1 2%	-	6 4%zo	-	-	-	-	6 1%	4 1%	2 1%	6 1%	5 1%	1 1%	6 1%
No computer / internet / tv	5 1%	5 1%	*	-	*	-	-	-	3 6%	-	-	1 1%	-	1 3%zjo	-	4 1%	3 1%	2 1%	5 1%	5 1%	-	5 1%
Other	48 6%ss	48 7%	1 2%	4 7%	6 13%efi ko	* 1%	2 3%	4 6%	2 4%	2 3%	17 11%zko	3 3%	2 4%	3 8%	4 11%	40 6%	27 5%	20 8%	47 6%	36 5%	12 12%zsu	48 6%ss
Don't know	56 7%	48 7%	6 10%	2 5%	3 7%	4 10%	4 5%	7 11%	3 7%	5 6%	11 7%	8 9%	2 4%	6 16%zcf lno	1 3%	47 7%	35 7%	20 8%	55 7%	46 7%	10 10%	56 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 117

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	777	335	323	601	777	393	62	461	205	57	139	368	25	233	151	393	384	601	176
Weighted Base	769	322	347	611	769	417	64*	488	226	61*	122	392	25**	220	132	417	352	611	157
Do not use broadband	265 34%bcef ghikoq	127 39%zbc defghi	23 7%e	146 24%be fghi	265 34%bcef ghi	17 4%	6 10%e	36 7%e	29 13%beg i	1 2%	105 86%zabcdefg hi	12 3%	5 18%	134 61%zk	114 86%zkm	17 4%	248 71%zo	146 24%	119 75%zq
Price of fixed broadband	203 26%ajmn pr	65 20%j	135 39%zac dj	186 30%za dj	203 26%aj	174 42%zac dgj	22 35%aj	189 39%zac dj	83 37%za cdj	20 33%aj	6 5%	163 42%zmn	11 42%	23 10%	7 5%	174 42%zp	30 8%	186 30%zr	17 11%
Have alternative access to fixed broadband	133 17%jmnp r	65 20%j	84 24%zcd j	127 21%zd j	133 17%j	106 25%zac dj	12 18%j	120 25%zcd j	56 25%zd j	17 27%j	2 1%	102 26%zmn	4 15%	25 11%n	2 1%	106 25%zp	27 8%	127 21%zr	6 4%
Use mobile broadband	36 5%ajnr	7 2%	31 9%zacd egj	36 6%zad j	36 5%aj	18 4%aj	7 11%zade j	35 7%zade j	13 6%aj	3 5%j	-	18 5%n	-	18 8%zn	-	18 4%	18 5%	36 6%zr	-
Can't get broadband	15 2%	6 2%	6 2%	11 2%	15 2%	9 2%	5 8%zabc degghi	9 2%	6 2%	-	4 3%	9 2%	-	2 1%	4 3%	9 2%	6 2%	11 2%	4 2%
Have got a bundle / broadband / package	6 1%	4 1%	3 1%	5 1%	6 1%	6 2%	-	6 1%	-	1 2%	-	5 1%	1 6%	-	-	6 2%p	-	5 1%	1 1%
No computer / internet / tv	5 1%	3 1%	2 1%	5 1%e	5 1%	1 *	-	3 1%e	1 1%	-	-	1 *	-	5 2%zk	-	1 *	5 1%	5 1%	-
Other	48 6%jmnp r	24 7%j	26 7%j	44 7%j	48 6%j	43 10%zbcd ghj	3 4%	44 9%zcdj j	14 6%	8 14%zdf j	2 1%	40 10%zmn	3 11%	4 2%	2 1%	43 10%zp	6 2%	44 7%	5 3%
Don't know	56 7%jmnp	23 7%	36 10%zdj	50 8%	56 7%j	44 10%zcd j	9 14%j	46 9%zdj	23 10%j	11 18%zac dj	4 3%	41 11%zmn	2 9%	9 4%	4 3%	44 10%zp	13 4%	50 8%	6 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/gh/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 118

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	777	421	11	1	16	13	12	2	83	72	2	1	107	25
Weighted Base	769	420	10**	2**	14**	12**	14**	2**	81*	69*	2**	1**	111*	24**
Do not use broadband	265 34%hl	167 40%zhl	4 39%	2 100%	7 52%	9 73%	* 3%	-	15 19%	15 21%	-	-	32 28%	10 41%
Price of fixed broadband	203 26%a	92 22%	4 43%	-	5 37%	-	9 65%	1 45%	33 41%za	18 26%	1 47%	-	33 29%	7 31%
Have alternative access to fixed broadband	133 17%	74 18%	1 9%	-	1 6%	1 12%	3 22%	1 55%	12 15%	17 24%	1 53%	1 100%	15 13%	4 16%
Use mobile broadband	36 5%	15 3%	1 9%	-	1 5%	-	-	-	7 9%a	5 7%	-	-	8 8%	-
Can't get broadband	15 2%	10 2%	-	-	-	-	-	-	2 2%	1 1%	-	-	1 1%	1 6%
Have got a bundle / broadband / package	6 1%	3 1%	-	-	-	-	1 10%	-	1 2%	-	-	-	-	1 4%
No computer / internet / tv	5 1%	5 1%	-	-	-	-	-	-	-	-	-	-	1 *	-
Other	48 6%	30 7%	-	-	-	2 14%	-	-	4 5%	10 14%zp	-	-	3 3%	-
Don't know	56 7%	25 6%	-	-	-	-	-	-	6 7%	4 6%	-	-	19 17%za	1 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 119

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**BASE:** All who do not receive broadband as part of their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	TalkTalk (s)
Unweighted Base	777	10	1	114	1	1	11	6	1	3	12	1	85	59
Weighted Base	769	10**	1**	124*	1**	2**	9**	6**	1**	3**	11**	1**	90*	64*
Do not use broadband	265 34% <small>dpsy</small>	-	-	3	-	-	1	-	-	1	-	-	1	3
Price of fixed broadband	203 26%	2	1	62	1	-	6	5	-	1	8	1	37	14
Have alternative access to fixed broadband	133 17%	6	-	16	-	2	1	-	1	1	1	-	30	25
Use mobile broadband	36 5%	-	-	6	-	-	-	1	-	-	-	-	5	2
Can't get broadband	15 2%	-	-	2	-	-	-	-	-	-	-	-	3	1
Have got a bundle / broadband / package	6 1%	-	-	3	-	-	-	-	-	-	1	-	1	-
No computer / internet / tv	5 1%	-	-	-	-	-	-	-	-	-	-	-	1	-
Other	48 6%	1	-	14	-	-	1	-	-	-	1	-	4	17
Don't know	56 7%	1	-	18	-	-	-	-	-	-	-	-	8	3
		6%	-	14% <small>z</small>	-	-	-	-	-	-	-	-	9%	5%

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Table 119

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	777	2	2	1	5	64	1	9
Weighted Base	769	2**	2**	2**	5**	72*	1**	9**
Do not use broadband	265	-	-	-	1	3	-	2
	34% _{dpsy}	-	-	-	11%	5%	-	28%
Price of fixed broadband	203	1	-	-	3	32	-	2
	26%	49%	-	-	64%	45% _{zs}	-	19%
Have alternative access to fixed broadband	133	-	1	-	-	14	1	3
	17%	-	41%	-	-	20%	100%	35%
Use mobile broadband	36	-	-	-	-	5	-	-
	5%	-	-	-	-	7%	-	-
Can't get broadband	15	-	1	-	1	-	-	-
	2%	-	59%	-	25%	-	-	-
Have got a bundle / broadband / package	6	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	10%
No computer / internet / tv	5	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-
Other	48	1	-	2	-	5	-	-
	6%	51%	-	100%	-	7%	-	-
Don't know	56	-	-	-	-	12	-	1
	7%	-	-	-	-	17% _z	-	8%

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Table 120

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	Product bundles			
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)
Unweighted Base	777	2	775	1	1
Weighted Base	769	2**	767	1**	1**
Do not use broadband	265 34%	-	265 35%	-	-
Price of fixed broadband	203 26%	1 53%	202 26%	1 100%	-
Have alternative access to fixed broadband	133 17%	-	133 17%	-	-
Use mobile broadband	36 5%	-	36 5%	-	-
Can't get broadband	15 2%	-	15 2%	-	-
Have got a bundle / broadband / package	6 1%	-	6 1%	-	-
No computer / internet / tv	5 1%	-	5 1%	-	-
Other	48 6%	-	48 6%	-	-
Don't know	56 7%	1 47%	55 7%	-	1 100%

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Table 121

FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?

BASE: All who do not receive broadband as part of their landline package

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	777	46	29	8	133	79	25	549	184	411	133	14	37	225	111	49	86	91	191	109	51	83	99
Weighted Base	769	48*	36**	12**	144	88*	27**	538	182	429	124	14**	40*	222	112*	47*	83*	91*	191	111*	48*	83*	101*
Do not use broadband	265 34%ei nopq stuv	13 27%	2 4%	3 26%	41 28%e	-	3 10%	200 37%z	55 30%	63 15%	53 42%i	1 7%	-	97 44%zno pq	20 17%	6 13%	10 12%	17 18%	87 45%zst uv	17 15%	6 13%	11 13%	15 15%
Price of fixed broadband	203 26%jr	17 35%	15 42%	3 28%	41 28%	35 39%zd	10 38%	140 26%	46 25%	163 38%zj	20 16%	2 14%	16 41%	48 22%	41 36%zm	17 36%lm	40 49%zmn q	35 38%zm	37 19%	44 39%zr	19 39%zr	37 45%zr	39 38%zr
Have alternative access to fixed broadband	133 17%	6 12%	3 8%	-	22 15%	25 28%zd	5 17%	86 16%	38 21%	98 23%z	19 15%	6 42%	7 18%	36 16%	24 21%	14 29%zm	16 20%	17 18%	30 16%	17 16%	13 28%rs	16 19%	19 19%
Use mobile broadband	36 5%lm	4 9%	3 9%	-	2 1%	3 4%	1 4%	24 4%	11 6%	29 7%z	5 4%	2 15%	-	5 2%	5 5%q	3 6%	3 4%	1 2%	4 2%	7 6%r	2 5%	5 7%	7 7%r
Can't get broadband	15 2%	2 3%	2 4%	-	3 2%	4 5%	4 14%	11 2%	4 2%	8 2%	3 2%	-	-	5 2%	4 3%	2 4%	2 3%	2 2%	3 2%	3 2%	1 2%	2 3%	4 4%
Have got a bundle / broadband / package	6 1%	-	-	-	4 3%z	2 3%	-	6 1%	-	3 1%	1 1%	-	1 3%	2 1%	-	-	-	1 1%	2 1%	-	-	-	-
No computer / internet / tv	5 1%	-	-	-	-	-	-	2 *	3 2%	3 1%	2 1%	-	-	1 *	1 *	-	1 1%	1 1%	*	1 *	-	1 1%	1 1%
Other	48 6%h	3 7%	5 14%	-	15 11%	13 15%z	2 8%	42 8%zh	5 3%	26 6%	12 10%	2 11%	7 17%z	14 6%	8 7%	3 7%	3 4%	7 7%	10 5%	7 6%	2 5%	5 6%	7 7%
Don't know	56 7%g	4 7%	7 18%	5 46%	16 11%	6 7%	3 9%	27 5%	21 11%zg	36 8%	10 8%	1 11%	8 21%z	14 6%	11 10%	2 5%	7 8%	11 12%ml	18 9%	16 15%zu	4 8%	6 7%	10 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 122
FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Yes	199 9%jn	97 9%	102 9%	-	10 21%zgh ijmn	36 13%zhi jmn	50 13%zhij mn	36 8%j	26 7%	28 7%	12 4%	10 21%zgh ijmn	86 13%zghi jmn	62 8%j	40 6%j	54 8%	60 10%	43 10%	43 9%	50 10%	90 9%	52 9%
No	1991 91%def kl	1021 91%	970 90%	1 100%	37 79%	234 86%	320 86%	392 91%dkl	367 93%def kl	351 92%def kl	289 96%zde fgklmn	38 79%	554 86%	759 92%def kl	640 94%zde efkl	620 92%	547 90%	397 90%	427 90%	441 90%	955 91%	502 90%
Not sure	9 *	3 *	6 1%	-	-	1 *	2 *	3 1%	1 *	2 *	1 *	-	3 *	4 *	3 *	1 *	4 1%	-	4 1%	2 *	3 *	3 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 123
FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Yes	199 9%lv	8 5%	20 8%	81 13%za	18 15%	2 4%	80 10%l	29 12%l	20 12%l	7 10%	2 11%	8 16%l	44 6%	8 9%	148 9%	51 11%	97 10%v	21 13%v	19 12%v	5 14%v	2 14%	8 18%zv	40 5%	8 10%
No	1991 91%ck u	155 94%cc	224 92%	551 87%	108 85%	41 96%	729 90%	201 87%	149 88%	61 88%	20 89%	43 82%	708 94%zf ghk	80 91%	1581 91%	410 89%	877 90%u	141 86%	140 88%	29 83%	10 86%	34 80%	691 94%zp qrsu	69 90%
Not sure	9 *	2 1%	- -	1 *	- -	- -	2 *	2 1%	- -	1 1%	- -	1 2%f	4 1%	- -	9 1%	- -	2 *	2 1%	- -	1 3%zpr	- -	1 2%p	4 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 124

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
Yes	199 9%ch i	132 10%c	33 9%	34 6%	77 13%zh	*	-	12 14%	116 8%	37 6%	67 9%	43 12%zi	36 14%zij	16 9%	36 14%z	35 15%z	9 11%	1 3%	-	-	1 12%	
No	1991 91%dl no	1156 89%	336 90%	496 93%za	499 86%	20 98%	2 100%	75 86%	1417 92%zd	578 93%zk	719 91%l	297 87%	226 86%	163 90%	227 86%	196 85%	71 89%	17 92%	3 100%	1 100%	7 88%	
Not sure	9	4	3 1%	2	2	-	-	-	7	3 1%	3	1	1	1 1%	-	1	-	1 5%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 125

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Yes	199 9% ^d	36 13% ^d	33 14% ^{zd}	34 11% ^d	118 7%	198 9% ⁿ	121 11% ^{zegijn}	100 8%	187 10% ^{gin}	182 9%	64 8%	170 9% ⁿ	140 11% ^{zeghi jkn}	84 12% ^{zeghij kn}	111 8%	50 10%
No	1991 91% ^{bflm}	249 87%	203 86%	267 88%	1476 92% ^{zab}	1954 90% ^{flm}	1020 89%	1127 92% ^{efhlm}	1775 90% ^{lm}	1870 91% ^{fhlm}	761 92% ^{fhlm}	1647 90% ^{flm}	1151 89%	630 88%	1267 92% ^{efhkl m}	473 90%
Not sure	9 *	2 1%	1 *	1 *	7 *	9 *	6 1%	3 *	8 *	9 *	2 *	7 *	6 *	3 *	5 *	- -

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Table 126

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Yes	199 9%fg	164 10%zf	12 6%	3 12%	2 10%	7 9%	11 5%	55 7%	71 11%g	63 11%g	3 19%	4 8%	11 8%	13 7%	11 7%	26 8%	41 13%z	21 10%	8 10%
No	1991 91%ap	1475 90%	183 94%	25 88%	16 90%	70 89%	223 95%za	773 93%zhi	592 89%	512 88%	13 81%	49 92%	125 91%	160 93%	145 92%	304 92%	271 87%	194 90%	72 90%
Not sure	9 *	6 *	-	-	-	2 2%zab	1 *	2 *	2 *	3 1%	-	-	2 1%	-	1 1%	1 *	1 *	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 127
FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMB E RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Yes	199 9%	180 9%	18 11%	16 12%	14 8%	23 13% fjk	11 6%	17 10%	16 15% fk	25 11%	33 7%	10 6%	11 10%	14 7%	7 7%	167 9%	118 9%	80 10%	198 9%	158 9%	41 11%	199 9%
No	1991 91%	1843 91%	140 89%	123 88%	167 92%	152 87%	171 93%	148 90%	95 85%	197 88%	415 92%	166 94% eh	95 89%	171 92%	92 91%	1634 90%	1210 91%	746 90%	1955 90%	1661 91%	331 88%	1991 91%
Not sure	9 *	9 *	- -	- -	1 *	- -	1 1%	- -	- -	1 *	2 *	1 1%	1 1%	1 *	2 2% zo	5 *	5 *	3 *	8 *	7 *	2 1%	9 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 128

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Yes	199	47 9%amnr 6%	165 12%zacd eghij	189 9%a	199 9%a	175 10%zad j	34 13%zad ij	188 10%zad j	93 10%a	37 8%	6 4%	170 10%zmn	5 8%	18 6%	6 4%	175 10%zp	24 5%	189 9%	10 5%
No	1991	777 91%begk o	1239 94%zb cdefg h	1802 88%	1991 91%beg	1569 90%b	221 87%	1691 90%b	854 90%b	419 92%bf	121 95%bf	1511 90%	58 92%	291 93%	131 95%k	1569 90%	422 94%zo	1802 90%	189 94%
Not sure	9	3	6	8	9	5	-	7	2	-	1	5	-	3	1	5	4	8	1
	*	*	*	*	*	*	-	*	*	-	1%	*	-	1%	1%	*	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 129

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Yes	199 9%ap	48 5%	11 22%zalp	-	-	1 7%	19 33%zahlpq	1 27%	59 15%zap	30 11%ap	1 11%	-	22 5%	6 11%
No	1991 91%bfh	854 94%zbfhl	39 76%	2 100%	25 100%	19 93%	39 67%	3 73%	319 84%f	246 89%bf	6 89%	2 100%	383 94%zbfhl	47 87%f
Not sure	9 *	5 1%	1 2%l	-	-	-	-	-	1 *	-	-	-	1 *	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 130

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Yes	199	-	-	11	-	-	3	-	-	-	-	2	-	12
	9%	-	-	7%	-	-	22%	-	-	-	-	15%	-	11%
No	1991	10	1	147	1	2	10	1	7	3	3	14	2	104
	91%	100%	100%	92%	100%	100%	78%	100%	100%	100%	100%	85%	100%	89%
Not sure	9	-	-	3	-	-	-	-	-	-	-	-	-	1
	*	-	-	2%	-	-	-	-	-	-	-	-	-	1%

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Table 130
FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Yes	199	10	-	-	-	1	6	-	2
	9%	13%	-	-	-	13%	6%	-	24%
No	1991	65	2	2	2	5	97	-	7
	91%	87%	100%	100%	100%	87%	93%	-	76%
Not sure	9	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	1%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 131

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Yes	199 9%br	134 10%zbc	65 7%	32 7%	9 23%zabcru	-	-	17 42%	-	41 15%zabc	22 11%r	1 14%	-	12 5%	2 8%	59 12%zbc	3 6%
No	1991 91%dj	1166 90%dj	825 92%djt	419 93%adjt	29 77%	11 100%	7 100%	23 58%	1 100%	229 85%	172 89%	4 86%	1 100%	246 95%zadjnt	24 92%	429 88%	45 94%dt
Not sure	9 *a	-	9 1%zat	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 132

FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?

BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Yes	199 9% ^d ef	199 100% ^{zb} c	162 90% ^z	46 80% ^z	- -	7 1% ^d	3 2% ^d	116 8%	65 10%	137 9%	37 9%	11 11%	23 8%	49 7%	46 9%	28 13% ^m	41 11% ^m	39 11%	48 8%	48 10%	28 12%	41 11%	40 11%
No	1991 91% ^{abc}	- -	19 10% ^a	12 20% ^a	666 100% ^{ze}	494 98% ^z	160 98% ^z	1268 91%	576 90%	1323 90%	355 91%	85 89%	266 92%	618 92% ^{op}	448 91%	186 87%	324 89%	328 89%	521 92%	416 90%	206 88%	335 89%	338 89%
Not sure	9 *	- -	- -	- -	2 *	1 *	- -	5 *	2 *	7 *	- -	- -	- -	2 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 133
FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?
BASE: All who have fixed broadband

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1657	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Yes	181	93	88	-	9	34	45	43	16	28	7	9	79	59	35	58	53	35	36	44	81	50
	10%hm	10%	11%	-	23%zgh ijmn	13%hjm n	14%hjm n	11%hm	5%	10%h	6%	22%zhi jmn	14%zhjm n	8%h	8%	10%	10%	10%	12%	11%	10%	11%
No	1562	834	728	1	30	217	276	337	316	263	123	31	493	653	385	520	472	301	269	341	746	404
	89%dkl	90%	89%	100%	77%	86%	86%	88%	95%zde fgiklm	90%dk	94%def kl	78%	86%	91%dfg kl	92%de fkl	90%	89%	89%	88%	88%	90%	88%
Not sure	6	2	4	-	-	1	1	4	-	-	-	-	2	4	-	-	3	1	1	3	1	3
	*	*	*	-	-	*	*	1%z	-	-	-	-	*	1%	-	-	1%	*	*	1%	*	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 134

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1657	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Yes	181	8	20	81	17	2	78	31	19	4	2	7	31	8	138	43	98	24	15	1	2	7	27	6
	10%lv	5%	9%	15%za	15%	5%	11%l	15%l	13%l	8%	13%	17%l	6%	12%	10%	11%	11%v	17%zv	11%	7%	17%	19%v	6%	11%
No	1562	136	207	475	98	33	644	174	131	47	17	36	450	62	1207	355	775	118	125	21	8	29	434	52
	89%cg	92%	91%	85%	84%	95%	89%	84%	87%	92%	87%	83%	94%zf	88%	89%	89%	88%	82%	89%	93%	83%	81%	94%zp	88%
	q												ghk										qu	
Not sure	6	4	-	1	1	-	3	2	1	-	-	-	-	*	6	-	3	2	1	-	-	-	-	*
	*	3%zbc	-	*	1%	-	*	1%	*	-	-	-	-	1%	*	-	*	1%v	*	-	-	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 135

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1657	1042	284	329	456	16	2	75	1136	385	646	263	204	154	211	178	64	18	4	1	6
Weighted Base	1750	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**
Yes	181 10%hj	124 11%	31 10%	26 8%	74 15%zh	-	-	14 16%h	99 9%	31 8%	52 8%	43 14%zi	35 15%zi	20 12%	27 12%	40 19%z	9 13%	1 4%	-	-	1 16%
No	1562 89%dl o	991 89%	266 89%	303 92%	431 85%	16 100%	2 100%	70 84%	1065 91%zdl g	352 91%kl	612 92%zk l	257 85%	197 85%	139 88%	205 88%	165 80%	61 87%	15 96%	3 100%	1 100%	5 84%
Not sure	6 *	2 *	4 1%za	- -	3 1%	-	-	-	3 *	2 1%	2 *	* *	1 *	-	2 1%	1 *	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 136

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1657	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
Weighted Base	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Yes	181 10% ^{dij}	34 14% ^d	37 17% ^{zd}	34 12%	105 9%	180 10% ^{ij}	109 11% ^j	97 10%	177 11% ^{ijn}	164 10%	60 8%	166 10% ^j	137 12% ^{zijkn}	83 12% ^{ijn}	112 9%	48 10%
No	1562 89% ^{bl}	210 86%	175 83%	236 87%	1112 91% ^{zab}	1532 89% ^l	893 89%	864 90%	1480 89%	1495 90% ^{zehlm}	682 92% ^{zefhklm}	1460 90% ^{lm}	1039 88%	587 87%	1081 90% ^{hlm}	444 90%
Not sure	6 * ^k	1 *	- -	2 1%	3 *	5 * ^k	4 *	2 *	5 *	6 * ^k	2 *	3 *	6 * ^k	3 *	4 *	1 *

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Table 137

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1657	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Yes	181 10%bg	161 11%	10 6%	3 17%	2 10%	2 5%	3 20%	50 8%	68 11%	54 13%g	2 19%	3 9%	10 12%	14 11%	12 9%	26 9%	39 13%	20 10%	9 12%
No	1562 89%	1320 89%	158 93%	17 83%	15 90%	40 95%	11 80%	577 92%zi	524 88%	377 87%	9 81%	32 91%	77 88%	114 89%	118 91%	260 91%	251 86%	178 90%	68 88%
Not sure	6 *	4 *	1 1%	- -	- -	- -	- -	1 *	2 *	3 1%	- -	- -	- -	1 1%	- -	1 *	1 *	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 138
FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?
BASE: All who have fixed broadband

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1657	1483	167	135	161	167	128	111	61	121	253	151	100	192	77	1288	980	649	1629	1364	293	1657
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Yes	181 10%	163 10%	17 14%	15 14%	12 8%	21 14%	10 7%	15 12%	20 23% zdfjklm no	22 12%	32 9%	10 8%	7 9%	12 8%	6 8%	156 11%	107 11%	73 10%	180 10%	143 10%	38 12%	181 10%
No	1562 89%h	1451 90%	106 86%	97 86%	133 92%h	133 86%	125 92%h	113 87%	67 77%	160 88%	339 91%h	115 92%h	65 89%	145 92%h	71 92%h	1281 89%h	891 89%	644 90%	1535 89%	1272 90%	291 88%	1562 89%
Not sure	6 *	5 *	* *	- -	- -	- -	1 1%	1 1%	- -	- -	2 *	* *	1 1%	1 *	- -	4 *	4 *	1 *	5 *	5 *	1 *	6 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 139

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1657	622	1184	1591	1657	1657	187	1657	803	388	-	1591	66	-	-	1657	-	1591	66
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
Yes	181 10%a	40 6%	155 12%zac deghi	176 10%a	181 10%a	181 10%a	28 13%ai	181 10%a	85 10%a	35 8%	-	176 10%	5 8%	-	-	181 10%	-	176 10%	5 8%
No	1562 89%b	587 93%zb cdefg h	1120 87%	1505 89%b	1562 89%b	1562 89%b	183 87%	1562 89%b	784 90%b	407 92%bf	-	1505 89%	58 92%	-	-	1562 89%	-	1505 89%	58 92%
Not sure	6 *	* *	5 *	6 *	6 *	6 *	- -	6 *	2 *	- -	- -	6 *	- -	- -	- -	6 *	- -	6 *	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 140

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**BASE:** All who have fixed broadband

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1657	614	49	22	8	43	4	316	242	6	2	311	35
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
Yes	181 10%ap	56 8%p	10 21%zap	-	-	18 33%zahlpq	-	46 14%zap	34 14%ap	1 11%	-	14 4%	3 8%
No	1562 89%bfh	617 91%bfhl	37 78%	17 100%	7 100%	37 67%	4 100%	280 86%f	203 86%f	6 89%	2 100%	320 96%zabfhl	31 92%f
Not sure	6 *	3 *	1 1%	-	-	-	-	1 *	-	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 141

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1657	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Yes	181 10%	-	-	10 6%	-	-	3 26%	-	-	-	-	2 15%	-	16 13%
No	1562 89%	10 100%	1 100%	148 92%	1 100%	2 100%	9 68%	1 100%	7 100%	3 100%	3 100%	14 85%	2 100%	102 87%
Not sure	6 *	-	-	3 2%z	-	-	1 5%	-	-	-	-	-	-	-

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Table 141

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**BASE:** All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1657	70	2	2	1	6	94	1	10
Weighted Base	1750	75*	2**	2**	2**	6**	104*	1**	9**
Yes	181 10%	11 15%	- -	- -	- -	1 13%	6 6%	-	1 7%
No	1562 89%	64 85%	2 100%	2 100%	2 100%	5 87%	97 94%	1 100%	9 93%
Not sure	6 *	- -	- -	- -	- -	- -	1 1%	-	-

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Table 142

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**BASE:** All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1657	1152	505	387	37	14	5	30	2	236	185	4	1	228	23	427	41
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
Yes	181 10% _r	131 11% _r	50 9% _r	37 9% _r	7 19% _{cr}	-	-	16 41%	-	34 14% _r	26 15% _{cr}	1 14%	-	9 4%	1 6%	55 12% _r	3 6%
No	1562 89%	1084 89%	479 90%	391 91% _{djn}	30 81%	11 100%	5 100%	22 59%	1 100%	212 86%	152 85%	4 86%	1 100%	234 96% _{zabcdj} nt	20 94%	404 88%	42 94%
Not sure	6 * _a	1 *	4 1% _a	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 143

FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?

BASE: All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	1657	160	159	43	554	461	139	1031	493	1197	294	83	251	491	389	173	298	297	430	383	193	308	308
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
Yes	181 10% de f	162 93% z	181 100% za	44 84% z	6 1%	- -	3 2% e	106 10%	59 11%	131 10%	32 11%	8 9%	23 8%	50 10%	45 10%	25 13%	39 12%	36 11%	44 10%	47 11%	24 12%	39 11%	33 10%
No	1562 89% abc	11 7% b	- -	7 13% b	584 99% z	500 100% zd	154 98% z	964 90%	471 89%	1146 89%	271 89%	82 91%	259 92%	467 90%	389 90%	161 86%	285 88%	283 88%	412 90%	370 88%	184 88%	301 88%	302 90%
Not sure	6 *	1 1%	- -	1 3% z	1 *	2 *	1 *	4 *	* *	6 *	- -	- -	- -	- -	- -	1 1%	1 *	1 *	1 *	1 *	1 1%	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 144
FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?
BASE: All who have Pay TV

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	881	490	391	1	26	125	187	191	158	130	63	27	312	349	193	238	295	169	179	254	439	152
Weighted Base	949	504	445	1**	28**	155	207	234	149	121	55*	29**	362	382	176	293	276	205	174	233	490	190
Yes	57	28	30	-	6	13	16	13	5	2	2	6	30	17	4	12	11	19	15	21	22	13
	6%in	6%	7%	-	21%	9%in	8%in	6%	3%	2%	4%	21%	8%in	5%	3%	4%	4%	9%p	8%	9%zt	5%	7%
No	887	472	415	1	22	139	191	220	144	119	53	23	329	364	171	277	265	186	159	210	468	174
	94% 94% s	94%	93%	100%	79%	90%	92%	94%	97%el	98%zef l	96%	79%	91%	95%e	97%ze fl	94%	96%q	91%	92%	90%	95%zs	91%
Not sure	4	4	-	-	-	3	-	1	-	-	-	-	3	1	-	4	-	-	-	1	-	3
	*	1%	-	-	-	2%z	-	*	-	-	-	-	1%	*	-	1%z	-	-	-	*	-	2%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 145
FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?
BASE: All who have Pay TV

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	881	68	97	316	53	14	397	84	67	28	11	27	225	42	684	197	476	54	64	15	5	22	212	33
Weighted Base	949	92*	118*	365	57*	18**	467	109*	75*	28**	11**	23**	203	34*	709	239	567	60*	68*	13**	4**	18**	191	26**
Yes	57	4	6	27	6	-	29	8	6	-	1	2	5	5	40	17	35	5	5	-	1	1	4	5
	6%lv	4%	5%	7%	11%	-	6%	7%	8%	-	11%	10%	3%	16%zl	6%	7%	6%v	8%	8%	-	29%	7%	2%	19%
No	887	88	107	339	51	18	433	101	69	28	10	21	198	28	665	222	528	55	63	13	3	17	187	21
	94%lm	96%	91%	93%	89%	100%	93%	93%	92%	100%	89%	90%	97%zf	84%	94%	93%	93%	92%	92%	100%	71%	93%	98%zp	81%
Not sure	4	-	4	-	-	-	4	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	-
	*	-	4%zc	-	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 146

FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?

BASE: All who have Pay TV

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	881	574	139	167	303	8	-	47	540	170	321	150	130	104	137	114	48	12	2	1	6
Weighted Base	949	635	149	163	347	10**	**	52*	559	162	338	180	148	114*	155	134*	57*	11**	2**	1**	7**
Yes	57 6%hi	39 6%	13 9%	5 3%	31 9%zh	-	-	6 12%h	24 4%	4 3%	19 6%	17 9%l	7 5%	10 8%	15 10%	13 10%	6 11%	-	-	-	-
No	887 94%d	591 93%	137 91%	158 97%	314 91%	10 100%	-	46 88%	532 95%zd	158 97%zk	316 93%	163 91%	139 94%	105 92%	139 90%	119 89%	51 89%	11 100%	2 100%	1 100%	7 100%
Not sure	4 *	4 1%	-	-	1 *	-	-	-	3 1%	-	3 1%	-	1 1%	-	-	1 1%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 147
FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?
BASE: All who have Pay TV

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	881	156	128	166	567	879	774	346	836	842	466	790	625	384	609	265
Weighted Base	949	177	146	186	589	947	829	375	905	909	515	854	695	451	673	305
Yes	57 6%defj	13 7%	16 11%zd	19 10%zd	22 4%	56 6%f	43 5%	21 6%	55 6%fj	53 6%	23 4%	48 6%	45 7%fjn	35 8%fjkn	33 5%	19 6%
No	887 94%bcm	164 93%	129 88%	166 90%	563 96%zbc	887 94%zm	785 95%zehik lm	350 94%	846 93%m	852 94%m	489 95%lm	801 94%lm	646 93%	411 91%	636 94%lm	284 93%
Not sure	4 *f	-	1 1%	-	3 1%	4 *f	1 *	3 1%	4 *f	4 *f	3 1%	4 *f	4 1%f	4 1%f	4 1%f	3 1%

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Table 148

FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?

BASE: All who have Pay TV

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	881	735	67	12	8	32	27	301	297	240	2	15	36	43	69	152	159	106	36
Weighted Base	949	809	63*	12**	10**	31**	24**	280	376	249	1**	17**	37*	41*	67*	156	183	131*	48*
Yes	57 6%g	48 6%	2 3%	2 17%	- -	3 9%	3 10%	5 2%	24 6%g	27 11%zg	- -	1 4%	1 2%	2 5%	4 5%	10 6%	16 9%	7 5%	1 2%
No	887 94%i	757 94%	61 97%	10 83%	10 100%	28 91%	22 90%	275 98%zhi	348 92%	222 89%	1 100%	16 96%	36 98%	39 95%	63 95%	146 94%	167 91%	121 93%	46 96%
Not sure	4 *	4 1%	- -	- -	- -	- -	- -	- -	4 1%	- -	- -	- -	- -	- -	- -	- -	- -	3 2%z	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 149
FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?
BASE: All who have Pay TV

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	881	780	95	67	103	93	74	67	20	63	131	70	43	114	36	688	519	347	866	716	165	881
Weighted Base	949	872	72*	58*	95*	90*	77*	76*	31**	102*	195	61*	33*	95	36*	785	535	399	934	761	188	949
Yes	57 6%	53 6%	5 7%	4 8%	3 3%	13 14%zdf jmo	1 2%	10 13%zdf jm	5 17%	6 6%	7 4%	3 5%	1 4%	3 3%	1 3%	52 7%	33 6%	24 6%	57 6%	46 6%	12 6%	57 6%
No	887 94%eg	815 93%	67 93%	54 92%	91 96%eg	77 86%	76 98%eg	63 83%	25 83%	96 94%	188 96%eg	58 95%g	32 96%	91 97%eg	35 97%g	729 93%eg	499 93%	373 94%	872 93%	711 93%	176 94%	887 94%
Not sure	4 *	4 *	-	-	1 1%	-	-	3 4%zjo	-	-	-	-	-	-	-	4 1%	3 1%	1 *	4 *	4 1%	-	4 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 150

FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?

BASE: All who have Pay TV

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	881	279	689	854	881	803	136	842	881	251	-	787	16	67	11	803	78	854	27
Weighted Base	949	278	761	924	949	872	157	913	949	277	-**	855	16**	68*	9**	872	77*	924	25**
Yes	57 6%	11 4%	54 7% zcd gh	57 6%	57 6%	53 6%	10 6%	55 6%	57 6%	13 5%	-	53 6%	-	5 7%	-	53 6%	5 6%	57 6%	-
No	887 94% b	263 94%	702 92%	862 93% b	887 94% b	815 93% b	147 94%	855 94% b	887 94% b	260 94%	-	799 93%	16 100%	64 93%	9 100%	815 93%	72 94%	862 93%	25 100%
Not sure	4 *	4 2% zcd egh	4 1%	4 *	4 *	4 *	-	4 *	4 *	4 2% zcd egh	-	4 *	-	-	-	4 *	-	4 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 151
FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?
BASE: All who have Pay TV

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	881	247	11	11	1	13	2	246	93	243	13
Weighted Base	949	278	12**	8**	1**	16**	2**	260	93*	264	12**
Yes	57 6%	17 6%	2 16%	- -	- -	2 11%	- -	20 8%	7 7%	10 4%	- -
No	887 94%	257 92%	10 84%	8 100%	1 100%	14 89%	2 100%	240 92%	86 93%	254 96%	12 100%
Not sure	4 *	4 2%z	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 152

FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?

BASE: All who have Pay TV

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	881	4	39	2	3	1	2	3	61	20	1	2	62	3
Weighted Base	949	4**	48*	1**	2**	1**	1**	3**	70*	20**	1**	2**	71*	3**
Yes	57	-	-	-	-	-	-	1	10	-	-	-	2	-
	6%	-	-	-	-	-	-	21%	14%zdy	-	-	-	3%	-
No	887	4	48	1	2	1	1	2	60	20	1	2	68	3
	94%p	100%	100%p	100%	100%	100%	100%	79%	86%	100%	100%	100%	96%	100%
Not sure	4	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	2%	-

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Table 153

FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**BASE:** All who have Pay TV

	TOTAL (z)	Product bundles												
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	881	629	252	160	9	5	1	9	195	69	174	7	374	34
Weighted Base	949	671	277	177	10**	4**	1**	10**	207	68*	187	7**	406	37**
Yes	57 6%	42 6%	16 6%	11 6%	2 18%	- -	- -	1 11%	13 6%	7 10%	8 4%	- -	27 7%	3 7%
No	887 94%	627 93%	260 94%	163 92%	8 82%	4 100%	1 100%	9 89%	194 94%	61 90%	179 96%	7 100%	376 93%	34 93%
Not sure	4 *	3 *	1 *	3 2%z	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 154
FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?
BASE: All who have Pay TV

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	881	83	73	47	313	247	145	499	303	674	140	56	159	247	232	103	174	178	211	225	111	180	180
Weighted Base	949	93*	85*	57*	344	276	163	530	331	731	153	60*	171	271	262	113*	194	199	238	254	121*	209	197
Yes	57 6%de fg	46 49%z	44 52%z	57 100%zab	6 2%	4 1%	-	19 4%	31 9%zg	45 6%	9 6%	4 7%	5 3%	13 5%	19 7%	15 13%zmn	19 10%zm	18 9%mm	11 5%	24 9%zr	14 12%zr	18 9%	17 9%
No	887 94%ab chot	47 51%c	41 48%c	-	337 98%z	271 98%z	163 100%z	509 96%zh	299 90%	685 94%	141 92%	56 93%	164 96%	257 95%op	239 91%	98 87%	175 90%	181 91%	223 94%	230 91%	107 88%	190 91%	180 91%
Not sure	4 *j	-	-	-	-	1 *	-	3 1%	1 *	1 *	3 2%zi	-	1 1%	1 *	3 1%	-	-	-	4 2%z	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 155

FX05AI - Have you switched the company that provides your call service in the last 12 months: SUMMARY

BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV

	SERVICE		
	Landline	Fixed broadband	Pay TV
Unweighted Base	2137	1657	881
Weighted Base	2199	1750	949
Yes	199	181	57
	9%	10%	6%
No	1991	1562	887
	91%	89%	94%
Not sure	9	6	4
	*	*	*

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Table 156

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Switched landline	199 9%jn	97 9%	102 9%	- -	10 21%zgh ijmn	36 13%zhi jmn	50 13%zhij mn	36 8%j	26 7%	28 7%	12 4%	10 21%zgh ijmn	86 13%zghi jmn	62 8%j	40 6%j	54 8%	60 10%	43 10%	43 9%	50 10%	90 9%	52 9%
Switched fixed broadband	181 8%hjn	93 8%	88 8%	- -	9 19%zhi jmn	34 12%zhi jmn	45 12%zhi jmn	43 10%hjmn	16 4%	28 7%jn	7 2%	9 19%zhi jmn	79 12%zhij mn	59 7%hj	35 5%j	58 9%	53 9%	35 8%	36 8%	44 9%	81 8%	50 9%
Switched pay TV	57 3%hijn	28 2%	30 3%	- -	6 13%zfgh ijlmn	13 5%zhij mn	16 4%hijn	13 3%in	5 1%	2 1%	2 1%	6 12%zfgh ijlmn	30 5%zhij mn	17 2%hn	4 1%	12 2%	11 2%	19 4%zop	15 3%	21 4%zt	22 2%	13 2%
Switched any of these	226 10%hjn	111 10%	115 11%	- -	11 24%zgh ijmn	40 15%zhi jmn	56 15%zhi jmn	46 11%jn	26 7%	34 9%jn	13 4%	11 23%zgh ijmn	96 15%zhij mn	72 9%hj	47 7%j	65 10%	66 11%	50 11%	46 10%	55 11%	102 10%	62 11%
Switched none of these	1973 90%def kl	1010 90%	963 89%	1 100%	36 76%	231 85%	316 85%	385 89%dk	368 93%zde fklm	347 91%def kl	289 96%zde fgiklm n	37 77%	547 85%	753 91%def kl	636 93%zde etgik l	610 90%	545 89%	390 89%	428 90%	438 89%	946 90%	495 89%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 157
FX05AI - Switched in past 12 months
BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Switched landline	199	8	20	81	18	2	80	29	20	7	2	8	44	8	148	51	97	21	19	5	2	8	40	8
	9%lv	5%	8%	13%za	15%	4%	10%l	12%l	12%l	10%	11%	16%l	6%	9%	9%	11%	10%v	13%v	12%v	14%v	14%	18%zv	5%	10%
Switched fixed broadband	181	8	20	81	17	2	78	31	19	4	2	7	31	8	138	43	98	24	15	1	2	7	27	6
	8%lv	5%	8%	13%za	14%z	4%	10%l	14%zl	11%l	6%	11%	14%l	4%	9%l	8%	9%	10%zv	15%zv	9%v	4%	14%	16%v	4%	8%
Switched pay TV	57	4	6	27	6	-	29	8	6	-	1	2	5	5	40	17	35	5	5	-	1	1	4	5
	3%lv	2%	3%	4%z	5%	-	4%l	3%l	4%l	-	6%	4%l	1%	6%zl	2%	4%	4%zv	3%v	3%v	-	10%	3%	1%	7%zv
Switched any of these	226	11	24	92	20	3	94	34	23	7	3	9	47	10	169	58	111	26	22	5	2	8	43	9
	10%lv	7%	10%	15%za	16%	6%	12%l	15%l	13%l	10%	14%	18%l	6%	11%	10%	12%	11%v	16%zv	14%v	14%v	19%	18%v	6%	11%
Switched none of these	1973	154	220	541	107	40	717	198	147	62	19	43	709	78	1570	404	864	137	136	30	10	35	692	68
	90%cq	93%c	90%	85%	84%	94%	88%	85%	87%	90%	86%	82%	94%zf	89%	90%	88%	89%	84%	86%	86%	81%	82%	94%zp	89%
													ghk									grsu		

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 158

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Switched landline	199 9%ch i	132 10%c	33 9%	34 6%	77 13%zh	* 2%	-	12 14%	116 8%	37 6%	67 9%	43 12%zi	36 14%zij	16 9%	36 14%z	35 15%z	9 11%	1 3%	-	-	1 12%
Switched fixed broadband	181 8%ch i	124 10%zc	31 8%	26 5%	74 13%zh	-	-	14 16%zh	99 6%	31 5%	52 7%	43 13%zi	35 13%zi	20 11%j	27 10%	40 17%z	9 11%	1 3%	-	-	1 12%
Switched pay TV	57 3%chi	39 3%c	13 3%c	5 1%	31 5%zh	-	-	6 7%zh	24 2%	4 1%	19 2%i	17 5%zi	7 3%i	10 5%zi	15 6%z	13 6%z	6 8%z	-	-	-	-
Switched any of these	226 10%ch i	151 12%zc	39 11%	36 7%	90 16%zh	* 2%	-	14 16%h	128 8%	39 6%	73 9%	52 15%zi	41 16%zi	21 11%j	36 14%	46 20%z	11 13%	1 3%	-	-	1 12%
Switched none of these	1973 90%ad klo	1142 88%	332 89%	496 93%za	488 84%	20 98%	2 100%	74 84%	1411 92%zd g	580 94%zk lm	716 91%kl	288 85%	221 84%	160 89%	227 86%	185 80%	70 87%	18 97%	3 100%	1 100%	7 88%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Switched landline	199 9% ^d	36 13% ^d	33 14% ^{zd}	34 11% ^d	118 7%	198 9% ⁿ	121 11% ^{zegijn}	100 8%	187 10% ^{gin}	182 9%	64 8%	170 9% ⁿ	140 11% ^{zeghi jkn}	84 12% ^{zeghij kn}	111 8%	50 10%
Switched fixed broadband	181 8% ^d	34 12% ^d	37 16% ^{zd}	34 11% ^d	105 7%	180 8%	109 9% ^{ij}	97 8%	177 9% ^{zei}	164 8%	60 7%	166 9% ^{zeij}	137 11% ^{zeghi jkn}	83 12% ^{zeghij kn}	112 8%	48 9%
Switched pay TV	57 3% ^{dg}	13 4% ^d	16 7% ^{zd}	19 6% ^{zd}	22 1%	56 3% ^g	43 4% ^{zeghik n}	21 2%	55 3% ^g	53 3% ^g	23 3%	48 3% ^g	45 3% ^{zegikn}	35 5% ^{zeghij kln}	33 2%	19 4% ^g
Switched any of these	226 10% ^{dn}	43 15% ^{zd}	42 18% ^{zd}	43 14% ^{zd}	132 8%	225 10% ⁿ	133 12% ^{ijn}	115 9%	212 11% ^{gijn}	207 10%	72 9%	193 11% ⁿ	161 12% ^{zeghi jkn}	99 14% ^{zeghij kn}	126 9%	56 11%
Switched none of these	1973 90% ^{abcl m}	244 85%	196 82%	260 86%	1469 92% ^{zabc}	1936 90% ^{lm}	1015 88%	1115 91% ^{hlm}	1758 89% ^{lm}	1853 90% ^{fhlm}	756 91% ^{fhlm}	1631 89% ^{lm}	1135 88%	619 86%	1257 91% ^{zefhk lm}	467 89%

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Table 160

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Switched landline	199 9%fg	164 10%zf	12 6%	3 12%	2 10%	7 9%	11 5%	55 7%	71 11%g	63 11%g	3 19%	4 8%	11 8%	13 7%	11 7%	26 8%	41 13%z	21 10%	8 10%
Switched fixed broadband	181 8%fg	161 10%zbf	10 5%f	3 12%	2 10%	2 3%	3 1%	50 6%	68 10%g	54 9%g	2 14%	3 6%	10 7%	14 8%	12 7%	26 8%	39 13%z	20 10%	9 12%
Switched pay TV	57 3%cg	48 3%	2 1%	2 7%	- -	3 3%	3 1%	5 1%	24 4%g	27 5%zg	- -	1 1%	1 1%	2 1%	4 2%	10 3%	16 5%zlm	7 3%	1 1%
Switched any of these	226 10%fg	188 11%zf	13 7%	3 12%	2 10%	8 10%	11 5%	63 8%	80 12%g	73 13%zg	3 19%	4 8%	14 10%	16 9%	15 9%	30 9%	45 14%z	22 10%	10 12%
Switched none of these	1973 90%aip	1457 89%	182 93%	25 88%	16 90%	70 90%	223 95%za	767 92%zhi	584 88%	505 87%	13 81%	49 92%	124 90%	156 91%	143 91%	301 91%	269 86%	192 90%	70 88%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched in past 12 months
BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Switched landline	199 9%	180 9%	18 11%	16 12%	14 8%	23 13% fjk	11 6%	17 10%	16 15% fk	25 11%	33 7%	10 6%	11 10%	14 7%	7 7%	167 9%	118 9%	80 10%	198 9%	158 9%	41 11%	199 9%
Switched fixed broadband	181 8%	163 8%	17 11%	15 11%	12 7%	21 12% fk	10 5%	15 9%	20 18% zd fjklm no	22 10%	32 7%	10 5%	7 6%	12 7%	6 6%	156 9%	107 8%	73 9%	180 8%	143 8%	38 10%	181 8%
Switched pay TV	57 3%	53 3%	5 3%	4 3%	3 1%	13 7% zdf jklmn o	1 1%	10 6% zdfj klmo	5 5%	6 3%	7 2%	3 2%	1 1%	3 2%	1 1%	52 3%	33 2%	24 3%	57 3%	46 3%	12 3%	57 3%
Switched any of these	226 10%	205 10%	21 13%	17 12%	16 9%	25 14% k	14 8%	20 12%	23 20% zd fjklmn o	27 12%	38 9%	13 7%	11 11%	15 8%	7 7%	193 11%	135 10%	88 11%	224 10%	179 10%	47 13%	226 10%
Switched none of these	1973 90% h	1828 90%	138 87%	122 88%	166 91% h	151 86%	169 92% h	146 88%	88 80%	196 88%	411 91% h	164 93% eh	95 89%	170 92% h	94 93% h	1614 89% h	1198 90%	740 89%	1938 90%	1646 90%	327 87%	1973 90%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Switched landline	199	47 9%amnp 6%	165 12%zacd 9%a eghij	189 9%a	199 9%a	175 10%zad j	34 13%zad ij	188 10%zad j	93 10%a	37 8%	6 4%	170 10%zmn	5 8%	18 6%	6 4%	175 10%zp	24 5%	189 9%	10 5%
Switched fixed broadband	181	40 8%ajmnp r	155 11%zacd ghij	176 9%zad j	181 8%aj	181 10%zac dgi	28 11%aj	181 10%zacd j	85 9%aj	35 8%aj	-	176 10%zmn	5 8%mn	-	-	181 10%zp	-	176 9%zr	5 2%
Switched pay TV	57	11 3%apr	54 4%zacd egj	57 3%zad	57 3%a	53 3%a	10 4%aj	55 3%a	57 6%zab cdegi j	13 3%	-	53 3%zn	-	5 1%	-	53 3%p	5 1%	57 3%zr	-
Switched any of these	226	55 10%ajmnp r	186 13%zac degij	216 11%za dj	226 10%aj	200 11%zad ij	35 14%aij	214 11%zad j	108 11%aj	39 8%	6 4%	195 12%zmn	5 8%	20 7%	6 4%	200 11%zp	26 6%	216 11%zr	10 5%
Switched none of these	1973	772 90%bceg koq	1224 93%zb cdefg h	1783 87% 89%b	1973 90%bce g	1549 89%b	220 86%	1672 89%b	840 89%	418 92%abe f	122 96%zbcdefg h	1492 88%	58 92%	291 93%zk	133 96%zk	1549 89%	424 94%zo	1783 89%	190 95%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Switched landline	199 9%ap	48 5%	11 22%zalp	- -	- -	1 7%	19 33%zahlpq	1 27%	59 15%zap	30 11%ap	1 11%	- -	22 5%	6 11%
Switched fixed broadband	181 8%ap	56 6%	10 20%zapq	- -	- -	- -	18 31%zahlpq	- -	46 12%zap	34 12%zap	1 11%	- -	14 4%	3 5%
Switched pay TV	57 3%	17 2%	2 4%	- -	- -	- -	2 3%	- -	20 5%za	7 2%	- -	- -	10 2%	- -
Switched any of these	226 10%ap	67 7%	11 22%zap	- -	- -	1 7%	19 33%zahlpq	1 27%	59 15%zap	37 13%ap	1 11%	- -	23 6%	6 11%
Switched none of these	1973 90%bfh	840 93%zbfhl	40 78%	2 100%	25 100%	19 93%	39 67%	3 73%	320 85%f	239 87%f	6 89%	2 100%	383 94%zbfhl	48 89%f

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 164

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Switched landline	199 9%	-	-	11	-	-	3	-	-	-	-	2	-	12
		-	-	7%	-	-	22%	-	-	-	-	15%	-	11%
Switched fixed broadband	181 8%	-	-	10	-	-	3	-	-	-	-	2	-	16
		-	-	6%	-	-	26%	-	-	-	-	15%	-	13%
Switched pay TV	57 3%	-	-	-	-	-	-	-	-	-	-	1	-	10
		-	-	-	-	-	-	-	-	-	-	4%	-	9%zds
Switched any of these	226 10%	-	-	11	-	-	3	-	-	-	-	2	-	16
		-	-	7%	-	-	26%	-	-	-	-	15%	-	14%
Switched none of these	1973 90%	10	1	150	1	2	9	1	7	3	3	14	2	101
		100%	100%	93%	100%	100%	74%	100%	100%	100%	100%	85%	100%	86%

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Table 164

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Switched landline	199	10	-	-	-	1	6	-	2
	9%	13%	-	-	-	13%	6%	-	24%
Switched fixed broadband	181	11	-	-	-	1	6	-	1
	8%	15%	-	-	-	13%	6%	-	7%
Switched pay TV	57	-	-	-	-	-	2	-	-
	3%	-	-	-	-	-	2%	-	-
Switched any of these	226	12	-	-	-	1	7	-	2
	10%	16%	-	-	-	13%	7%	-	24%
Switched none of these	1973	63	2	2	2	5	97	1	7
	90%	84%	100%	100%	100%	87%	93%	100%	76%

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Table 165

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Switched landline	199 9%br	134 10%zbr	65 7%	32 7%	9 23%zabcru	-	-	17 42%	-	41 15%zabcr	22 11%r	1 14%	-	12 5%	2 8%	59 12%zbr	3 6%
Switched fixed broadband	181 8%br	131 10%zbr	50 6%	37 8%r	7 19%zbr	-	-	16 39%	-	34 13%zbr	26 13%zbr	1 14%	-	9 4%	1 5%	55 11%zbr	3 6%
Switched pay TV	57 3%b	42 3%	16 2%	11 2%	2 5%	-	-	1 3%	-	13 5%zb	7 3%	-	-	8 3%	-	27 6%zabc	3 5%
Switched any of these	226 10%br	153 12%zbr	74 8%	41 9%	9 23%zabcr	-	-	17 42%	-	41 15%zbr	29 15%zbr	1 14%	-	13 5%	2 8%	65 13%zbr	4 8%
Switched none of these	1973 90%adj nt	1148 88%d	825 92%zadjnt	409 91%dj	29 77%	11 100%	7 100%	23 58%	1 100%	229 85%	165 85%	4 86%	1 100%	245 95%zadjnt	24 92%	424 87%	44 92%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 166

FX05AI - Switched in past 12 months**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Switched landline	199 9% d ef	199 100% zb c	162 90% z	46 80% z	- - 1% d	7 2% d	3 2% d	116 8%	65 10%	137 9%	37 9%	11 11%	23 8%	49 7%	46 9%	28 13% m	41 11% m	39 11%	48 8%	48 10%	28 12%	41 11%	40 11%
Switched fixed broadband	181 8% de f	162 82% z	181 100% za c	44 78% z	6 1%	- -	3 2% e	106 8%	59 9%	131 9%	32 8%	8 9%	23 8%	50 8%	45 9%	25 12%	39 11%	36 10%	44 8%	47 10%	24 10%	39 10%	33 9%
Switched pay TV	57 3% de g	46 23% z	44 25% z	57 100% zab	6 1%	4 1%	- -	19 1%	31 5% zg	45 3%	9 2%	4 4%	5 2%	13 2%	19 4% m	15 7% zmn	19 5% zm	18 5% zm	11 2%	24 5% zr	14 6% zr	18 5% zr	17 4% zr
Switched any of these	226 10% d ef	199 100% z	181 100% z	57 100% z	9 1%	8 2%	3 2%	131 9%	73 11%	158 11%	43 11%	11 11%	23 8%	60 9%	51 10%	32 15% zmn	45 12%	43 12%	56 10%	54 12%	30 13%	44 12%	41 11%
Switched none of these	1973 90% abc o	- -	- -	- -	659 99% z	493 98% z	160 98% z	1258 91%	569 89%	1309 89%	349 89%	85 89%	266 92%	609 91% o	443 90% o	182 85%	320 88%	325 88%	513 90%	411 88%	205 87%	332 88%	338 89%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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FX05AI - Switched any of the specified services in last 12 months

BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	209	108	101	-	12	37	50	37	27	31	15	12	87	64	46	54	67	41	47	55	96	51
Weighted Base	226	111*	115*	-.**	11**	40*	56*	46**	26**	34**	13**	11**	96*	72*	47*	65*	66*	50*	46*	55*	102*	62*
Yes	226	111	115	-	11	40	56	46	26	34	13	11	96	72	47	65	66	50	46	55	102	62
	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 168
FX05AI - Switched any of the specified services in last 12 months
BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCASION ALLY	NO	FULL-TIME	PART-TIME	FULL-TIME	PART-TIME	SELF-EMPLOYED	NOT WORKING - HOUSEWIFE	STILL IN EDUCATION	UNEMPLOYED	RETIRED	OTHER	YES	NO	FULL-TIME	PART-TIME	SELF-EMPLOYED	NOT WORKING - HOUSEWIFE	STILL IN EDUCATION	UNEMPLOYED	RETIRED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted Base	209	9	19	76	15	3	78	26	18	8	5	11	51	12	161	48	92	20	19	6	4	9	48	11
Weighted Base	226	11**	24**	92*	20**	3**	94*	34**	23**	7**	3**	9**	47*	10**	169	58*	111*	26**	22**	5**	2**	8**	43*	9**
Yes	226	11	24	92	20	3	94	34	23	7	3	9	47	10	169	58	111	26	22	5	2	8	43	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched any of the specified services in last 12 months**BASE:** All who have switched any of the specified services in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	209	137	37	35	83	1	-	13	119	38	70	45	39	17	37	40	8	1	-	-	1
Weighted Base	226	151	39**	36**	90*	***	-.**	14**	128*	39*	73*	52*	41*	21**	36*	46*	11**	1**	-.**	-.**	1**
Yes	226	151	39	36	90	*	-	14	128	39	73	52	41	21	36	46	11	1	-	-	1
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched any of the specified services in last 12 months

BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	209	44	33	39	123	207	123	104	196	194	67	176	143	86	115	51
Weighted Base	226	43*	42**	43**	132	225	133	115*	212	207	72*	193	161	99*	126*	56*
Yes	226	43	42	43	132	225	133	115	212	207	72	193	161	99	126	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 171
FX05AI - Switched any of the specified services in last 12 months
BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	209	171	14	3	2	7	12	64	64	71	3	6	13	16	14	27	41	17	7
Weighted Base	226	188	13**	3**	2**	8**	11**	63*	80*	73*	3**	4**	14**	16**	15**	30**	45*	22**	10**
Yes	226	188	13	3	2	8	11	63	80	73	3	4	14	16	15	30	45	22	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched any of the specified services in last 12 months
BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	209	181	27	21	18	24	12	17	14	20	28	16	15	17	7	170	130	77	207	168	41	209
Weighted Base	226	205	21**	17**	16**	25**	14**	20**	23**	27**	38**	13**	11**	15**	7**	193	135	88*	224	179	47*	226
Yes	226	205	21	17	16	25	14	20	23	27	38	13	11	15	7	193	135	88	224	179	47	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched any of the specified services in last 12 months
BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	209	55	171	199	209	180	33	195	96	38	7	177	3	22	7	180	29	199	10
Weighted Base	226	55*	186	216	226	200	35**	214	108*	39*	6**	195	5**	20**	6**	200	26**	216	10**
Yes	226	55	186	216	226	200	35	214	108	39	6	195	5	20	6	200	26	216	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX05AI - Switched any of the specified services in last 12 months**BASE: All who have switched any of the specified services in the last 12 months**

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	209	59	11	2	15	1	56	33	1	23	7
Weighted Base	226	67*	11**	1**	19**	1**	59*	37**	1**	23**	6**
Yes	226	67	11	1	19	1	59	37	1	23	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 175

FX05AI - Switched any of the specified services in last 12 months**BASE:** All who have switched any of the specified services in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	209	10	4	2	14	8	1	7	3
Weighted Base	226	11**	3**	2**	16**	12**	1**	7**	2**
Yes	226	11	3	2	16	12	1	7	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 176

FX05AI - Switched any of the specified services in last 12 months**BASE: All who have switched any of the specified services in the last 12 months**

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	209	141	68	36	8	13	40	27	1	14	2	59	3
Weighted Base	226	153	74*	41*	9**	17**	41*	29**	1**	13**	2**	65*	4**
Yes	226	153	74	41	9	17	41	29	1	13	2	65	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 177
FX05AI - Switched any of the specified services in last 12 months
BASE: All who have switched any of the specified services in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	209	187	159	47	8	9	3	121	69	152	34	12	22	60	53	32	45	45	53	52	30	45	41
Weighted Base	226	199	181	57*	9**	8**	3**	131*	73*	158	43**	11**	23**	60*	51*	32**	45*	43*	56*	54*	30**	44*	41*
Yes	226	199	181	57	9	8	3	131	73	158	43	11	23	60	51	32	45	43	56	54	30	44	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 178
FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?
BASE: All who have VoIP

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	402	228	174	1	13	51	99	99	70	49	20	14	150	169	69	165	136	56	45	128	161	99
Weighted Base	457	256	201	1**	13**	64*	114*	129*	66*	50*	20**	14**	178	195	69*	219	129	69*	40*	117	188	138*
Yes	45	28	17	-	3	6	12	10	9	3	1	3	18	19	4	21	13	7	4	11	16	18
	10%	11%	8%	-	27%	10%	10%	8%	13%	6%	5%	25%	10%	10%	6%	9%	10%	10%	10%	9%	9%	13%
No	394	219	175	1	9	55	101	108	56	44	19	11	156	164	63	192	113	53	36	105	161	115
	86%	85%	87%	100%	73%	86%	88%	84%	85%	90%	95%	75%	88%	84%	91%	87%	88%	78%	90%	89%	86%	84%
Not sure	18	9	9	-	-	3	1	11	1	2	-	-	4	12	2	7	3	8	-	2	11	5
	4%	4%	4%	-	-	4%	1%	8%zf	2%	4%	-	-	2%	6%h	3%	3%	2%	12%zop	-	1%	6%	3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 179

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?

BASE: All who have VoIP

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	402	35	73	124	38	9	189	43	47	9	11	10	83	10	304	98	226	28	43	3	6	9	78	9
Weighted Base	457	47*	98*	143	41*	12**	229	59*	52*	7**	9**	9**	82*	9**	336	121*	274	32**	52*	1**	5**	8**	76*	8**
Yes	45	5	18	13	5	1	28	8	6	-	-	-	2	1	32	13	32	4	6	-	-	-	2	1
	10%lv	11%	18%z	9%	11%	10%	12%l	13%	11%	-	-	-	3%	11%	10%	11%	12%	12%	11%	-	-	-	3%	11%
No	394	39	75	125	34	11	192	47	45	7	9	9	78	8	293	101	229	26	44	1	5	8	73	7
	86%b	83%	76%	87%	84%	90%	84%	79%	85%	100%	100%	100%	95%zf	89%	87%	83%	84%	81%	85%	100%	100%	100%	96%zp	89%
Not sure	18	3	5	5	2	-	9	5	2	-	-	-	2	-	11	7	13	2	2	-	-	-	1	-
	4%	7%	5%	4%	5%	-	4%	8%	4%	-	-	-	2%	-	3%	6%	5%	7%	4%	-	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 180

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?

BASE: All who have VoIP

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	402	279	63	60	131	7	-	30	246	68	156	69	66	43	54	64	16	3	-	-	-
Weighted Base	457	321	71*	65*	155	8**	-**	37**	270	74*	172	82*	84*	45*	65*	76*	19**	2**	-**	-**	-**
Yes	45	31	8	6	13	2	-	5	27	6	17	11	9	2	5	10	1	-	-	-	-
	10%	10%	11%	9%	8%	25%	-	14%	10%	8%	10%	14%	10%	4%	7%	13%	5%	-	-	-	-
No	394	274	62	58	139	6	-	29	231	67	150	67	72	39	56	64	18	2	-	-	-
	86%	86%	87%	89%	90%	75%	-	80%	86%	90%	87%	81%	86%	87%	87%	85%	95%	100%	-	-	-
Not sure	18	15	2	1	3	-	-	2	12	2	5	4	3	4	4	1	-	-	-	-	-
	4%	5%	2%	2%	2%	-	-	6%	5%	2%	3%	5%	4%	9%	6%	2%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 181
FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?
BASE: All who have VoIP

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	402	64	58	67	265	395	269	223	395	390	208	394	322	197	305	182
Weighted Base	457	74*	68*	80*	296	447	301	256	450	445	248	444	371	243	358	222
Yes	45 10%	7 10%	7 11%	8 10%	29 10%	45 10%	28 9%	30 12%	45 10%	44 10%	21 8%	43 10%	43 12%zik	25 10%	36 10%	27 12%
No	394 86%	66 89%	61 89%	67 84%	254 86%	384 86%	264 88%	218 85%	387 86%	383 86%	218 88%	383 86%	314 85%	204 84%	309 86%	189 85%
Not sure	18 4%	* 1%	- -	5 6%	13 4%	18 4%	9 3%	8 3%	18 4%	18 4%	9 4%	18 4%	14 4%	15 6%fo	14 4%	5 2%

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Table 182

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?

BASE: All who have VoIP

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	402	377	22	1	1	-	1	147	147	92	1	9	12	14	34	61	83	80	22
Weighted Base	457	434	19**	1**	1**	-**	2**	146	195	98*	4**	9**	11**	15**	31**	64*	97*	106*	29**
Yes	45	43	2	-	-	-	-	16	16	12	-	-	-	-	4	4	9	11	6
	10%	10%	11%	-	-	-	-	11%	8%	12%	-	-	-	-	13%	6%	9%	11%	20%
No	394	375	17	1	1	-	-	128	165	84	4	9	11	14	27	60	83	92	22
	86%	86%	89%	100%	100%	-	-	87%	85%	87%	100%	100%	100%	96%	87%	94%	86%	86%	76%
Not sure	18	16	-	-	-	-	2	2	13	2	-	-	-	1	-	-	5	3	1
	4%	4%	-	-	-	-	100%	1%	7%g	2%	-	-	-	4%	-	-	5%	3%	4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 183
FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?
BASE: All who have VoIP

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	402	348	50	28	42	30	31	28	7	24	67	40	20	71	14	297	221	170	391	316	86	402
Weighted Base	457	413	41*	24**	42*	31**	36**	34**	10**	41**	113*	33*	15**	65*	14**	363	247	198	444	354	103*	457
Yes	45	41	4	2	5	1	-	1	-	11	17	3	1	4	-	39	24	19	43	35	10	45
	10%	10%	10%	8%	12%	3%	-	3%	-	27%	15%	10%	9%	7%	-	11%	10%	10%	10%	10%	10%	10%
No	394	355	36	22	35	24	36	33	10	28	94	27	13	59	13	308	218	167	385	303	91	394
	86%	86%	89%	90%	85%	78%	100%	97%	100%	68%	83%	82%	91%	91%	93%	85%	88%	84%	87%	86%	89%	86%
Not sure	18	17	*	1	1	6	-	-	2	3	3	-	1	1	16	5	12	17	16	1	18	
	4%p	4%	1%	3%	3%	20%	-	-	6%	2%	8%	-	2%	7%	4%	2%	6%	4%p	5%	1%	4%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 184

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?

BASE: All who have VoIP

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	402	139	352	397	402	388	72	398	251	402	-	383	5	14	-	388	14	397	5
Weighted Base	457	147	405	451	457	441	88*	452	277	457	-**	436	5**	15**	-**	441	15**	451	5**
Yes	45	12	42	45	45	45	15	45	26	45	-	45	-	*	-	45	*	45	-
	10%	8%	10%	10%	10%	10%	17%zac degih	10%	9%	10%	-	10%	-	3%	-	10%	3%	10%	-
No	394	126	347	389	394	379	67	389	240	394	-	374	5	15	-	379	15	389	5
	86%f	85%	86%f	86%f	86%f	86%f	76%	86%f	87%f	86%f	-	86%	100%	97%	-	86%	97%	86%	100%
Not sure	18	9	17	18	18	18	6	18	11	18	-	18	-	-	-	18	-	18	-
	4%	6%	4%	4%	4%	4%	7%	4%	4%	4%	-	4%	-	-	-	4%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 185

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**BASE: All who have VoIP**

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	402	156	15	9	2	10	80	36	3	1	80	10
Weighted Base	457	187	14**	8**	2**	15**	89*	38*	3**	1**	90*	11**
Yes	45	24	-	-	-	1	8	5	-	-	5	3
	10%	13%	-	-	-	4%	9%	12%	-	-	6%	22%
No	394	152	14	8	2	14	77	33	3	1	80	9
	86%	82%	100%	100%	100%	96%	87%	88%	100%	100%	89%	78%
Not sure	18	11	-	-	-	-	3	-	-	-	4	-
	4%	6%	-	-	-	-	3%	-	-	-	5%	-

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Table 186

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?

BASE: All who have VoIP

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)										
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (i)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	402	3	26	1	1	1	1	1	13	6	21	2
Weighted Base	457	4**	27**	2**	1**	1**	1**	1**	14**	8**	26**	1**
Yes	45	2	5	-	-	-	-	-	2	1	2	-
	10%	47%	19%	-	-	-	-	-	17%	13%	6%	-
No	394	2	21	2	1	1	1	1	11	7	24	1
	86%	53%	75%	100%	100%	100%	100%	100%	83%	87%	94%	100%
Not sure	18	-	1	-	-	-	-	-	-	-	-	-
	4%	-	5%	-	-	-	-	-	-	-	-	-

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Table 187

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**BASE: All who have VoIP**

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	402	325	77	116	15	8	1	10	70	30	2	64	9	139	20
Weighted Base	457	370	87*	145*	14**	6**	1**	15**	77*	29**	2**	70*	11**	157	23**
Yes	45 10%	33 9%	12 14%	17 12%	- -	- -	- -	1 4%	7 9%	2 6%	- -	4 6%	3 24%	17 11%	- -
No	394 86%	320 87%	73 84%	119 82%	14 100%	6 100%	1 100%	14 96%	68 88%	27 94%	2 100%	61 87%	8 76%	131 83%	21 89%
Not sure	18 4%	16 4%	1 2%	9 6%	- -	- -	- -	- -	3 4%	- -	- -	4 6%	- -	9 6%	3 11%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 188

FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?

BASE: All who have VoIP

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	402	36	33	13	149	123	33	231	137	316	61	87	259	135	131	71	95	107	103	117	76	96	104
Weighted Base	457	37*	35**	13**	179	151*	41**	259	158	355	70*	96*	289	148	159	77*	105*	122*	120*	137*	83*	111*	120*
Yes	45	8	8	3	20	21	11	26	17	35	9	13	29	16	19	8	13	15	15	18	12	18	16
	10%	22% ^z	23%	23%	11%	14%	27%	10%	11%	10%	13%	14%	10%	11%	12%	10%	12%	13%	13%	13%	14%	17% ^z	13%
No	394	29	27	10	149	119	24	223	134	305	59	82	248	124	134	69	89	104	100	114	71	91	104
	86% ^e	78%	77%	77%	83%	79%	59%	86%	85%	86%	84%	86%	86%	84%	84%	89%	85%	86%	84%	83%	85%	83%	86%
Not sure	18	-	-	-	10	11	6	10	7	15	2	*	12	8	5	1	3	2	4	4	1	1	1
	4% ^v	-	-	-	6%	7%	14%	4%	5%	4%	4%	*	4%	5%	3%	1%	3%	2%	4%	3% ^{uv}	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 189
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	187	96	91	-	11	34	44	30	27	27	14	11	78	57	41	47	61	34	45	50	86	44
Weighted Base	199	97*	102*	..	10**	36**	50*	36**	26**	28**	12**	10**	86*	62*	40*	54*	60*	43**	43*	50*	90*	52*
BT	76 38%	34 35%	42 41%	-	3 27%	13 35%	19 38%	11 29%	12 45%	16 56%	3 26%	3 27%	32 37%	22 36%	19 47%	26 48%	21 36%	14 34%	14 33%	21 43%	30 33%	23 44%
Sky	40 20%	19 20%	21 20%	-	3 27%	11 31%	11 22%	7 20%	4 14%	2 7%	2 15%	3 27%	22 26%	11 17%	4 9%	6 10%	12 20%	14 32%	9 21%	12 23%	18 20%	8 15%
TalkTalk/AOL	33 17% ^{nl}	16 16%	17 17%	-	1 15%	2 5%	7 14%	9 25%	6 23%	4 15%	4 34%	1 15%	9 10%	15 24%	8 20%	11 20%	10 16%	6 15%	6 15%	8 17%	15 16%	10 20%
Virgin Media (including NTL and Telewest)	29 14%	19 19%	10 10%	-	1 15%	4 12%	10 20%	7 20%	3 10%	1 5%	2 16%	1 15%	14 16%	10 16%	3 8%	6 11%	8 14%	6 14%	9 20%	3 6%	14 16%	9 18%
EE/Everything Everywhere	5 2%	4 4%	1 1%	-	- 7%	3 7%	1 3%	- 2%	1 2%	- 2%	- 2%	- 2%	4 5%	1 1%	- 2%	2 3%	3 5%	- -	- -	3 6%	1 2%	- -
Primus	2 1%	2 2%	- -	- -	- -	- -	- -	1 2%	- -	1 2%	- -	- -	- -	1 1%	1 2%	2 3%	- -	- -	- -	1 2%	1 1%	- -
Plusnet	1 1%	- -	1 1%	- -	- -	- -	1 1%	- 2%	1 2%	- -	- -	- -	1 1%	1 1%	- -	- -	1 2%	- -	- -	- 1%	1 1%	1 1%
Post Office	1 1%	* *	1 1%	- -	- -	1 2%	- -	- -	- -	- -	* 4%	- -	1 1%	- -	* 1%	- -	1 2%	- -	- -	* 1%	1 1%	- -
SWALEC	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 6%	- -	- -	- -	1 2%	- -	1 1%	- -	- -	- -	1 1%	- -
Tesco Telecom	1 *	1 1%	- -	- -	- -	- -	- -	- -	- 2%	1 2%	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -
Utility Warehouse	1 *	1 1%	- -	- -	- -	- -	- -	- -	- 2%	1 2%	- -	- -	- -	- 1%	1 1%	- -	- 1%	- -	1 1%	- -	1 1%	- -
Other	5 3%	2 2%	3 3%	-	1 7%	2 6%	-	1 3%	1 3%	1 2%	-	1 7%	2 3%	2 3%	1 1%	2 4%	1 1%	-	3 6%	-	3 3%	1 3%
Don't know	6 3%	- -	6 5%a	-	1 10%	1 2%	1 2%	* 1%	- 1%	3 9%	- -	1 10%	2 2%	* 1%	3 6%	- -	2 3%	3 6%	1 3%	1 2%	4 5%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 190
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO- YED (h)	NOT WORKI- NG - HOUSE WIFE (i)	STILL IN EDUCA- TION (j)	UNEMP- LOYED (k)	RETIR- ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO- YED (r)	NOT WORKI- NG - HOUSE WIFE (s)	STILL IN EDUCA- TION (t)	UNEMP- LOYED (u)	RETIR- ED (v)	OTHER (w)
Unweighted Base	187	7	16	68	13	2	68	23	15	8	4	10	49	10	144	43	81	17	15	6	3	9	46	10
Weighted Base	199	8**	20**	81*	18**	2**	80*	29**	20**	7**	2**	8**	44*	8**	148	51*	97*	21**	19**	5**	2**	8**	40*	8**
BT	76	2	10	33	2	1	34	11	3	5	-	2	21	1	55	20	39	7	3	3	-	2	20	1
	38%	19%	52%	40%	11%	55%	42%	38%	15%	65%	-	20%	47%	19%	37%	40%	40%	31%	18%	68%	-	22%	50%	18%
Sky	40	-	3	21	8	-	15	9	8	1	1	*	4	2	27	13	21	8	5	-	1	*	2	3
	20%lv	-	16%	25%	41%	-	19%	31%	37%	14%	43%	5%	9%	24%	18%	26%	21%v	37%	28%	-	62%	6%	5%	32%
TalkTalk/AOL	33	1	2	8	4	1	10	2	5	1	1	2	11	2	24	9	15	1	3	1	-	2	10	2
	17%	15%	12%	10%	22%	45%	12%	7%	24%	8%	30%	25%	26%	28%	16%	18%	15%	4%	18%	12%	-	27%	25%	22%
Virgin Media (including NTL and Telewest)	29	3	2	13	3	-	16	2	3	-	-	1	4	2	23	5	15	1	5	-	-	1	4	2
	14%	38%	12%	16%	19%	-	20%	9%	17%	-	-	7%	9%	29%	16%	11%	16%	5%	28%	-	-	8%	10%	29%
EE/Everything Everywhere	5	1	1	1	1	-	3	-	1	-	-	-	1	-	4	1	3	-	1	-	-	-	1	-
	2%	16%	4%	1%	8%	-	3%	-	7%	-	-	-	1%	-	3%	1%	3%	-	8%	-	-	-	1%	-
Primus	2	-	-	-	-	-	-	-	-	-	-	1	1	-	2	-	-	-	-	-	-	1	1	-
	1%	-	-	-	-	-	-	-	-	-	-	10%	2%	-	1%	-	-	-	-	-	-	11%	2%	-
Plusnet	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	1	1	-	-	-	-	-	1	-
	1%	-	4%	-	-	-	1%	-	-	-	-	-	1%	-	*	1%	1%	-	-	-	-	-	1%	-
Post Office	1	-	-	1	-	-	-	1	-	-	-	-	*	-	1	-	-	1	-	-	-	-	*	-
	1%	-	-	1%	-	-	-	2%	-	-	-	-	1%	-	1%	-	-	3%	-	-	-	-	1%	-
SWALEC	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	2%	-	*	-	-	-	-	-	-	-	2%	-
Tesco Telecom	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	1%	-
Utility Warehouse	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	*	-	-	1%	-	-	-	2%	-	-	-	-	-	-	*	-	-	3%	-	-	-	-	-	-
Other	5	-	-	3	-	-	3	-	-	-	1	2	1	-	4	1	3	-	-	-	1	2	1	-
	3%	-	-	3%	-	-	3%	-	-	-	26%	18%	1%	-	3%	2%	3%	-	-	-	38%	20%	1%	-
Don't know	6	1	-	3	-	-	-	3	-	1	-	1	-	-	5	1	1	3	-	1	-	*	-	-
	3%	12%	-	3%	-	-	-	12%	-	13%	-	14%	-	-	3%	1%	1%	17%	-	20%	-	6%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 191
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	187	121	34	32	72	1	-	12	109	36	65	40	32	14	37	31	6	1	-	-	1
Weighted Base	199	132	33**	34**	77*	***	-**	12**	116*	37**	67*	43*	36**	16**	36*	35**	9**	1**	-**	-**	1**
BT	76 38%a	41 31%	17 50%	18 54%	22 29%	-	-	3 26%	51 44%	23 61%	22 33%	19 44%	11 30%	1 6%	11 29%	12 33%	1 10%	-	-	-	-
Sky	40 20%	33 25%z	3 10%	3 9%	17 23%	-	-	2 18%	21 18%	1 3%	13 19%	8 19%	11 32%	6 40%	7 20%	10 29%	4 40%	-	-	-	-
TalkTalk/AOL	33 17%	27 20%	3 9%	4 11%	13 17%	-	-	4 29%	18 16%	4 11%	14 20%	4 9%	6 17%	5 33%	5 13%	5 15%	2 27%	1 100%	-	-	-
Virgin Media (including NTL and Telewest)	29 14%	21 16%	4 12%	3 10%	14 18%	-	-	3 23%	15 13%	2 7%	12 17%	7 16%	4 12%	3 19%	7 19%	4 12%	2 23%	-	-	-	1 100%
EE/Everything Everywhere	5 2%	3 2%	2 6%	-	2 3%	-	-	-	3 2%	2 5%	1 1%	-	2 6%	-	1 4%	1 2%	-	-	-	-	-
Primus	2 1%	2 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 2%	-	-	1 2%	-	-	-	-	-	-
Plusnet	1 1%	1 1%	1 2%	-	1 1%	-	-	-	1 1%	1 2%	-	1 2%	-	-	1 2%	-	-	-	-	-	-
Post Office	1 1%	1 *	* 1%	-	1 1%	-	-	-	* *	* 1%	-	-	1 2%	-	-	1 2%	-	-	-	-	-
SWALEC	1 *	-	-	1 2%	-	-	-	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	1 *	1 *	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-
Utility Warehouse	1 *	-	-	1 2%	-	-	-	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Other	5 3%	3 2%	2 6%	1 2%	4 5%	-	-	1 4%	1 1%	-	2 3%	3 7%	-	1 3%	2 6%	2 6%	-	-	-	-	-
Don't know	6 3%a	1 1%	1 4%	3 10%	2 2%	*	-	-	3 3%	3 7%	3 4%	* 1%	-	-	2 5%	* 1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 192
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	187	36	27	33	112	185	112	92	176	173	59	158	126	76	103	46
Weighted Base	199	36*	33**	34**	118*	198	121*	100*	187	182	64*	170	140	84*	111*	50*
BT	76 38%fhm	11 31%	9 27%	9 25%	53 44%	75 38%fhm	39 30%	39 39% ^m	67 36% ^m	68 38% ^{fm}	22 34%	68 40% ^{fhm}	49 35% ^m	19 23%	37 33% ^m	16 32%
Sky	40 20%	9 25%	6 19%	8 23%	19 16%	39 20%	28 23%	20 20%	39 21%	37 20%	13 20%	32 19%	33 23%	24 28% ^{zek}	26 24%	11 22%
TalkTalk/AOL	33 17%	5 15%	7 21%	6 17%	20 17%	33 17%	24 20%	17 17%	33 18%	33 18%	12 19%	30 18%	23 16%	18 22%	21 19%	12 24%
Virgin Media (including NTL and Telewest)	29 14%	5 14%	7 22%	7 20%	16 13%	29 14%	23 19% ⁱ	12 12%	28 15%	24 13%	8 12%	25 15%	20 14%	16 19%	17 16%	7 13%
EE/Everything Everywhere	5 2%	1 2%	-	2 6%	3 2%	5 2%	4 3%	2 2%	5 3%	5 3%	5 7% ^{zeghi}	5 3%	5 3%	2 3%	5 4%	3 7%
Primus	2 1%	-	-	1 2%	1 1%	2 1%	-	2 2%	2 1%	2 1%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%
Plusnet	1 1%	1 2%	-	-	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%
Post Office	1 1%	-	1 2%	1 2%	* *	1 1%	-	* *	1 *	1 1%	-	1 1%	-	1 1%	1 1%	-
SWALEC	1 *	-	-	-	1 1%	1 *	-	-	-	1 *	-	-	-	-	-	-
Tesco Telecom	1 *	-	-	-	1 1%	1 *	-	1 1%	1 *	1 *	1 1%	1 *	-	-	1 1%	-
Utility Warehouse	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 1%	1 *	-	-	1 1%	-
Other	5 3%	3 8% ^d	1 4%	1 3%	1 1%	5 3%	4 3%	2 2%	5 3%	5 3%	1 1%	4 2%	4 3%	2 2%	3 2%	-
Don't know	6 3% ^{fik}	1 3%	1 4%	* 1%	3 3%	6 3% ^{fik}	1 1%	3 3% ^k	6 3% ^{fik}	3 2% ^k	1 1%	1 1%	4 3% ^k	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 193
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	187	152	13	3	2	6	11	57	57	63	3	6	11	13	12	23	38	16	5
Weighted Base	199	164	12**	3**	2**	7**	11**	55*	71*	63*	3**	4**	11**	13**	11**	26**	41*	21**	8**
BT	76 38%	61 37%	5 42%	1 40%	1 43%	2 33%	5 44%	24 44%	26 36%	23 37%	1 18%	- -	11 96%	3 21%	6 56%	12 45%	11 26%	8 40%	-
Sky	40 20%g	33 20%	* 3%	2 60%	1 57%	3 47%	-	5 8%	15 21%	16 26%g	2 55%	1 33%	* 4%	4 30%	2 19%	4 14%	15 35%z	2 9%	3 34%
TalkTalk/AOL	33 17%	29 18%	2 13%	-	-	1 12%	2 18%	12 22%	14 20%	6 10%	1 27%	- -	- -	2 17%	1 7%	8 32%	5 12%	4 18%	4 56%
Virgin Media (including NTL and Telewest)	29 14%	22 13%	5 37%	-	-	-	2 22%	7 13%	9 12%	11 18%	-	1 15%	-	2 19%	-	1 4%	9 22%	4 20%	-
EE/Everything Everywhere	5 2%	5 3%	-	-	-	-	-	1 2%	3 5%	-	-	-	-	-	-	-	1 2%	3 13%	-
Primus	2 1%	2 1%	-	-	-	-	-	2 3%	-	-	-	1 22%	-	-	-	-	1 2%	-	-
Plusnet	1 1%	1 *	1 5%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	1 5%	-	-	-	1 9%
Post Office	1 1%	1 *	-	-	-	-	* 4%	* 1%	-	1 1%	-	-	-	-	-	-	-	-	-
SWALEC	1 *	-	-	-	-	-	1 7%	1 1%	-	-	-	1 17%	-	-	-	-	-	-	-
Tesco Telecom	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Utility Warehouse	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 5%	-	-	-	-
Other	5 3%	4 3%	-	-	-	1 8%	1 5%	1 1%	3 4%	1 2%	-	1 12%	-	2 13%	-	1 5%	1 2%	-	-
Don't know	6 3%	6 3%	-	-	-	-	-	3 5%	-	3 5%	-	-	-	-	1 8%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 194
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	187	163	23	20	16	23	9	15	11	19	25	13	14	15	7	151	116	70	186	151	36	187
Weighted Base	199	180	18**	16**	14**	23**	11**	17**	16**	25**	33**	10**	11**	14**	7**	167	118*	80*	198	158	41**	199
BT	76 38%	72 40%	4 20%	7 42%	6 43%	6 25%	1 8%	5 26%	10 64%	8 32%	18 55%	7 67%	2 17%	4 29%	2 29%	68 41%	52 44%r	23 29%	75 38%	64 41%	12 28%	76 38%
Sky	40 20%p	35 19%	5 26%	4 27%	1 8%	7 31%	5 45%	2 12%	1 4%	10 40%	1 3%	2 20%	*	4 26%	2 29%	34 20%	17 14%	23 29%zpr	40 20%p	30 19%	10 24%	40 20%
TalkTalk/AOL	33 17%	33 18%	1 3%	2 10%	5 34%	5 20%	4 33%	3 18%	3 16%	1 4%	1 4%	1 6%	7 61%	3 23%	-	24 14%	15 13%	18 23%	33 17%	28 18%	6 14%	33 17%
Virgin Media (including NTL and Telewest)	29 14%	23 13%	5 30%	1 4%	1 6%	4 16%	2 14%	4 25%	-	6 24%	9 26%	-	-	1 7%	2 29%	26 15%	17 14%	12 15%	29 14%	19 12%	10 24%	29 14%
EE/Everything Everywhere	5 2%a	2 1%	2 11%	-	-	-	-	1 7%	-	-	2 6%	1 7%	-	1 4%	-	4 2%	5 4%	-	5 2%	4 3%	1 2%	5 2%
Primus	2 1%	2 1%	-	-	-	-	-	-	-	-	1 3%	-	1 6%	-	-	1 1%	1 1%	1 1%	2 1%	1 1%	1 2%	2 1%
Plusnet	1 1%	1 1%	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 *	1 1%	1 *	1 2%	1 1%	
Post Office	1 1%	* *	1 3%	-	-	1 3%	-	* 3%	-	-	-	-	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	1 1%
SWALEC	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	1 1%	-	1 *	1 *	-	1 *
Tesco Telecom	1 *	1 *	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 *	-	1 1%	1 *	-	1 1%	1 *
Utility Warehouse	1 *	1 *	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Other	5 3%	5 3%	1 3%	1 9%	1 9%	1 2%	-	-	-	-	-	-	1 5%	1 4%	1 14%	3 2%	4 3%	1 2%	5 3%	5 3%	1 1%	5 3%
Don't know	6 3%	5 3%	* 3%	-	-	-	-	2 10%	3 16%	-	* 1%	-	-	1 7%	-	5 3%	5 4%	1 1%	6 3%	5 3%	1 2%	6 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 195
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	187	49	153	177	187	160	32	174	83	36	7	157	3	20	7	160	27	177	10
Weighted Base	199	47*	165	189	199	175	34**	188	93*	37*	6**	170	5**	18**	6**	175	24**	189	10**
BT	76 38%b	19 41%	55 33%	69 37%b	76 38%b	65 37%	12 34%	71 38%b	34 36%	9 23%	4 66%	62 37%	3 57%	7 38%	4 66%	65 37%	11 45%	69 37%	6 62%
Sky	40 20%	12 26%	38 23%	39 21%	40 20%	36 21%	7 20%	40 21%	20 22%	7 18%	-	35 21%	1 17%	4 20%	-	36 21%	4 15%	39 21%	1 8%
TalkTalk/AOL	33 17%	5 12%	31 19%	33 18%	33 17%	30 17%	5 15%	33 17%	15 16%	7 20%	-	30 18%	-	4 20%	-	30 17%	4 15%	33 18%	-
Virgin Media (including NTL and Telewest)	29 14%	7 15%	22 14%	27 14%	29 14%	26 15%	4 12%	26 14%	15 16%	13 34%za bcdeg h	1 14%	24 14%	1 26%	2 13%	1 14%	26 15%	3 13%	27 14%	2 20%
EE/Everything Everywhere	5 2%	-	5 3%	5 3%	5 2%	5 3%	1 4%	5 3%	4 4%	-	-	5 3%	-	-	-	5 3%	-	5 3%	-
Primus	2 1%	1 1%	2 1%	2 1%	2 1%	2 1%	-	2 1%	-	1 2%	-	2 1%	-	-	-	2 1%	-	2 1%	-
Plusnet	1 1%	1 1%	1 *	1 1%g	1 1%	1 *	-	1 *	1 1%	1 2%	-	1 *	-	1 3%	-	1 *	1 2%	1 1%	-
Post Office	1 1%	-	1 *	1 *	1 1%	1 *	-	1 *	1 1%	1 2%	*	1 *	-	-	*	1 *	2 2%	1 *	*
SWALEC	1 *	-	-	-	1 *	-	-	-	-	-	1 13%	-	-	-	1 13%	-	1 3%	-	1 7%
Tesco Telecom	1 *	1 1%	-	1 *	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-
Utility Warehouse	1 *	-	1 *	1 *	1 *	1 *	-	1 *	1 1%	-	-	1 *	-	-	-	1 *	-	1 *	-
Other	5 3%	1 1%	5 3%	5 3%	5 3%	4 2%	2 7%	5 3%	2 2%	-	-	4 3%	-	1 6%	-	4 2%	1 5%	5 3%	-
Don't know	6 3%	* 1%	6 3%	6 3%	6 3%	6 3%	2 7%	6 3%	1 1%	-	-	6 3%	-	-	-	6 3%	-	6 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 196
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	187	45	11	2	15	1	56	26	1	22	7
Weighted Base	199	48*	11**	1**	19**	1**	59*	30**	1**	22**	6**
BT	76 38%a	4 8%	5 45%	1 54%	13 66%	-	26 44%a	14 48%	-	10 44%	4 64%
Sky	40 20%h	16 32%zh	2 17%	-	2 9%	-	1 2%	9 30%	-	10 44%	1 11%
TalkTalk/AOL	33 17%	11 23%	4 38%	-	3 17%	-	12 21%	-	-	* 2%	1 18%
Virgin Media (including NTL and Telewest)	29 14%	8 17%	-	-	-	-	14 24%z	6 19%	-	1 4%	-
EE/Everything Everywhere	5 2%	2 4%	-	-	-	-	1 3%	1 2%	-	1 3%	-
Primus	2 1%	-	-	1 46%	1 5%	-	-	-	-	-	-
Plusnet	1 1%	1 3%	-	-	-	-	-	-	-	-	-
Post Office	1 1%	-	-	-	-	-	1 1%	-	-	-	* 7%
SWALEC	1 *	-	-	-	-	-	1 1%	-	-	-	-
Tesco Telecom	1 *	1 1%	-	-	-	-	-	-	-	-	-
Utility Warehouse	1 *	-	-	-	1 3%	-	-	-	-	-	-
Other	5 3%	2 4%	-	-	-	-	2 4%	-	1 100%	1 2%	-
Don't know	6 3%	4 9%z	-	-	-	1 100%	* 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 197
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	187	10	3	2	12	7	1	6	3
Weighted Base	199	11**	3**	2**	12**	10**	1**	6**	2**
BT	76	-	1	2	3	6	1	4	-
	38%	-	50%	76%	25%	57%	100%	66%	-
Sky	40	5	-	-	-	2	-	2	1
	20%	47%	-	-	-	20%	-	34%	29%
TalkTalk/AOL	33	3	1	-	1	2	-	-	-
	17%	24%	50%	-	7%	23%	-	-	-
Virgin Media (including NTL and Telewest)	29	2	-	-	7	-	-	-	-
	14%	14%	-	-	54%	-	-	-	-
EE/Everything Everywhere	5	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-
Primus	2	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	30%
Plusnet	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Post Office	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
SWALEC	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Tesco Telecom	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Utility Warehouse	1	-	-	1	-	-	-	-	-
	*	-	-	24%	-	-	-	-	-
Other	5	-	-	-	2	-	-	-	-
	3%	-	-	-	15%	-	-	-	-
Don't know	6	2	-	-	-	-	-	-	1
	3%	15%	-	-	-	-	-	-	41%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 198
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	187	125	62	28	8	13	40	20	1	13	2	54	2
Weighted Base	199	134	65*	32**	9**	17**	41*	22**	1**	12**	2**	59*	3**
BT	76 38%	51 38%	25 39%	2 6%	4 44%	11 65%	20 48%	8 38%	-	4 34%	2 100%	20 34%	-
Sky	40 20%j	28 21%j	12 18%j	10 33%	2 23%	2 10%	1 3%	7 32%	-	6 49%	-	14 23%j	1 49%
TalkTalk/AOL	33 17%	24 18%	9 14%	8 25%	3 33%	3 20%	10 24%	-	-	* 4%	-	12 20%	-
Virgin Media (including NTL and Telewest)	29 14%	18 13%	11 16%	4 13%	-	-	7 18%	6 27%	-	1 7%	-	11 18%	1 51%
EE/Everything Everywhere	5 2%	5 4%	-	2 6%	-	-	1 4%	1 3%	-	1 6%	-	3 5%	-
Primus	2 1%	1 1%	1 1%	-	-	1 5%	-	-	-	-	-	-	-
Plusnet	1 1%	1 1%	1 1%	1 2%	-	-	-	-	-	-	-	-	-
Post Office	1 1%	1 *	* 1%	-	-	-	1 2%	-	-	-	-	1 1%	-
SWALEC	1 *	- -	1 1%	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	1 *	1 *	-	1 2%	-	-	-	-	-	-	-	-	-
Utility Warehouse	1 *	- -	1 1%	-	-	-	-	-	-	-	-	-	-
Other	5 3%	2 2%	3 4%	1 4%	-	-	1 1%	-	1 100%	-	-	-	-
Don't know	6 3%	3 2%	3 4%	3 8%	-	-	* 1%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 199
FX05B_1 - Which landline company did you switch from?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	187	187	145	38	-	7	3	108	63	134	30	12	21	51	48	27	40	40	48	48	28	41	40
Weighted Base	199	199	162	46*	-**	7**	3**	116*	65*	137	37**	11**	23**	49*	46*	28**	41*	39*	48*	48*	28**	41*	40*
BT	76 38% ^c	76 38% ^c	61 38% ^c	10 22%	-	2 26%	2 61%	46 40%	19 30%	47 35%	13 34%	4 34%	5 22%	17 35%	14 30%	9 31%	13 31%	12 30%	15 31%	14 28%	8 30%	12 29%	10 25%
Sky	40 20%	40 20%	34 21%	14 30%	-	1 21%	1 39%	23 20%	15 24%	26 19%	13 36%	1 11%	5 21%	15 32% ^z	12 27%	7 24%	12 28%	11 29%	10 21%	13 27%	9 31%	11 27%	9 22%
TalkTalk/AOL	33 17%	33 17%	29 18%	7 14%	-	-	-	20 17%	13 20%	23 17%	6 15%	* 4%	6 25%	8 16%	4 9%	3 10%	4 10%	3 7%	13 26% ^{su}	4 8%	3 11%	3 8%	5 13%
Virgin Media (including NTL and Telewest)	29 14%	29 14%	23 14%	14 30% ^{zab}	-	1 22%	-	13 11%	11 17%	22 16%	4 12%	4 39%	6 29%	5 10%	10 23% ^m	8 27%	10 25% ^m	8 20%	8 17%	12 25% ^z	6 21%	11 26% ^z	10 24%
EE/Everything Everywhere	5 2%	5 2%	5 3%	1 3%	-	-	-	3 3%	1 1%	4 3%	-	-	-	2 4%	3 6%	1 5%	1 4%	3 7%	1 1%	3 6%	1 5%	1 3%	3 7%
Primus	2 1%	2 1%	1 1%	-	-	1 10%	-	2 1%	-	1 1%	1 2%	1 6%	-	-	-	-	-	-	-	-	-	-	-
Plusnet	1 1%	1 1%	1 *	-	-	-	-	1 1%	-	1 1%	1 2%	-	1 3%	-	-	-	-	-	-	-	-	-	-
Post Office	1 1%	1 1%	-	-	-	-	-	* *	1 1%	1 *	-	1 6%	-	* 1%	* 1%	-	-	-	* 1%	-	-	-	* 1%
SWALEC	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	1 *	1 *	1 *	-	-	-	-	1 1%	-	1 *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-
Utility Warehouse	1 *	1 *	1 *	1 1%	-	-	-	-	1 1%	1 *	-	-	-	1 1%	1 1%	-	-	1 2%	-	1 1%	-	1 1%	1 1%
Other	5 3%	5 3%	4 3%	-	-	-	-	2 2%	3 4%	5 4%	-	-	-	-	1 2%	-	-	2 4%	-	2 4%	1 2%	2 5%	2 5%
Don't know	6 3%	6 3%	3 2%	-	-	1 21%	-	3 3%	1 2%	6 4%	-	-	-	* 1%	* 1%	* 2%	* 1%	* 1%	1 2%	* 1%	-	-	* 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 200
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	159	88	71	-	10	30	38	33	17	23	8	10	68	50	31	46	52	27	34	44	72	37
Weighted Base	181	93*	88*	..	9**	34**	45*	43**	16**	28**	7**	9**	79*	59*	35**	58*	53*	35**	36**	44*	81*	50*
BT	51	25	26	-	2	9	12	12	7	10	1	2	21	18	11	14	14	12	12	16	21	14
	28%	27%	30%	-	19%	26%	27%	27%	41%	38%	8%	19%	26%	31%	31%	24%	26%	34%	33%	35%	26%	27%
Sky	39	18	21	-	3	12	10	7	2	4	2	3	22	9	6	7	12	10	9	8	21	8
	22%	19%	24%	-	30%	35%	22%	17%	12%	14%	24%	30%	28%	16%	16%	13%	24%	29%	25%	18%	26%	15%
TalkTalk	31	17	14	-	1	3	10	10	3	1	3	1	13	12	5	12	8	6	6	11	10	10
	17%	19%	16%	-	16%	8%	22%	23%	17%	5%	43%	16%	16%	21%	13%	20%	15%	17%	17%	25%	12%	19%
Virgin Media	27	19	8	-	1	3	10	6	1	3	2	1	13	7	5	8	8	3	8	1	12	12
	15% _s	20%	9%	-	16%	10%	22%	14%	6%	13%	26%	16%	17%	11%	15%	14%	15%	8%	22%	3%	14%	23% _s
Plusnet	5	-	5	-	-	3	1	2	-	-	-	-	3	2	-	5	1	-	-	-	3	2
	3%	-	6% _a	-	-	7%	2%	5%	-	-	-	-	4%	4%	-	8%	1%	-	-	-	4%	4%
EE/Everything	5	3	2	-	-	3	-	-	2	-	-	-	3	2	-	2	1	2	-	3	2	-
Everywhere	3%	3%	3%	-	-	8%	-	-	15%	-	-	-	3%	4%	-	3%	3%	5%	-	7%	2%	-
AOL	5	2	3	-	-	-	1	2	1	1	-	-	1	3	1	1	4	-	-	2	2	1
	3%	2%	4%	-	-	-	2%	5%	5%	4%	-	-	1%	5%	3%	2%	7%	-	-	5%	2%	1%
Orange	3	3	-	-	-	-	1	-	-	2	-	-	1	-	2	2	1	-	-	-	3	-
	2%	3%	-	-	-	-	3%	-	-	6%	-	-	2%	-	5%	3%	3%	-	-	-	4%	-
Tesco	2	2	-	-	-	-	-	-	2	-	-	-	-	-	2	2	-	-	-	-	-	2
	1%	2%	-	-	-	-	-	-	7%	-	-	-	-	-	5%	3%	-	-	-	-	-	4%
Utilities	2	2	-	-	-	-	-	1	-	1	-	-	-	1	1	-	1	-	1	-	2	-
Warehouse	1%	2%	-	-	-	-	-	3%	-	2%	-	-	-	2%	2%	-	2%	-	2%	-	2%	-
Other	2	1	1	-	1	-	-	1	1	-	-	1	-	1	-	1	1	-	1	-	1	1
	1%	1%	1%	-	7%	-	-	1%	5%	-	-	7%	-	2%	-	1%	1%	-	1%	-	1%	2%
Don't know	9	2	7	-	1	2	-	2	-	3	-	1	2	2	3	4	2	3	-	3	4	2
	5%	2%	8%	-	11%	6%	-	6%	-	12%	-	11%	3%	4%	9%	8%	3%	7%	-	6%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 201
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	159	6	17	66	11	2	66	23	13	4	4	8	31	10	124	35	81	18	11	2	3	7	29	8
Weighted Base	181	8**	20**	81*	17**	2**	78*	31**	19**	4**	2**	7**	31**	8**	138	43**	98*	24**	15**	1**	2**	7**	27**	6**
BT	51	2	8	27	1	1	25	11	2	2	-	2	8	1	45	6	28	9	2	1	-	2	8	1
	28%	20%	38%	33%	4%	49%	33%	34%	8%	59%	-	22%	27%	18%	33%z	14%	29%	39%	10%	61%	-	25%	30%	23%
Sky	39	-	3	19	7	-	13	10	7	1	1	*	6	1	25	14	23	7	3	-	1	*	4	1
	22%	-	16%	24%	41%	-	16%	31%	38%	26%	43%	6%	18%	14%	18%	32%	23%	28%	21%	-	62%	7%	13%	19%
TalkTalk	31	1	2	11	5	1	14	1	5	1	1	2	5	3	24	8	18	1	2	1	-	2	6	2
	17%	15%	12%	14%	26%	51%	17%	4%	28%	15%	30%	24%	17%	33%	17%	18%	18%	3%	14%	39%	-	27%	20%	36%
Virgin Media	27	4	2	11	3	-	13	5	3	-	-	1	4	1	23	4	14	3	3	-	-	1	4	1
	15%	49%	12%	14%	20%	-	16%	15%	18%	-	-	8%	13%	17%	17%	8%	14%	13%	23%	-	-	9%	15%	22%
Plusnet	5	-	3	3	-	-	5	-	-	-	-	-	-	-	-	5	5	-	-	-	-	-	-	-
	3%	-	14%	3%	-	-	7%	-	-	-	-	-	-	-	-	12%	5%	-	-	-	-	-	-	-
EE/Everything	5	1	1	1	-	-	3	-	-	-	-	-	2	-	3	3	3	-	2	-	-	-	1	-
Everywhere	3%	17%	4%	1%	-	-	3%	-	-	-	-	-	8%	-	2%	6%	3%	-	12%	-	-	-	2%	-
AOL	5	-	1	3	-	-	2	2	-	-	-	-	1	-	4	1	3	1	-	-	-	-	1	-
	3%	-	5%	4%	-	-	3%	6%	-	-	-	-	3%	-	3%	2%	3%	4%	-	-	-	-	3%	-
Orange	3	-	-	-	1	-	-	-	1	-	-	-	2	-	3	-	-	-	1	-	-	-	2	-
	2%	-	-	-	8%	-	-	-	8%	-	-	-	6%	-	2%	-	-	-	10%	-	-	-	6%	-
Tesco	2	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	-	-	-	-	6%	-	1%	-	-	-	-	-	-	-	7%	-
Utilities	2	-	-	1	-	-	-	1	-	-	-	1	-	-	2	-	-	1	-	-	-	1	-	-
Warehouse	1%	-	-	1%	-	-	-	2%	-	-	-	17%	-	-	1%	-	-	2%	-	-	-	19%	-	-
Other	2	-	-	1	-	-	1	-	-	-	1	-	-	-	2	-	1	-	-	-	1	-	-	-
	1%	-	-	2%	-	-	2%	-	-	-	26%	-	-	-	1%	-	1%	-	-	-	38%	-	-	-
Don't know	9	-	-	5	-	-	2	3	-	-	-	2	1	1	5	3	3	3	1	-	-	1	1	-
	5%	-	-	6%	-	-	3%	8%	-	-	-	21%	2%	18%	4%	7%	3%	10%	10%	-	-	13%	3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 202
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	159	110	26	23	64	-	-	13	89	28	48	35	32	16	26	32	6	1	-	-	1
Weighted Base	181	124*	31**	26**	74*	-**	-**	14**	99*	31**	52*	43**	35**	20**	27**	40**	9**	1**	-**	-**	1**
BT	51 28% ^a	27 22%	15 49%	9 36%	18 25%	-	-	3 24%	31 31%	15 49%	13 24%	16 37%	6 16%	2 9%	8 30%	10 25%	-	-	-	-	-
Sky	39 22%	34 27% ^z	2 8%	3 12%	17 23%	-	-	2 16%	20 20%	1 3%	14 26%	6 15%	11 33%	6 33%	6 22%	11 28%	4 40%	-	-	-	-
TalkTalk	31 17% ^h	26 21%	3 9%	2 9%	18 25% ^h	-	-	4 26%	10 11%	2 8%	8 15%	6 14%	8 24%	6 32%	6 21%	9 22%	3 37%	1 100%	-	-	-
Virgin Media	27 15%	20 16%	2 8%	4 16%	12 16%	-	-	3 21%	15 15%	3 11%	8 15%	8 19%	4 13%	3 16%	5 17%	4 10%	2 23%	-	-	-	1 100%
Plusnet	5 3%	5 4%	-	-	3 4%	-	-	-	3 3%	-	3 5%	1 2%	2 6%	-	1 3%	2 5%	-	-	-	-	-
EE/Everything Everywhere	5 3%	3 3%	2 6%	-	1 1%	-	-	-	4 4%	2 6%	3 5%	-	1 2%	-	-	1 2%	-	-	-	-	-
AOL	5 3%	2 1%	-	3 12%	1 1%	-	-	-	4 4%	2 6%	2 4%	-	1 3%	-	-	1 2%	-	-	-	-	-
Orange	3 2%	3 3%	-	-	1 2%	-	-	-	2 2%	-	-	2 4%	1 4%	-	1 5%	-	-	-	-	-	-
Tesco	2 1%	-	2 6%	-	-	-	-	-	2 2%	-	-	2 4%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	2 1%	-	1 4%	1 2%	-	-	-	-	2 2%	2 6%	-	-	-	-	-	-	-	-	-	-	-
Other	2 1%	1 1%	1 2%	-	1 2%	-	-	1 4%	1 1%	-	1 2%	1 2%	-	1 3%	1 2%	1 2%	-	-	-	-	-
Don't know	9 5% ^a	3 2%	2 8%	3 12%	1 2%	-	-	1 11%	6 6%	3 11%	3 5%	1 3%	-	1 7%	-	1 3%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 203
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	159	33	26	28	94	157	97	84	156	146	54	146	117	69	99	44
Weighted Base	181	34**	37**	34**	105*	180	109*	97*	177	164	60*	166	137*	83*	112*	48*
BT	51 28%jmo	9 26%	9 24%	6 19%	33 32%	50 28%mo	26 24%mo	26 27%mo	49 28%mo	48 29%jmo	11 18%	48 29%jmo	36 27%mo	11 13%	26 23%mo	5 11%
Sky	39 22%	10 30%	8 21%	7 22%	18 17%	39 21%	25 23%	24 24%	37 21%	34 21%	16 27%	33 20%	31 23%	23 28%	27 24%	12 25%
TalkTalk	31 17%	7 21%	9 23%	11 33%	13 12%	31 17%	20 18%	12 12%	31 18%	31 19%g	10 17%	31 19%g	24 17%	21 26%zeg	22 20%g	13 28%g
Virgin Media	27 15%	4 12%	7 20%	5 16%	16 15%	27 15%	21 20%il	14 15%	27 15%i	22 13%	10 17%	26 16%i	18 13%	14 17%	20 18%	7 14%
Plusnet	5 3%l	1 2%	2 6%	-	3 2%	5 3%l	1 1%	5 5%fn	5 3%l	5 3%l	1 1%	5 3%l	5 4%l	3 3%	-	1 1%
EE/Everything Everywhere	5 3%	1 2%	-	1 2%	4 4%	5 3%	4 4%	4 4%	5 3%	5 3%	5 8%zehikm	5 3%	5 4%	1 1%	5 4%	4 8%
AOL	5 3%	-	1 3%	1 3%	4 4%	5 3%	3 3%	3 3%	5 3%	5 3%l	4 7%l	5 3%l	2 1%	2 3%	4 4%l	2 4%
Orange	3 2%	-	-	1 4%	2 2%	3 2%	3 3%	-	3 2%	3 2%	1 2%	3 2%	3 2%	1 2%	3 3%	3 7%zeghik
Tesco	2 1%	-	-	-	2 2%	2 1%	-	2 2%	2 1%	2 1%	-	2 1%	2 1%	2 2%	-	-
Utilities Warehouse	2 1%	-	-	-	2 2%	2 1%	1 1%	1 1%	2 1%	2 1%	1 1%	2 1%	-	-	1 1%	-
Other	2 1%	1 2%	-	1 1%	1 1%	2 1%	1 1%	1 1%	2 1%	2 1%	-	1 1%	2 1%	-	2 2%	-
Don't know	9 5%ikn	1 4%	1 4%	-	7 7%	9 5%ikn	3 3%	5 5%	9 5%ikn	6 4%	1 1%	5 3%	8 6%kn	4 5%	2 2%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 204
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	159	141	10	3	2	2	1	47	54	50	2	5	8	13	11	23	35	15	6
Weighted Base	181	161	10**	3**	2**	2**	3**	50*	68*	54*	2**	3**	10**	14**	12**	26**	39**	20**	9**
BT	51 28%	44 27%	4 38%	1 40%	- -	- -	3 100%	16 32%	16 24%	18 33%	1 25%	- -	6 63%	3 20%	6 52%	6 25%	6 15%	3 17%	1 15%
Sky	39 22%g	33 21%	1 14%	2 60%	1 57%	1 63%	- -	5 9%	16 24%	14 27%	2 75%	1 40%	* 4%	4 26%	1 7%	4 14%	17 44%	2 9%	3 29%
TalkTalk	31 17%	29 18%	2 16%	- -	- -	1 37%	- -	7 14%	15 22%	9 16%	- -	- -	- -	3 19%	2 17%	10 40%	4 11%	3 14%	4 48%
Virgin Media	27 15%	24 15%	3 32%	- -	- -	- -	- -	9 18%	9 13%	7 13%	- -	1 19%	- -	2 17%	2 19%	1 6%	8 21%	4 21%	- -
Plusnet	5 3%	5 3%	- -	- -	- -	- -	- -	- -	3 4%	3 5%	- -	- -	3 25%	- -	- -	- -	- -	2 10%	1 8%
EE/Everything Everywhere	5 3%	5 3%	- -	- -	- -	- -	- -	3 6%	2 3%	- -	- -	- -	- -	- -	- -	- -	1 2%	3 15%	- -
AOL	5 3%	5 3%	- -	- -	- -	- -	- -	4 7%	1 2%	- -	- -	- -	1 9%	- -	- -	1 4%	2 6%	- -	- -
Orange	3 2%	3 2%	- -	- -	- -	- -	- -	- -	1 2%	2 3%	- -	- -	- -	- -	- -	2 7%	- -	1 7%	- -
Tesco	2 1%	2 1%	- -	- -	- -	- -	- -	2 4%	- -	- -	- -	- -	- -	2 14%	- -	- -	- -	- -	- -
Utilities Warehouse	2 1%	2 1%	- -	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 5%	- -	- -	- -	- -
Other	2 1%	2 1%	- -	- -	- -	- -	- -	- -	1 2%	1 1%	- -	1 15%	- -	1 5%	- -	- -	1 2%	- -	- -
Don't know	9 5%	8 5%	- -	- -	1 43%	- -	- -	4 8%	3 4%	2 3%	- -	1 27%	- -	- -	- -	1 5%	- -	1 7%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 205
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	159	137	21	18	14	20	7	12	12	15	22	12	8	13	6	132	97	61	158	127	32	159
Weighted Base	181	163	17**	15**	12**	21**	10**	15**	20**	22**	32**	10**	7**	12**	6**	156	107*	73*	180	143	38**	181
BT	51 28% _d	48 29%	4 21%	5 35%	3 24%	4 18%	2 23%	3 17%	8 42%	4 17%	13 39%	6 67%	-	3 22%	1 17%	48 31%	39 36% _{zqr}	13 17%	51 29% _{dq}	45 31%	6 17%	51 28%
Sky	39 22%	34 21%	5 27%	4 29%	1 9%	6 27%	3 28%	2 13%	2 11%	9 39%	4 14%	2 19%	*	4 29%	2 33%	33 21%	17 16%	22 30%	39 22%	27 19%	12 31%	39 22%
TalkTalk	31 17% _o	30 18%	1 6%	1 5%	5 37%	7 32%	2 21%	3 21%	2 12%	1 5%	-	1 6%	7 94%	2 19%	1 17%	21 14%	16 15%	15 21%	31 17%	28 20%	3 7%	31 17%
Virgin Media	27 15%	21 13%	5 32%	1 4%	1 11%	4 18%	1 9%	3 19%	-	6 27%	8 26%	-	-	1 8%	2 33%	24 15%	15 14%	11 16%	27 15%	19 13%	8 21%	27 15%
Plusnet	5 3% _s	5 3%	-	1 5%	-	-	-	-	3 13%	-	2 7%	-	-	-	-	5 3%	2 2%	3 4%	5 3%	2 1%	3 8%	5 3% _s
EE/Everything Everywhere	5 3% _a	2 1%	2 11%	-	-	-	2 19%	1 9%	-	-	1 2%	1 8%	-	1 5%	-	4 3%	3 3%	2 2%	5 3%	3 2%	3 7%	5 3%
AOL	5 3%	5 3%	-	1 7%	1 8%	-	-	-	-	1 4%	-	-	-	2 17%	-	3 2%	2 2%	3 4%	5 3%	5 3%	-	5 3%
Orange	3 2%	3 2%	-	-	-	-	-	-	2 9%	-	1 5%	-	-	-	-	3 2%	1 1%	2 2%	3 2%	3 2%	-	3 2%
Tesco	2 1%	2 1%	-	-	-	-	-	-	-	2 9%	-	-	-	-	-	2 1%	2 2%	-	2 1%	2 1%	-	2 1%
Utilities Warehouse	2 1%	2 1%	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-	-	2 1%	2 2%	-	2 1%	2 1%	-	2 1%
Other	2 1%	1 1%	1 3%	1 10%	-	1 2%	-	-	-	-	-	-	-	-	-	2 1%	1 1%	1 1%	2 1%	-	-	2 1%
Don't know	9 5% _f	9 5%	-	1 5%	1 11%	-	-	3 21%	3 13%	-	1 3%	-	-	-	-	9 6%	5 5%	2 2%	7 4%	5 4%	3 8%	9 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 206

FX05B_2 - Which broadband company did you switch from?**BASE:** All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	159	37	138	156	159	159	24	159	73	33	-	156	3	-	-	159	-	156	3
Weighted Base	181	40*	155	176	181	181	28**	181	85*	35**	-**	176	5**	-**	-**	181	-**	176	5**
BT	51 28%	10 25%	41 27%	49 28%	51 28%	51 28%	6 21%	51 28%	27 32%	4 10%	-	49 28%	3 57%	-	-	51 28%	-	49 28%	3 57%
Sky	39 22%	12 30%	36 23%	38 22%	39 22%	39 22%	7 24%	39 22%	19 23%	7 19%	-	38 22%	1 17%	-	-	39 22%	-	38 22%	1 17%
TalkTalk	31 17%	7 17%	27 18%	31 18%	31 17%	31 17%	3 11%	31 17%	14 16%	7 21%	-	31 18%	-	-	-	31 17%	-	31 18%	-
Virgin Media	27 15%	8 19%	21 14%	25 14%	27 15%	27 15%	5 16%	27 15%	13 15%	13 37%	-	25 14%	1 26%	-	-	27 15%	-	25 14%	1 26%
Plusnet	5 3%	- -	5 3%	5 3%	5 3%	5 3%	- -	5 3%	1 1%	1 2%	-	5 3%	- -	- -	- -	5 3%	- -	5 3%	- -
EE/Everything Everywhere	5 3%	- -	5 3%	5 3%	5 3%	5 3%	1 5%	5 3%	3 3%	- -	-	5 3%	- -	- -	- -	5 3%	- -	5 3%	- -
AOL	5 3%	1 2%	4 3%	5 3%	5 3%	5 3%	- -	5 3%	3 4%	1 4%	-	5 3%	- -	- -	- -	5 3%	- -	5 3%	- -
Orange	3 2%	- -	3 2%	3 2%	3 2%	3 2%	2 6%	3 2%	1 2%	- -	-	3 2%	- -	- -	- -	3 2%	- -	3 2%	- -
Tesco	2 1%	2 5%b	- -	2 1%	2 1%	2 1%	- -	2 1%	- -	- -	-	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -
Utilities Warehouse	2 1%	- -	2 1%	2 1%	2 1%	2 1%	1 5%	2 1%	2 2%	1 4%	-	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -
Other	2 1%	- -	2 1%	2 1%	2 1%	2 1%	1 4%	2 1%	- -	- -	-	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -
Don't know	9 5%	1 2%	8 5%	9 5%	9 5%	9 5%	2 8%	9 5%	2 3%	1 3%	-	9 5%	- -	- -	- -	9 5%	- -	9 5%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 207
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)							
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	159	47	9	14	42	28	1	15	3
Weighted Base	181	56*	10**	18**	46*	34**	1**	14**	3**
BT	51	6	5	7	13	15	-	4	1
	28%a	10%	52%	39%	29%a	46%	-	29%	31%
Sky	39	16	1	2	5	8	-	7	1
	22%h	28%	13%	10%	10%	24%	-	49%	25%
TalkTalk	31	10	3	3	11	2	-	*	1
	17%	18%	35%	18%	24%	6%	-	3%	45%
Virgin Media	27	9	-	-	11	6	-	1	-
	15%	17%	-	-	23%	17%	-	6%	-
Plusnet	5	1	-	5	-	-	-	-	-
	3%	1%	-	26%	-	-	-	-	-
EE/Everything Everywhere	5	4	-	-	-	1	-	1	-
	3%	7%	-	-	-	2%	-	5%	-
AOL	5	2	-	-	1	2	-	-	-
	3%	3%	-	-	3%	5%	-	-	-
Orange	3	-	-	-	3	-	-	-	-
	2%	-	-	-	7%z	-	-	-	-
Tesco	2	2	-	-	-	-	-	-	-
	1%	3%	-	-	-	-	-	-	-
Utilities	2	1	-	1	-	-	-	-	-
Warehouse	1	2%	-	3%	-	-	-	-	-
Other	2	-	-	-	1	-	1	-	-
	1%	-	-	-	3%	-	100%	-	-
Don't know	9	6	-	1	1	-	-	1	-
	5%	11%	-	5%	2%	-	-	7%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 208
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	159	9	4	2	13	7	1	6	1
Weighted Base	181	10**	3**	2**	16**	11**	1**	6**	1**
BT	51	-	1	2	6	7	1	2	-
	28%	-	42%	76%	40%	58%	100%	37%	-
Sky	39	5	-	-	1	3	-	3	1
	22%	51%	-	-	6%	23%	-	48%	100%
TalkTalk	31	1	2	-	2	-	-	-	-
	17%	13%	58%	-	12%	-	-	-	-
Virgin Media	27	2	-	-	6	2	-	1	-
	15%	16%	-	-	37%	19%	-	15%	-
Plusnet	5	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-
EE/Everything Everywhere	5	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-
AOL	5	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-
Orange	3	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-
Tesco	2	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Utilities Warehouse	2	1	-	1	-	-	-	-	-
	1%	13%	-	24%	-	-	-	-	-
Other	2	-	-	-	1	-	-	-	-
	1%	-	-	-	5%	-	-	-	-
Don't know	9	1	-	-	-	-	-	-	-
	5%	7%	-	-	-	-	-	-	-

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Table 209
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	159	116	43	32	6	12	31	23	1	10	1	48	2
Weighted Base	181	131*	50*	37**	7**	16**	34**	26**	1**	9**	1**	55*	3**
BT	51 28%	32 25%	19 38%	1 4%	4 53%	5 33%	11 33%	9 33%	-	2 22%	-	13 24%	-
Sky	39 22%	27 20%	12 24%	10 26%	1 18%	2 11%	2 6%	7 27%	-	5 55%	-	14 25%	1 49%
TalkTalk	31 17%	26 20%	5 10%	8 22%	2 29%	3 21%	9 27%	2 8%	-	* 5%	1 100%	11 20%	-
Virgin Media	27 15%	16 12%	10 21%	4 11%	-	-	6 18%	6 22%	-	-	-	10 17%	1 51%
Plusnet	5 3%	5 4%	-	1 2%	-	5 30%	-	-	-	-	-	-	-
EE/Everything Everywhere	5 3%	5 4%	-	4 10%	-	-	-	1 2%	-	1 8%	-	1 2%	-
AOL	5 3%	5 4%	-	2 5%	-	-	1 4%	2 7%	-	-	-	1 2%	-
Orange	3 2%	3 2%	-	-	-	-	3 9%	-	-	-	-	3 6%	-
Tesco	2 1%	2 1%	-	2 5%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	2 1%	-	2 4%	-	-	-	-	-	-	-	-	-	-
Other	2 1%	1 1%	1 2%	-	-	-	1 1%	-	1 100%	-	-	-	-
Don't know	9 5%	8 6%	1 1%	5 14%	-	1 6%	1 2%	-	-	1 11%	-	2 3%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 210
FX05B_2 - Which broadband company did you switch from?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	159	145	159	35	4	-	3	93	53	120	25	9	21	48	45	24	38	37	39	43	24	39	31
Weighted Base	181	162	181	44**	6**	-**	3**	106*	59*	131*	32**	8**	23**	50*	45*	25**	39*	36*	44*	47*	24**	39*	33**
BT	51 28%	43 27%	51 28%	12 26%	5 89%	-	2 61%	31 29%	17 28%	34 26%	8 25%	2 19%	2 9%	16 32%	11 25%	2 8%	6 16%	7 19%	12 28%	12 25%	3 13%	7 18%	4 12%
Sky	39 22%	38 23%	39 22%	13 29%	-	-	1 39%	25 23%	14 23%	27 20%	10 31%	1 14%	5 21%	14 27%	12 26%	10 39%	13 35%z	11 31%	10 23%	14 31%	10 42%	13 33%	9 28%
TalkTalk	31 17%	29 18%	31 17%	7 15%	1 11%	-	-	20 18%	11 19%	21 16%	7 22%	* 5%	6 25%	8 16%	6 14%	5 19%	6 15%	6 16%	12 27%as	4 9%	4 14%	5 13%	5 16%
Virgin Media	27 15%	25 15%	27 15%	10 23%	-	-	-	11 10%	11 19%	23 17%	2 8%	4 50%	7 31%	4 8%	10 23% ^m	6 25%	9 24% ^m	8 21% ^m	7 16%	10 22%	5 19%	10 25%	9 26%
Plusnet	5 3%g	5 3%	5 3%	-	-	-	-	1 1%	-	5 4%	-	-	1 3%	-	-	-	-	-	-	-	-	-	-
EE/Everything Everywhere	5 3%	5 3%	5 3%	1 3%	-	-	-	4 3%	1 1%	4 3%	-	-	-	1 1%	1 3%	-	-	1 4%	1 1%	1 3%	-	1 3%	1 4%
AOL	5 3%	3 2%	5 3%	-	-	-	-	4 4%	1 2%	3 2%	1 4%	-	1 6%	2 4%	1 2%	1 3%	2 4%	-	1 2%	-	-	-	-
Orange	3 2%	3 2%	3 2%	-	-	-	-	1 1%	2 3%	3 2%	-	-	-	1 3%	1 3%	1 6%	1 4%	1 4%	-	1 3%	1 6%	-	1 4%
Tesco	2 1%	-	2 1%	-	-	-	-	2 2%	-	-	2 6%	-	-	2 4%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	2 1%	2 1%	2 1%	1 1%	-	-	-	1 1%	1 1%	2 1%	-	-	1 6%	1 1%	1 1%	-	-	1 2%	-	1 1%	-	1 1%	1 2%
Other	2 1%	2 1%	2 1%	-	-	-	-	1 1%	1 1%	2 1%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 2%	1 2%
Don't know	9 5%	7 4%	9 5%	1 2%	-	-	-	6 6%	2 3%	7 5%	1 5%	1 12%	-	1 3%	1 2%	-	1 2%	1 2%	1 3%	2 4%	1 4%	1 3%	2 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 211
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	47	25	22	-	5	11	14	7	4	3	3	5	25	11	6	9	11	15	12	17	20	9
Weighted Base	57*	28**	30**	-.**	6**	13**	16**	13**	5**	2**	2**	6**	30**	17**	4**	12**	11**	19**	15**	21**	22**	13**
Virgin Media	18 31%	8 29%	9 32%	- -	1 25%	4 28%	5 28%	4 31%	3 69%	1 30%	- -	1 25%	8 28%	7 41%	1 13%	1 11%	1 9%	6 32%	9 62%	6 27%	8 37%	3 21%
Sky	16 27%	8 28%	8 27%	- -	* 8%	4 28%	8 48%	3 25%	* 10%	- -	- -	* 8%	12 39%	4 21%	- -	4 33%	3 27%	6 29%	3 21%	4 20%	7 33%	4 32%
BT	12 22%	7 24%	6 19%	- -	3 45%	2 15%	3 19%	3 25%	1 21%	1 34%	- -	3 45%	5 17%	4 24%	1 15%	4 31%	4 36%	3 15%	2 11%	5 22%	4 18%	4 28%
TalkTalk	7 12%	3 11%	4 13%	- -	1 23%	1 4%	1 5%	2 19%	- -	- -	2 74%	1 23%	1 5%	2 14%	2 42%	1 9%	1 5%	5 24%	1 6%	5 22%	2 8%	1 5%
Other	3 6%	1 2%	3 9%	- -	- 15%	2 -	- -	- -	- -	1 35%	1 26%	- -	2 7%	- -	1 30%	1 6%	3 23%	- -	- -	1 3%	1 3%	2 15%
Don't know	1 2%	1 5%	- -	- -	- 10%	1 -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	1 11%	- -	- -	- -	1 6%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 212
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	47	3	5	18	4	-	20	6	4	-	2	3	6	6	33	14	24	4	4	-	2	2	6	5
Weighted Base	57*	4**	6**	27**	6**	-**	29**	8**	6**	-**	1**	2**	5**	5**	40**	17**	35**	5**	5**	-**	1**	1**	4**	5**
Virgin Media	18	1	2	11	-	-	12	3	-	-	-	-	1	1	12	6	13	2	2	-	-	-	-	1
	31%	36%	37%	41%	-	-	40%	40%	-	-	-	-	27%	26%	29%	34%	36%	31%	33%	-	-	-	-	28%
Sky	16	1	1	6	4	-	5	3	4	-	1	1	-	2	12	4	7	2	4	-	1	*	*	1
	27%	31%	16%	22%	59%	-	18%	38%	59%	-	52%	64%	-	35%	30%	21%	21%	36%	67%	-	52%	36%	10%	29%
BT	12	-	1	9	-	-	8	2	-	-	-	-	1	2	10	3	8	2	-	-	-	-	1	2
	22%	-	16%	32%	-	-	27%	22%	-	-	-	-	13%	39%	25%	15%	23%	33%	-	-	-	-	15%	42%
TalkTalk	7	-	-	1	2	-	1	-	2	-	1	1	2	-	4	3	4	-	-	-	1	1	2	-
	12%	-	-	5%	41%	-	5%	-	41%	-	48%	36%	35%	-	10%	19%	11%	-	-	-	48%	64%	43%	-
Other	3	-	2	-	-	-	2	-	-	-	-	-	1	-	1	2	2	-	-	-	-	-	1	-
	6%	-	30%	-	-	-	7%	-	-	-	-	-	26%	-	3%	11%	6%	-	-	-	-	-	31%	-
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	2%	32%	-	-	-	-	4%	-	-	-	-	-	-	-	3%	-	4%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 213
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	47	32	10	5	26	-	-	5	20	5	15	12	7	8	12	11	5	-	-	-	-
Weighted Base	57*	39**	13**	5**	31**	..**	..**	6**	24**	4**	19**	17**	7**	10**	15**	13**	6**	..**	..**	..**	..**
Virgin Media	18	14	1	2	12	-	-	3	6	1	5	6	2	4	8	3	2	-	-	-	-
	31%	36%	11%	40%	38%	-	-	50%	23%	14%	27%	32%	30%	43%	55%	21%	34%	-	-	-	-
Sky	16	13	1	2	7	-	-	-	8	1	4	4	5	2	2	6	1	-	-	-	-
	27%	32%	10%	36%	23%	-	-	-	35%	16%	23%	25%	62%	19%	15%	45%	16%	-	-	-	-
BT	12	6	7	-	7	-	-	3	4	1	4	6	-	1	4	3	-	-	-	-	-
	22%	15%	52%	-	22%	-	-	50%	15%	23%	23%	35%	-	12%	25%	23%	-	-	-	-	-
TalkTalk	7	4	2	1	5	-	-	-	2	-	3	1	1	2	1	1	3	-	-	-	-
	12%	11%	17%	12%	17%	-	-	-	8%	-	14%	8%	8%	26%	5%	10%	50%	-	-	-	-
Other	3	3	-	1	-	-	-	-	3	1	3	-	-	-	-	-	-	-	-	-	-
	6%	7%	-	13%	-	-	-	-	14%	16%	14%	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	2%	-	10%	-	-	-	-	-	5%	31%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 214
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	47	13	11	15	19	46	38	18	45	43	21	40	35	28	27	16
Weighted Base	57*	13**	16**	19**	22**	56*	43*	21**	55*	53*	23**	48*	45**	35**	33**	19**
Virgin Media	18	4	7	7	4	18	16	4	18	16	5	14	14	11	11	7
	31%	29%	43%	36%	19%	31%	37%	17%	32%	30%	23%	30%	31%	30%	34%	38%
Sky	16	5	3	4	6	16	13	9	16	15	8	12	12	12	8	7
	27%	36%	18%	22%	28%	28%	30%	43%	28%	29%	35%	25%	26%	34%	23%	36%
BT	12	3	3	4	6	11	6	5	12	12	4	12	11	6	7	1
	22% ^f	20%	20%	22%	25%	20% ^f	13%	22%	23% ^f	22% ^f	20%	26% ^f	24%	18%	20%	5%
TalkTalk	7	2	3	4	2	7	6	-	5	6	3	5	4	4	5	-
	12% ^h	15%	19%	20%	8%	13% ^h	13%	-	9%	11%	13%	10%	9%	13%	15%	-
Other	3	-	-	-	3	3	1	3	3	3	1	3	3	2	1	3
	6%	-	-	-	15%	6%	3%	12%	6%	6%	3%	7%	7%	6%	4%	14%
Don't know	1	-	-	-	1	1	1	1	1	1	1	1	1	-	1	1
	2%	-	-	-	6%	2%	3%	6%	2%	2%	6%	3%	3%	-	4%	7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 215
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY	REGULAR - AT LEAST ONCE A WEEK	INFREQUENT - AT LEAST ONCE A MONTH	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	NEVER - BUT DO HAVE ACCESS	NEVER - AND DO NOT HAVE ACCESS	OWNED OUT- RIGHT BY HOUS- EHOLD	BEING BOUGHT ON A MORT- GAGE	RENTED	OTHER	UP TO £6499	£6500 -	£9500 -	£13500 -	£17500 -	£30000 -	£50000 -	£100000 PLUS
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	£6499 (k)	£9499 (l)	£13499 (m)	£17499 (n)	£29999 (o)	£49999 (p)	£99999 (q)	PLUS (r)
Unweighted Base	47	40	2	1	-	2	2	7	17	22	-	1	1	2	3	7	13	5	1
Weighted Base	57*	48*	2**	2**	-**	3**	3**	5**	24**	27**	-.**	1**	1**	2**	4**	10**	16**	7**	1**
Virgin Media	18 31%	13 27%	1 67%	1 -	1 -	2 51%	2 69%	1 13%	8 32%	8 30%	-	- -	- -	1 71%	2 53%	- -	6 36%	1 21%	-
Sky	16 27%	13 27%	1 33%	2 100%	- -	- -	- -	1 24%	6 27%	8 30%	-	1 100%	- -	- -	- -	3 32%	7 42%	2 28%	1 100%
BT	12 22%	12 26%	- -	- -	- -	- -	- -	2 33%	5 21%	6 21%	-	- -	- -	- -	2 47%	3 31%	2 10%	1 16%	-
TalkTalk	7 12%	5 10%	- -	- -	- -	1 49%	1 31%	1 16%	4 15%	3 10%	-	- -	1 100%	1 29%	- -	2 24%	- -	1 16%	-
Other	3 6%	3 7%	- -	- -	- -	- -	- -	1 13%	- -	3 10%	-	- -	- -	- -	- -	1 13%	2 12%	- -	-
Don't know	1 2%	1 3%	- -	- -	- -	- -	- -	- -	1 5%	- -	- -	- -	- -	- -	- -	- -	- -	1 20%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 216
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	47	42	5	5	3	10	2	8	3	3	4	3	1	4	1	41	27	20	47	37	10	47
Weighted Base	57*	53*	5**	4**	3**	13**	1**	10**	5**	6**	7**	3**	1**	3**	1**	52*	33**	24**	57*	46**	12**	57*
Virgin Media	18 31%	16 30%	2 42%	- 25%	1 30%	4 30%	- 58%	6 -	- 31%	2 45%	3 47%	1 -	- 100%	- 32%	1 -	17 32%	11 32%	7 28%	18 31%	10 22%	7 65%	18 31%
Sky	16 27%	14 27%	1 31%	4 85%	1 49%	2 15%	1 47%	1 10%	- -	4 69%	- -	1 53%	- -	1 48%	- -	14 27%	8 25%	8 31%	16 27%	14 30%	2 19%	16 27%
BT	12 22%	12 24%	- -	1 15%	- -	3 20%	- -	1 10%	4 80%	- -	2 27%	- -	1 100%	1 33%	- -	10 20%	7 21%	6 23%	12 22%	11 23%	2 17%	12 22%
TalkTalk	7 12%	7 13%	- -	- -	- -	4 30%	1 53%	1 8%	1 20%	- -	- -	- -	- -	1 19%	- -	6 12%	3 10%	4 16%	7 12%	7 15%	- -	7 12%
Other	3 6%	3 6%	- -	- -	1 26%	1 5%	- -	- -	- -	- -	2 28%	- -	- -	- -	- -	3 6%	3 8%	1 3%	3 6%	3 7%	- -	3 6%
Don't know	1 2%	- -	1 27%	- -	- -	- -	- -	1 13%	- -	- -	- -	- -	- -	- -	- -	1 2%	1 4%	- -	1 2%	1 3%	- -	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 217
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	47	11	44	47	47	43	8	45	47	13	-	43	-	4	-	43	4	47	-
Weighted Base	57*	11**	54*	57*	57*	53*	10**	55*	57*	13**	-**	53*	-**	5**	-**	53*	5**	57*	-**
Virgin Media	18	4	16	18	18	16	2	16	18	6	-	16	-	2	-	16	2	18	-
	31%	38%	29%	31%	31%	30%	22%	29%	31%	49%	-	30%	-	38%	-	30%	38%	31%	-
Sky	16	4	16	16	16	15	4	16	16	4	-	15	-	1	-	15	1	16	-
	27%	40%	29%	27%	27%	29%	38%	29%	27%	35%	-	29%	-	15%	-	29%	15%	27%	-
BT	12	2	12	12	12	12	3	12	12	2	-	12	-	-	-	12	-	12	-
	22%	15%	22%	22%	22%	24%	27%	23%	22%	16%	-	24%	-	-	-	24%	-	22%	-
TalkTalk	7	1	6	7	7	5	-	6	7	-	-	5	-	2	-	5	2	7	-
	12%	7%	12%	12%	12%	9%	-	11%	12%	-	-	9%	-	47%	-	9%	47%	12%	-
Other	3	-	3	3	3	3	-	3	3	-	-	3	-	-	-	3	-	3	-
	6%	-	6%	6%	6%	6%	-	6%	6%	-	-	6%	-	-	-	6%	-	6%	-
Don't know	1	-	1	1	1	1	1	1	1	-	-	1	-	-	-	1	-	1	-
	2%	-	2%	2%	2%	2%	13%	2%	2%	-	-	2%	-	-	-	2%	-	2%	-

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Table 218

FX05B_3 - Which Pay TV company did you switch from?

BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)					Virgin Media (including NTL and Telewest) (p)
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	
Unweighted Base	47	11	1	2	16	6	11
Weighted Base	57*	17**	2**	2**	20**	7**	10**
Virgin Media	18	2	-	1	11	1	2
	31%	15%	-	33%	55%	20%	20%
Sky	16	6	-	-	-	5	5
	27%	35%	-	-	-	71%	50%
BT	12	3	2	1	3	-	3
	22%	19%	100%	67%	16%	-	29%
TalkTalk	7	2	-	-	4	1	-
	12%	13%	-	-	22%	9%	-
Other	3	2	-	-	1	-	-
	6%	11%	-	-	7%	-	-
Don't know	1	1	-	-	-	-	-
	2%	8%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 219

FX05B_3 - Which Pay TV company did you switch from?

BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)		
		Plusnet (n)	Sky (p)	Virgin Media (y)
Unweighted Base	47	1	7	2
Weighted Base	57*	1**	10**	2**
Virgin Media	18 31%	1 100%	6 60%	1 68%
Sky	16 27%	-	-	1 32%
BT	12 22%	-	3 32%	-
TalkTalk	7 12%	-	1 8%	-
Other	3 6%	-	-	-
Don't know	1 2%	-	-	-

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Table 220
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Product bundles									
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	47	35	12	8	1	1	10	6	9	23	2
Weighted Base	57*	42**	16**	11**	2**	1**	13**	7**	8**	27**	3**
Virgin Media	18	8	10	1	-	-	5	1	1	5	1
	31%	19%	62%	10%	-	-	37%	20%	8%	19%	52%
Sky	16	15	1	6	-	-	-	5	4	10	1
	27%	36%	4%	54%	-	-	-	71%	55%	35%	48%
BT	12	9	3	-	2	1	3	-	3	6	-
	22%	22%	20%	-	100%	100%	26%	-	37%	20%	-
TalkTalk	7	5	2	1	-	-	4	1	-	4	-
	12%	12%	14%	7%	-	-	27%	9%	-	16%	-
Other	3	3	-	2	-	-	1	-	-	1	-
	6%	8%	-	18%	-	-	10%	-	-	5%	-
Don't know	1	1	-	1	-	-	-	-	-	1	-
	2%	3%	-	12%	-	-	-	-	-	5%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 221
FX05B_3 - Which Pay TV company did you switch from?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	47	38	35	47	5	4	-	16	24	38	6	5	5	11	19	14	17	18	8	20	13	17	16
Weighted Base	57*	46*	44**	57*	6**	4**	-**	19**	31**	45*	9**	4**	5**	13**	19**	15**	19**	18**	11**	24**	14**	18**	17**
Virgin Media	18	18	14	18	-	1	-	5	10	16	2	1	3	1	6	5	8	7	1	9	6	10	8
	31%	38%zc	32%	31%	-	38%	-	28%	32%	35%	20%	21%	54%	5%	31%	34%	44%	39%	13%	36%	40%	53%	47%
Sky	16	12	11	16	2	2	-	2	12	14	2	1	2	10	9	7	7	6	4	8	6	5	5
	27%	26%	26%	27%	38	45%	-	12	39%	31%	20%	30%	46%	80%	46%	50%	39%	35%	39%	35%	40%	26%	30%
BT	12	9	12	12	3	1	-	5	6	8	2	2	-	1	1	2	1	1	4	4	2	1	1
	22%	20%	27%	22%	49%	17%	-	27%	19%	18%	21%	49%	-	9%	5%	11%	5%	6%	40%	18%	14%	6%	6%
TalkTalk	7	4	4	7	1	-	-	4	2	5	1	-	-	1	1	1	1	2	1	1	1	1	1
	12%	9%	10%	12%	12%	-	-	23%	7%	12%	9%	-	-	6%	4%	5%	4%	9%	7%	3%	6%	4%	5%
Other	3	1	1	3	-	-	-	1	1	1	3	-	-	-	1	-	1	1	-	1	-	1	1
	6%i	3%	3%	6%	-	-	-	3%	2%	1%	30%	-	-	-	7%	-	7%	4%	-	3%	-	4%	4%
Don't know	1	1	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	1	-	1	1
	2%	3%	3%	2%	-	-	-	7%	-	3%	-	-	-	-	7%	-	-	7%	-	5%	-	7%	8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 222
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	37	23	14	-	3	6	8	7	9	3	1	3	14	16	4	16	13	5	3	11	15	11
Weighted Base	45*	28**	17**	-.**	3**	6**	12**	10**	9**	3**	1**	3**	18**	19**	4**	21**	13**	7**	4**	11**	16**	18**
Skype	14	8	6	-	2	2	3	2	4	1	-	2	6	5	1	4	6	3	-	2	4	8
	31%	29%	33%	-	50%	40%	28%	15%	45%	28%	-	50%	32%	28%	21%	22%	48%	42%	-	20%	22%	45%
Viber	4	1	4	-	-	2	1	-	2	-	-	-	3	2	-	2	1	-	2	2	1	2
	10%	2%	23%	-	-	29%	9%	-	18%	-	-	-	16%	8%	-	9%	4%	-	51%	17%	3%	12%
WhatsApp	4	2	1	-	-	1	2	1	-	-	-	-	2	1	-	1	2	-	-	1	3	-
	8%	8%	7%	-	-	10%	15%	11%	-	-	-	-	13%	6%	-	6%	18%	-	-	5%	18%	-
Vonage	2	2	-	-	-	1	-	1	-	-	-	-	1	1	-	2	-	-	-	2	-	-
	5%	8%	-	-	-	21%	-	8%	-	-	-	-	7%	4%	-	10%	-	-	-	20%	-	-
FaceTime (Apple	2	2	-	-	1	-	-	-	*	1	-	1	-	*	1	-	*	2	-	2	*	-
FaceTime)	5%	7%	-	-	21%	-	-	-	5%	27%	-	21%	-	2%	21%	-	3%	23%	-	15%	3%	-
Google Hangouts	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	3%	5%	-	-	-	-	-	-	16%	-	-	-	-	7%	-	7%	-	-	-	-	9%	-
Other	12	9	3	-	-	-	4	5	1	1	-	-	4	6	1	7	3	-	2	-	6	5
	26%	32%	18%	-	-	-	36%	44%	17%	45%	-	-	24%	31%	35%	35%	20%	-	49%	-	39%	30%
Don't know	6	2	3	-	1	-	1	2	-	-	1	1	1	2	1	2	1	2	-	2	1	2
	13%	9%	20%	-	28%	-	12%	23%	-	-	100%	28%	8%	12%	24%	12%	7%	34%	-	22%	6%	13%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 223
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	37	4	15	11	3	1	24	6	4	-	-	-	2	1	27	10	27	3	4	-	-	-	2	1
Weighted Base	45*	5**	18**	13**	5**	1**	28**	8**	6**	..**	..**	..**	2**	1**	32**	13**	32**	4**	6**	..**	..**	..**	2**	1**
Skype	14	1	6	3	1	1	6	4	2	-	-	-	1	-	11	3	6	4	2	-	-	-	1	-
	31%	18%	33%	25%	27%	100%	22%	50%	41%	-	-	-	60%	-	33%	26%	19%	100%	41%	-	-	-	60%	-
Viber	4	-	1	2	1	-	1	1	1	-	-	-	-	1	3	1	2	-	1	-	-	-	-	1
	10%	-	3%	15%	22%	-	5%	14%	18%	-	-	-	-	100%	10%	9%	8%	-	18%	-	-	-	-	100%
WhatsApp	4	-	1	3	-	-	4	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	-
	8%	-	3%	23%	-	-	13%	-	-	-	-	-	-	-	11%	-	11%	-	-	-	-	-	-	-
Vonage	2	-	2	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	5%	-	12%	-	-	-	8%	-	-	-	-	-	-	-	7%	-	7%	-	-	-	-	-	-	-
FaceTime (Apple FaceTime)	2	-	1	1	-	-	2	-	-	-	-	-	-	-	1	1	2	-	-	-	-	-	-	-
	5%	-	5%	9%	-	-	7%	-	-	-	-	-	-	-	4%	6%	6%	-	-	-	-	-	-	-
Google Hangouts	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-
	3%	-	8%	-	-	-	5%	-	-	-	-	-	-	-	2%	5%	4%	-	-	-	-	-	-	-
Other	12	4	5	3	-	-	10	1	-	-	-	-	-	-	10	2	12	-	-	-	-	-	-	-
	26%	82%	28%	21%	-	-	37%	19%	-	-	-	-	-	-	30%	17%	37%	-	-	-	-	-	-	-
Don't know	6	-	1	1	2	-	1	1	2	-	-	-	1	-	1	5	2	-	2	-	-	-	1	-
	13%	-	8%	8%	51%	-	4%	18%	41%	-	-	-	40%	-	3%	37%	7%	-	41%	-	-	-	40%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 224
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	37	24	7	6	9	2	-	6	22	5	15	10	5	2	5	6	1	-	-	-	-
Weighted Base	45*	31**	8**	6**	13**	2**	..	5**	27**	6**	17**	11**	9**	2**	5**	10**	1**
Skype	14	11	1	2	5	-	-	1	8	1	7	2	4	-	-	5	-	-	-	-	-
	31%	34%	15%	35%	39%	-	-	22%	29%	15%	39%	21%	44%	-	-	51%	-	-	-	-	-
Viber	4	2	1	1	1	1	-	2	2	1	1	2	-	1	1	1	1	-	-	-	-
	10%	7%	17%	18%	7%	46%	-	36%	6%	9%	6%	16%	-	57%	22%	8%	100%	-	-	-	-
WhatsApp	4	2	1	-	2	-	-	-	2	1	1	-	2	-	-	2	-	-	-	-	-
	8%	8%	15%	-	14%	-	-	-	7%	19%	3%	-	20%	-	-	18%	-	-	-	-	-
Vonage	2	1	-	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-
	5%	3%	-	22%	-	-	-	17%	5%	-	5%	11%	-	-	-	-	-	-	-	-	-
FaceTime (Apple FaceTime)	2	1	1	*	-	-	-	*	2	-	1	*	-	1	1	-	-	-	-	-	-
	5%	3%	9%	8%	-	-	-	9%	6%	-	5%	4%	-	43%	16%	-	-	-	-	-	-
Google Hangouts	1	1	-	-	1	-	-	1	1	-	1	-	1	-	1	-	-	-	-	-	-
	3%	4%	-	-	6%	-	-	15%	2%	-	4%	-	9%	-	16%	-	-	-	-	-	-
Other	12	9	2	-	1	1	-	-	10	2	5	4	-	-	1	-	-	-	-	-	-
	26%	30%	31%	-	6%	54%	-	-	38%	41%	31%	36%	-	-	16%	-	-	-	-	-	-
Don't know	6	4	1	1	4	-	-	-	2	1	1	1	2	-	1	2	-	-	-	-	-
	13%	12%	12%	17%	29%	-	-	-	7%	16%	6%	12%	27%	-	30%	24%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 225
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	37	6	5	6	25	37	24	25	37	36	18	36	35	20	29	22
Weighted Base	45*	7**	7**	8**	29**	45*	28**	30**	45*	44*	21**	43*	43**	25**	36**	27**
Skype	14 31%	2 23%	4 52%	3 41%	9 30%	14 31%	3 11%	11 36%	14 31%	14 31%	4 20%	12 28%	14 32%	6 25%	12 34%	8 31%
Viber	4 10% ⁱ	2 24%	2 24%	1 12%	2 6%	4 10% ⁱ	4 16%	3 11%	4 10% ⁱ	3 8%	1 7%	4 10%	3 8%	3 11%	3 10%	2 8%
WhatsApp	4 8%	2 24%	2 24%	-	2 6%	4 8%	4 13%	1 4%	4 8%	4 8%	1 6%	4 8%	4 8%	3 12%	1 3%	1 4%
Vonage	2 5%	-	-	-	2 7%	2 5%	1 3%	2 7%	2 5%	2 5%	1 4%	2 5%	2 5%	1 5%	2 6%	2 8%
FaceTime (Apple FaceTime)	2 5%	-	-	1 9%	1 4%	2 5%	1 5%	2 5%	2 5%	2 5%	1 6%	2 5%	2 5%	2 8%	2 6%	1 3%
Google Hangouts	1 3%	-	-	1 9%	1 2%	1 3%	1 3%	1 5%	1 3%	1 3%	1 7%	1 3%	1 3%	1 3%	1 4%	1 5%
Other	12 26%	1 10%	-	-	11 38%	12 26%	8 30%	6 21%	12 26%	12 27%	6 31%	12 27%	12 28%	5 21%	9 24%	8 29%
Don't know	6 13%	1 19%	-	2 29%	2 7%	6 13%	6 21%	3 11%	6 13%	6 13%	4 18%	6 13%	5 11%	3 14%	5 13%	3 12%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 226

FX05B_4 - Which VoIP company did you switch from?

BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	37	35	2	-	-	-	-	15	11	10	-	-	-	-	4	4	8	9	5
Weighted Base	45*	43**	2**	16**	16**	12**	4**	4**	9**	11**	6**
Skype	14	14	-	-	-	-	-	5	5	4	-	-	-	-	2	-	2	5	2
	31%	32%	-	-	-	-	-	30%	30%	36%	-	-	-	-	57%	-	26%	40%	26%
Viber	4	3	1	-	-	-	-	1	1	2	-	-	-	-	-	1	2	-	-
	10%	8%	51%	-	-	-	-	3%	7%	15%	-	-	-	-	-	24%	18%	-	-
WhatsApp	4	4	-	-	-	-	-	1	2	1	-	-	-	-	2	-	2	-	-
	8%	8%	-	-	-	-	-	7%	11%	5%	-	-	-	-	43%	-	20%	-	-
Vonage	2	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	1	-
	5%	5%	-	-	-	-	-	8%	-	7%	-	-	-	-	-	-	10%	11%	-
FaceTime (Apple)	2	2	-	-	-	-	-	1	-	1	-	-	-	-	-	1	*	1	-
FaceTime)	5%	5%	-	-	-	-	-	8%	-	6%	-	-	-	-	-	22%	5%	6%	-
Google Hangouts	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1
	3%	3%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	7%	11%
Other	12	12	-	-	-	-	-	5	5	2	-	-	-	-	-	1	2	3	4
	26%	28%	-	-	-	-	-	30%	28%	21%	-	-	-	-	-	29%	21%	24%	63%
Don't know	6	5	1	-	-	-	-	1	4	1	-	-	-	-	-	1	-	1	-
	13%	11%	49%	-	-	-	-	6%	23%	8%	-	-	-	-	-	25%	-	12%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 227
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	37	33	4	3	5	1	-	1	-	7	11	4	1	4	-	32	20	16	36	28	9	37
Weighted Base	45*	41**	4**	2**	5**	1**	-**	1**	-**	11**	17**	3**	1**	4**	-**	39**	24**	19**	43*	35**	10**	45*
Skype	14 31% ^f	14 34%	-	-	1 25%	-	-	-	-	6 57%	5 33%	1 28%	-	-	-	14 35%	6 26%	5 29%	12 27%	10 30%	3 33%	14 31%
Viber	4 10%	3 6%	2 43%	-	1 11%	1 100%	-	-	-	1 9%	-	1 31%	-	1 26%	-	3 8%	3 14%	1 6%	4 10%	3 10%	1 11%	4 10%
WhatsApp	4 8%	1 3%	2 57%	-	1 23%	-	-	-	-	-	2 11%	1 18%	-	-	-	4 9%	2 7%	2 9%	4 8%	4 10%	-	4 8%
Vonage	2 5%	2 5%	-	-	1 17%	-	-	-	-	-	-	-	1 100%	-	-	1 2%	1 5%	1 5%	2 5%	2 6%	-	2 5%
FaceTime (Apple FaceTime)	2 5%	2 5%	-	*	-	-	-	-	-	-	2 10%	-	-	-	-	2 5%	1 6%	1 4%	2 5%	1 4%	1 7%	2 5%
Google Hangouts	1 3%	1 3%	-	1 36%	-	-	-	-	-	-	-	1 23%	-	-	-	1 4%	-	1 7%	1 3%	-	1 14%	1 3%
Other	12 26%	12 29%	-	1 40%	1 23%	-	-	-	-	4 34%	5 33%	-	-	1 19%	-	11 28%	5 21%	7 35%	12 28%	9 27%	3 25%	12 26%
Don't know	6 13%	6 14%	-	-	-	-	-	1 100%	-	-	2 14%	-	-	2 56%	-	3 8%	5 20%	1 5%	6 13%	5 14%	1 10%	6 13%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 228
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	37	9	35	37	37	36	13	37	23	37	-	36	-	1	-	36	1	37	-
Weighted Base	45*	12**	42*	45*	45*	45*	15**	45*	26**	45*	-**	45*	-**	***	-**	45*	***	45*	-**
Skype	14	3	14	14	14	14	5	14	3	14	-	14	-	-	-	14	-	14	-
	31%	23%	33%	31%	31%	31%	30%	31%	11%	31%	-	31%	-	-	-	31%	-	31%	-
Viber	4	1	4	4	4	4	2	4	4	4	-	4	-	-	-	4	-	4	-
	10%	9%	11%	10%	10%	10%	12%	10%	17%	10%	-	10%	-	-	-	10%	-	10%	-
WhatsApp	4	-	4	4	4	4	2	4	2	4	-	4	-	-	-	4	-	4	-
	8%	-	8%	8%	8%	8%	12%	8%	7%	8%	-	8%	-	-	-	8%	-	8%	-
Vonage	2	1	2	2	2	2	1	2	1	2	-	2	-	-	-	2	-	2	-
	5%	11%	5%	5%	5%	5%	8%	5%	3%	5%	-	5%	-	-	-	5%	-	5%	-
FaceTime (Apple)	2	1	2	2	2	2	1	2	1	2	-	2	-	*	-	2	*	2	-
FaceTime)	5%eko	6%	5%	5%e	5%e	4%	5%	5%e	5%	5%e	-	4%	-	100%	-	4%	100%	5%	-
Google Hangouts	1	1	1	1	1	1	-	1	1	1	-	1	-	-	-	1	-	1	-
	3%	6%	3%	3%	3%	3%	-	3%	3%	3%	-	3%	-	-	-	3%	-	3%	-
Other	12	4	9	12	12	12	4	12	9	12	-	12	-	-	-	12	-	12	-
	26%b	37%	23%	26%b	26%b	27%b	27%	26%b	36%	26%b	-	27%	-	-	-	27%	-	26%	-
Don't know	6	1	5	6	6	6	1	6	5	6	-	6	-	-	-	6	-	6	-
	13%	8%	11%	13%	13%	13%	6%	13%	18%	13%	-	13%	-	-	-	13%	-	13%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 229
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)					
		BT (a)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	37	17	1	7	4	6	2
Weighted Base	45*	24**	1**	8**	5**	5**	3**
Skype	14 31%	11 44%	-	-	-	2 40%	1 49%
Viber	4 10%	1 5%	-	2 21%	1 23%	1 10%	-
WhatsApp	4 8%	1 5%	-	2 28%	-	-	-
Vonage	2 5%	1 4%	-	-	-	-	1 51%
FaceTime (Apple FaceTime)	2 5%	1 3%	-	-	1 19%	* 9%	-
Google Hangouts	1 3%	-	1 100%	-	1 17%	-	-
Other	12 26%	5 20%	-	4 50%	2 42%	1 22%	-
Don't know	6 13%	5 20%	-	-	-	1 19%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 230

FX05B_4 - Which VoIP company did you switch from?

BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)				
		AOL (b)	BT (d)	Sky (p)	TalkTalk (s)	Virgin Media (y)
Unweighted Base	37	1	3	2	1	2
Weighted Base	45*	2**	5**	2**	1**	2**
Skype	14	-	1	-	-	1
	31%	-	28%	-	-	55%
Viber	4	-	-	-	1	-
	10%	-	-	-	100%	-
WhatsApp	4	-	-	-	-	-
	8%	-	-	-	-	-
Vonage	2	-	-	1	-	-
	5%	-	-	37%	-	-
FaceTime (Apple FaceTime)	2	-	-	-	-	1
	5%	-	-	-	-	45%
Google Hangouts	1	-	-	-	-	-
	3%	-	-	-	-	-
Other	12	2	1	1	-	-
	26%	100%	27%	63%	-	-
Don't know	6	-	2	-	-	-
	13%	-	45%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 231
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Product bundles								
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)
Unweighted Base	37	28	9	12	1	6	2	5	2	15
Weighted Base	45*	33**	12**	17**	1**	7**	2**	4**	3**	17**
Skype	14 31%	11 35%	2 20%	9 54%	- -	- -	- -	1 28%	1 49%	3 18%
Viber	4 10%	3 10%	1 8%	1 7%	- -	2 26%	- -	1 12%	- -	2 11%
WhatsApp	4 8%	4 11%	- -	1 7%	- -	2 35%	- -	- -	- -	4 21%
Vonage	2 5%	1 4%	1 7%	- -	- -	- -	- -	- -	1 51%	- -
FaceTime (Apple FaceTime)	2 5%	1 4%	1 6%	- -	- -	- -	1 54%	* 11%	- -	* 3%
Google Hangouts	1 3%	1 4%	- -	- -	1 100%	- -	1 46%	- -	- -	1 4%
Other	12 26%	7 21%	5 40%	3 19%	- -	3 39%	- -	1 27%	- -	4 23%
Don't know	6 13%	3 10%	2 19%	2 14%	- -	- -	- -	1 23%	- -	3 20%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 232
FX05B_4 - Which VoIP company did you switch from?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	37	7	7	2	16	16	8	22	13	29	7	11	24	14	14	6	10	12	11	14	9	14	12
Weighted Base	45*	8**	8**	3**	20**	21**	11**	26**	17**	35**	9**	13**	29**	16**	19**	8**	13**	15**	15**	18**	12**	18**	16**
Skype	14	1	1	-	7	10	3	5	6	10	3	5	9	3	4	-	2	4	4	4	2	3	4
	31%	15%	15%	-	35%	46%	27%	21%	38%	29%	31%	39%	30%	21%	19%	-	12%	24%	24%	20%	13%	14%	23%
Viber	4	-	-	-	1	-	-	4	-	2	2	-	4	2	3	1	2	2	-	3	2	3	3
	10%	-	-	-	3%	-	-	17%	-	7%	23%	-	15%	11%	14%	11%	14%	11%	-	15%	16%	15%	18%
WhatsApp	4	2	2	-	1	1	1	1	2	4	-	2	1	3	3	2	2	3	3	3	2	2	3
	8%	29%	29%	-	6%	5%	11%	4%	14%	10%	-	18%	4%	18%	15%	24%	14%	19%	19%	16%	15%	10%	19%
Vonage	2	-	-	-	2	2	1	2	-	2	-	-	2	2	-	1	1	1	2	-	-	1	-
	5%	-	-	-	11%	10%	8%	8%	-	6%	-	-	7%	13%	-	11%	7%	8%	14%	-	-	5%	-
FaceTime (Apple)	2	-	-	-	-	-	-	1	1	2	-	1	1	1	2	1	*	2	1	2	-	*	1
FaceTime)	5%	-	-	-	-	-	-	5%	4%	6%	-	6%	4%	5%	8%	10%	3%	10%	6%	9%	-	2%	5%
Google Hangouts	1	-	-	-	1	1	1	1	1	1	1	-	1	1	-	-	-	-	1	1	1	-	-
	3%	-	-	-	7%	3%	7%	3%	4%	2%	7%	-	3%	9%	-	-	-	-	5%	4%	6%	-	-
Other	12	3	3	2	4	4	1	7	5	9	2	4	6	2	6	3	7	4	3	5	3	9	4
	26%	32%	32%	66%	19%	18%	14%	25%	32%	27%	28%	29%	21%	14%	31%	45%	51%	27%	22%	29%	29%	46%	27%
Don't know	6	2	2	1	4	4	4	4	1	5	1	1	5	1	2	-	-	-	1	1	2	1	1
	13%	24%	24%	34%	19%	18%	34%	17%	8%	14%	11%	8%	16%	9%	12%	-	-	-	9%	8%	21%	8%	9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 233
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	187	96	91	-	11	34	44	30	27	27	14	11	78	57	41	47	61	34	45	50	86	44
Weighted Base	199	97*	102*	-**	10**	36**	50*	36**	26**	28**	12**	10**	86*	62*	40*	54*	60*	43**	43*	50*	90*	52*
For a better/ cheaper price/deal	102 51% ⁿ	51	51	-	7	26	29	19	8	8	5	7	55	27	13	33	34	17	18	24	46	27
	53% ⁿ	53%	50%	-	68%	72%	57% ⁿ	52%	32%	28%	45%	68%	64% ^{zmn}	43%	33%	61%	56%	40%	43%	48%	51%	52%
Poor service from previous supplier	40 20% ^l	16	23	-	4	4	12	6	5	8	2	4	16	11	9	10	9	8	14	17	9	12
	17%	17%	23%	-	44%	11%	23%	15%	19%	26%	15%	44%	18%	17%	23%	18%	14%	18%	32% ^z	34% ^{zt}	10%	23%
Better range of price plans	33 16%	14	18	-	1	4	6	6	7	5	4	1	10	13	9	7	11	5	9	6	16	9
	15%	15%	18%	-	8%	11%	12%	18%	25%	18%	30%	8%	12%	21%	22%	14%	19%	11%	22%	11%	18%	17%
To bundle two or more services together with one supplier/for Convenience	23 11%	14	9	-	1	4	6	7	3	*	1	1	10	10	2	6	7	4	5	6	9	7
	14%	14%	9%	-	10%	11%	12%	19%	13%	2%	13%	10%	11%	16%	5%	12%	12%	9%	12%	13%	9%	14%
More reliable service	21 10% ^l	10	10	-	2	3	5	5	4	3	1	2	7	8	4	6	4	7	4	8	4	8
	11%	11%	10%	-	17%	8%	9%	13%	14%	10%	6%	17%	9%	13%	9%	11%	7%	16%	9%	16% ^t	5%	15%
Moved house	12 6%	7	5	-	-	1	3	3	1	3	-	-	5	4	3	3	1	6	2	2	6	4
	7%	7%	5%	-	-	3%	7%	10%	3%	11%	-	-	5%	7%	8%	6%	1%	14%	5%	4%	6%	8%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	6	5	-	-	-	3	3	3	2	1	-	3	5	2	5	3	2	1	4	6	1
	6%	6%	5%	-	-	-	7%	7%	10%	6%	6%	-	4%	8%	6%	9%	5%	4%	3%	8%	6%	2%
Good experience with new supplier for other services/ previously	8 4%	5	3	-	1	-	2	4	-	-	2	1	2	4	2	2	3	2	1	2	7	-
	5%	5%	3%	-	10%	-	3%	10%	-	-	18%	10%	2%	6%	5%	4%	6%	5%	2%	4%	7%	-
New supplier recommended by someone I know	5 3%	3	2	-	-	-	3	-	*	-	2	-	3	*	2	1	2	1	1	-	2	3
	4%	4%	2%	-	-	-	5%	-	1%	-	18%	-	3%	1%	5%	1%	4%	2%	3%	-	2%	6%
Other	10 5% ^b	9	1	-	-	2	3	2	1	1	1	-	6	3	2	3	4	1	2	3	3	4
	9% ^{zb}	9% ^{zb}	1%	-	-	7%	7%	6%	2%	3%	8%	-	7%	5%	4%	6%	7%	1%	6%	6%	3%	8%
Landline specific [NET]	11 5%	6	5	-	-	-	3	3	3	2	1	-	3	5	2	5	3	2	1	4	6	1
	6%	6%	5%	-	-	-	7%	7%	10%	6%	6%	-	4%	8%	6%	9%	5%	4%	3%	8%	6%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 234
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	187	7	16	68	13	2	68	23	15	8	4	10	49	10	144	43	81	17	15	6	3	9	46	10
Weighted Base	199	8**	20**	81*	18**	2**	80*	29**	20**	7**	2**	8**	44*	8**	148	51*	97*	21**	19**	5**	2**	8**	40*	8**
For a better/ cheaper price/deal	102 51%lv	4	12	48	9	2	45	20	11	4	2	4	12	4	72	30	59	13	6	2	1	4	12	5
Poor service from previous supplier	40 20%	1	5	11	5	-	12	5	5	3	1	1	11	1	30	9	17	3	4	2	*	1	9	1
Better range of price plans	33 16%	-	2	13	1	-	12	3	1	2	-	2	11	2	25	8	15	3	1	1	-	2	9	2
To bundle two or more services together with one supplier/for Convenience	23 11%	-	3	10	3	-	13	-	3	1	-	-	4	2	16	7	16	-	3	-	-	-	3	2
More reliable service	21 10%	1	-	11	2	-	7	5	2	-	-	-	5	1	17	4	7	4	5	-	-	-	5	1
Moved house	12 6%	2	-	6	2	-	4	3	2	*	-	1	1	1	11	1	5	3	2	*	-	-	1	1
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	-	-	6	*	-	5	1	*	-	-	-	3	1	8	3	4	-	2	-	-	-	3	1
Good experience with new supplier for other services/ previously	8 4%	1	1	1	1	-	2	1	1	1	-	1	2	-	8	-	2	1	1	1	-	1	2	-
New supplier recommended by someone I know	5 3%	-	-	2	-	-	2	-	-	-	-	-	2	1	3	2	2	-	*	-	-	-	2	1
Other	10 5%	-	5	3	-	-	7	1	-	-	-	1	2	1	8	2	7	1	-	-	-	1	2	1
Landline specific [NET]	11 5%	-	-	6	*	-	5	1	*	-	-	-	3	1	8	3	4	-	2	-	-	-	3	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 235
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	187	121	34	32	72	1	-	12	109	36	65	40	32	14	37	31	6	1	-	-	1	
Weighted Base	199	132	33**	34**	77*	***	-**	12**	116*	37**	67*	43*	36**	16**	36*	35**	9**	1**	-**	-**	1**	
For a better/ cheaper price/deal	102	72	18	12	53	-	-	8	45	14	30	29	23	7	25	25	6	-	-	-	-	
51%h	55%	53%	36%	70%zh	-	-	64%	39%	37%	44%	67%zj	66%	41%	68%z	73%	61%	-	-	-	-	-	
Poor service from previous supplier	40	24	8	8	14	-	-	3	25	10	13	5	5	7	8	4	4	1	-	-	-	
20%	18%	24%	24%	18%	-	-	23%	21%	28%	19%	11%	14%	41%	21%	13%	49%	100%	-	-	-	-	
Better range of price plans	33	21	4	7	10	*	-	2	22	9	7	6	5	5	4	5	1	-	-	-	1	
16%	16%	13%	21%	13%	100%	-	13%	19%	24%	11%	14%	14%	33%	12%	16%	11%	-	-	-	100%		
To bundle two or more services together with one supplier/for Convenience	23	19	3	2	10	-	-	1	13	3	6	4	5	4	7	3	1	-	-	-	-	
11%	14%	8%	5%	13%	-	-	10%	11%	9%	9%	10%	15%	22%	21%	9%	11%	-	-	-	-	-	
More reliable service	21	16	4	1	9	-	-	1	11	1	11	1	6	2	4	4	1	-	-	-	-	
10%k	12%	11%	2%	12%	-	-	10%	9%	4%	16%k	2%	16%	13%	11%	12%	10%	-	-	-	-	-	
Moved house	12	6	3	3	2	-	-	-	10	3	6	3	-	-	*	2	-	-	-	-	-	
6%	4%	9%	10%	3%	-	-	-	9%	7%	9%	8%	-	-	1%	4%	-	-	-	-	-	-	
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11	7	*	3	3	-	-	1	7	2	4	3	1	1	2	1	-	-	-	-	-	
5%	5%	1%	10%	4%	-	-	10%	6%	5%	6%	6%	2%	7%	7%	2%	-	-	-	-	-	-	
Good experience with new supplier for other services/ previously	8	5	2	1	3	-	-	-	5	1	5	1	1	-	3	-	-	-	-	-	-	
4%	4%	7%	3%	4%	-	-	-	5%	3%	8%	3%	2%	-	8%	-	-	-	-	-	-	-	
New supplier recommended by someone I know	5	4	1	-	1	-	-	2	3	1	2	1	1	1	1	-	-	-	-	-	-	
3%	3%	3%	-	2%	-	-	14%	3%	3%	3%	3%	1%	2%	7%	3%	-	-	-	-	-	-	
Other	10	9	-	1	6	-	-	1	4	1	4	2	3	1	2	4	-	-	-	-	-	
5%	7%	-	4%	8%	-	-	5%	3%	2%	5%	4%	9%	4%	7%	11%	-	-	-	-	-	-	
Landline specific [NET]	11	7	*	3	3	-	-	1	7	2	4	3	1	1	2	1	-	-	-	-	-	
5%	5%	1%	10%	4%	-	-	10%	6%	5%	6%	6%	2%	7%	7%	2%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 236
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	187	36	27	33	112	185	112	92	176	173	59	158	126	76	103	46
Weighted Base	199	36*	33**	34**	118*	198	121*	100*	187	182	64*	170	140	84*	111*	50*
For a better/ cheaper price/deal	102 51% ^d	28 78% ^{zd}	23 69%	19 55%	47 39%	102 52%	64 53%	55 55%	100 53% ^z	96 53%	33 52%	94 55% ^{ze}	78 56%	52 61% ^{ze}	65 59% ^z	28 56%
Poor service from previous supplier	40 20%	7 19%	7 21%	10 28%	23 19%	39 20%	27 22%	16 16%	35 19%	36 20%	10 16%	33 19%	25 18%	18 22%	24 21%	10 20%
Better range of price plans	33 16% ⁿ	4 12%	3 9%	5 15%	22 18%	33 16% ⁿ	20 16%	14 14%	29 16% ⁿ	30 17% ⁿ	14 22% ^{mn}	30 17% ^{mn}	20 15%	8 10%	11 10%	10 20% ⁿ
To bundle two or more services together with one supplier/for Convenience	23 11%	4 12%	6 17%	3 8%	11 10%	23 12%	14 11%	9 9%	22 12%	21 12%	8 12%	22 13%	18 13%	9 11%	14 12%	7 14%
More reliable service	21 10%	5 13%	1 3%	4 13%	12 10%	21 11%	14 12%	8 8%	20 11%	21 11%	5 8%	18 11%	20 14% ^z ^{egh}	9 11%	11 10%	3 7%
Moved house	12 6% ^{ik}	1 3%	1 3%	2 4%	10 8%	12 6% ^{ik}	8 7%	10 10% ^{ik}	11 6% ^{ik}	8 4%	5 8%	7 4%	8 6%	3 4%	8 7%	3 5%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5% ^g	2 5%	1 3%	1 3%	7 6%	11 5% ^g	8 7%	2 2%	10 5%	11 6% ^g	1 2%	8 5%	8 5%	3 4%	7 6% ^g	3 6%
Good experience with new supplier for other services/ previously	8 4% ^l	2 6%	1 3%	- -	5 5%	8 4% ^l	3 2%	7 7% ^{ln}	8 5% ^l	8 5% ^l	5 7% ^{ln}	8 4% ^l	3 2%	2 3%	2 2%	1 2%
New supplier recommended by someone I know	5 3%	- -	- -	1 3%	4 3%	5 3%	3 2%	3 3%	5 3%	5 3%	- -	3 2%	2 2%	1 1%	2 2%	1 1%
Other	10 5% ^e	3 9%	3 10%	3 9%	4 3%	9 5%	7 6%	5 5%	10 6%	10 6% ^e	5 7%	10 6%	10 7%	6 8%	5 5%	4 8%
Landline specific [NET]	11 5% ^g	2 5%	1 3%	1 3%	7 6%	11 5% ^g	8 7%	2 2%	10 5%	11 6% ^g	1 2%	8 5%	8 5%	3 4%	7 6% ^g	3 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 237
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	187	152	13	3	2	6	11	57	57	63	3	6	11	13	12	23	38	16	5
Weighted Base	199	164	12**	3**	2**	7**	11**	55*	71*	63*	3**	4**	11**	13**	11**	26**	41*	21**	8**
For a better/ cheaper price/deal	102 51%	86 52%	8 66%	3 83%	1 57%	2 26%	3 26%	22 39%	38 54%	36 57%	2 55%	3 72%	7 58%	6 45%	7 62%	11 41%	26 64%	11 53%	7 91%
Poor service from previous supplier	40 20%	34 21%	-	-	1 57%	1 15%	3 31%	11 20%	15 22%	11 18%	-	1 28%	3 26%	4 30%	2 15%	11 44%	7 16%	5 22%	-
Better range of price plans	33 16%	25 15%	3 23%	-	1 57%	1 20%	2 19%	11 19%	10 14%	10 16%	-	-	5 44%	1 8%	2 16%	3 10%	7 16%	3 15%	-
To bundle two or more services together with one supplier/for Convenience	23 11%	16 10%	3 27%	-	1 57%	2 32%	-	8 14%	9 12%	6 9%	-	-	2 15%	1 8%	1 9%	2 6%	6 15%	6 27%	-
More reliable service	21 10%	14 9%	2 18%	2 60%	1 43%	2 27%	-	5 10%	8 11%	7 10%	-	-	-	1 8%	4 34%	-	3 8%	2 9%	1 12%
Moved house	12 6%	12 7%	* 4%	-	-	-	-	5 8%	4 5%	4 6%	-	-	-	1 7%	-	1 3%	3 7%	2 8%	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	9 6%	-	-	-	-	2 16%	1 3%	3 5%	6 9%	-	-	1 11%	* 2%	1 9%	4 14%	2 5%	-	-
Good experience with new supplier for other services/ previously	8 4%	5 3%	1 10%	-	-	2 31%	-	5 8%h	-	4 6%	-	-	-	-	1 8%	1 3%	-	1 6%	1 15%
New supplier recommended by someone I know	5 3%	4 2%	-	1 17%	-	-	1 8%	1 2%	2 2%	1 2%	1 45%	-	-	-	-	3 11%	1 3%	-	-
Other	10 5%	9 5%	1 7%	-	-	1 8%	-	3 5%	4 6%	3 5%	-	-	-	-	-	1 5%	1 4%	2 11%	2 25%
Landline specific [NET]	11 5%	9 6%	-	-	-	-	2 16%	1 3%	3 5%	6 9%	-	-	1 11%	* 2%	1 9%	4 14%	2 5%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 238
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	187	163	23	20	16	23	9	15	11	19	25	13	14	15	7	151	116	70	186	151	36	187
Weighted Base	199	180	18**	16**	14**	23**	11**	17**	16**	25**	33**	10**	11**	14**	7**	167	118*	80*	198	158	41**	199
For a better/ cheaper price/deal	102 51%	92 51%	10 57%	8 46%	5 39%	14 60%	5 41%	12 72%	6 35%	14 55%	18 53%	5 50%	5 42%	6 47%	5 71%	86 52%	61 51%	42 52%	102 52%	82 52%	21 50%	102 51%
Poor service from previous supplier	40 20%	38 21%	2 9%	1 9%	3 21%	9 37%	2 15%	2 13%	2 12%	4 17%	5 15%	2 21%	6 55%	1 29%	2 29%	31 18%	25 22%	14 18%	40 20%	33 21%	7 16%	40 20%
Better range of price plans	33 16%	29 16%	4 21%	3 17%	2 16%	2 10%	1 8%	1 8%	4 24%	3 13%	9 27%	3 25%	2 18%	-	2 29%	29 17%	22 19%	10 12%	32 16%	26 16%	7 16%	33 16%
To bundle two or more services together with one supplier/for Convenience	23 11%	22 12%	1 6%	2 10%	* 3%	2 10%	2 14%	2 14%	-	-	7 22%	1 10%	3 29%	2 15%	1 14%	17 10%	16 14%	7 8%	23 12%	21 13%	2 5%	23 11%
More reliable service	21 10%	20 11%	1 6%	1 5%	3 21%	3 15%	3 30%	1 8%	-	5 21%	-	1 10%	1 6%	1 4%	1 14%	19 11%	9 8%	10 13%	20 10%	15 9%	6 15%	21 10%
Moved house	12 6%	10 6%	2 10%	1 5%	1 5%	-	1 6%	1 4%	3 16%	3 14%	2 6%	-	* 4%	1 6%	-	11 6%	8 7%	4 5%	12 6%	9 6%	3 6%	12 6%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	10 6%	* 2%	-	-	2 8%	1 7%	-	2 10%	-	2 5%	1 13%	1 11%	2 16%	-	7 4%	5 4%	6 7%	11 5%	9 6%	2 4%	11 5%
Good experience with new supplier for other services/ previously	8 4%	8 4%	1 4%	-	-	-	2 17%	1 6%	1 8%	-	3 8%	1 7%	-	1 7%	-	8 5%	7 6%	2 2%	8 4%	8 5%	1 2%	8 4%
New supplier recommended by someone I know	5 3%	5 3%	1 3%	1 3%	1 6%	-	-	-	-	* 2%	1 2%	-	3 27%	-	-	2 1%	4 3%	2 2%	5 3%	4 3%	1 3%	5 3%
Other	10 5%a	7 4%	3 15%	1 4%	1 10%	3 11%	1 10%	-	-	1 4%	-	1 7%	1 12%	2 11%	-	8 5%	6 5%	4 5%	10 5%	7 4%	4 9%	10 5%
Landline specific [NET]	11 5%	10 6%	* 2%	-	-	2 8%	1 7%	-	2 10%	-	2 5%	1 13%	1 11%	2 16%	-	7 4%	5 4%	6 7%	11 5%	9 6%	2 4%	11 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 239

FX05C_1 - Why did you switch your landline (home phone) call service?**BASE:** All who have switched their landline provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	187	49	153	177	187	160	32	174	83	36	7	157	3	20	7	160	27	177	10
Weighted Base	199	47*	165	189	199	175	34**	188	93*	37*	6**	170	5**	18**	6**	175	24**	189	10**
For a better/ cheaper price/deal	102 51%	24 51%	87 52%	100 53%	102 51%	96 55%zd	20 58%	100 53%	55 60%	19 51%	1 20%	95 56%z	1 26%	5 27%	1 20%	96 55%z	6 26%	100 53%	2 23%
Poor service from previous supplier	40 20%	6 13%	33 20%	37 20%	40 20%	34 19%	8 23%	39 21%	20 21%	5 15%	-	31 18%	3 57%	6 31%	-	34 19%	6 24%	37 20%	3 26%
Better range of price plans	33 16%ccq	10 21%	24 15%	28 15%	33 16%cd	29 16%	3 10%	29 15%	17 18%	4 12%	4 66%	28 16%	1 26%	-	4 66%	29 16%	4 15%	28 15%	5 47%
To bundle two or more services together with one supplier/for Convenience	23 11%	4 10%	19 11%	21 11%	23 11%	22 13%	1 4%	22 12%	11 12%	4 10%	1 14%	21 12%	1 26%	-	1 14%	22 13%	1 3%	21 11%	2 20%
More reliable service	21 10%	4 9%	19 12%id	20 11%	21 10%	18 10%	4 11%	20 11%	9 10%	-	1 14%	18 10%	-	2 12%	1 14%	18 10%	3 13%	20 11%	1 7%
Moved house	12 6%	2 4%	11 6%	11 6%	12 6%	11 6%	-	12 6%	3 4%	5 14%zcd h	-	10 6%	1 17%	1 4%	-	11 6%	1 3%	11 6%	1 8%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%g	2 4%	8 5%	10 5%g	11 5%g	7 4%	2 6%	8 4%	7 8%	1 4%	1 14%	7 4%	-	3 16%	1 14%	7 4%	4 15%	10 5%	1 7%
Good experience with new supplier for other services/ previously	8 4%	2 4%	5 3%	7 4%	8 4%	7 4%	4 13%	7 4%	4 5%	2 7%	-	6 3%	1 26%	1 7%	-	7 4%	1 5%	7 4%	1 12%
New supplier recommended by someone I know	5 3%	1 2%	4 3%	5 3%e	5 3%	3 2%	-	4 2%	2 3%	-	-	3 2%	-	2 12%	-	3 2%	2 9%	5 3%	-
Other	10 5%	2 5%	9 5%	10 6%	10 5%	10 6%	2 5%	10 6%	8 8%	6 17%zbc deg	-	10 6%	-	1 3%	-	10 6%	1 2%	10 6%	-
Landline specific [NET]	11 5%g	2 4%	8 5%	10 5%g	11 5%g	7 4%	2 6%	8 4%	7 8%	1 4%	1 14%	7 4%	-	3 16%	1 14%	7 4%	4 15%	10 5%	1 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 240
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	187	45	11	2	15	1	56	26	1	22	7
Weighted Base	199	48*	11**	1**	19**	1**	59*	30**	1**	22**	6**
For a better/ cheaper price/deal	102 51%	25 51%	7 65%	1 46%	18 92%	-	26 44%	12 41%	1 100%	8 37%	4 73%
Poor service from previous supplier	40 20%	11 23%	1 13%	-	2 12%	-	14 23%	8 27%	-	2 7%	1 17%
Better range of price plans	33 16%	6 12%	1 12%	1 54%	4 22%	-	12 20%	4 13%	-	3 15%	2 27%
To bundle two or more services together with one supplier/for Convenience	23 11%	3 7%	1 8%	-	5 27%	-	5 9%	3 12%	-	5 22%	-
More reliable service	21 10%	9 19%	1 10%	-	2 8%	-	5 8%	2 5%	-	3 12%	-
Moved house	12 6%	4 8%	-	-	-	-	3 6%	4 13%	-	1 3%	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	-	1 7%	-	2 13%	-	7 12%a	-	-	1 4%	-
Good experience with new supplier for other services/ previously	8 4%	7 14%zh	-	-	-	1 100%	1 1%	-	-	-	-
New supplier recommended by someone I know	5 3%	1 3%	-	-	3 15%	-	1 1%	-	-	1 3%	-
Other	10 5%	5 10%	-	-	-	-	1 2%	1 5%	-	3 14%	-
Landline specific [NET]	11 5%	-	1 7%	-	2 13%	-	7 12%a	-	-	1 4%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 241
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	187	10	3	2	12	7	1	6	3
Weighted Base	199	11**	3**	2**	12**	10**	1**	6**	2**
For a better/ cheaper price/deal	102 51%	4 41%	1 29%	2 100%	9 72%	3 30%	-	2 38%	1 59%
Poor service from previous supplier	40 20%	1 7%	1 21%	-	2 19%	3 28%	-	-	-
Better range of price plans	33 16%	3 25%	1 50%	-	1 8%	4 38%	1 100%	3 52%	-
To bundle two or more services together with one supplier/for Convenience	23 11%	-	-	-	-	3 27%	-	1 23%	-
More reliable service	21 10%	3 24%	-	-	1 7%	1 10%	-	-	-
Moved house	12 6%	1 6%	-	-	1 6%	-	-	-	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	-	-	-	-	-	-	-	-
Good experience with new supplier for other services/ previously	8 4%	2 20%	-	-	-	-	-	-	1 41%
New supplier recommended by someone I know	5 3%	-	-	-	-	-	-	1 9%	-
Other	10 5%	1 5%	-	-	-	-	-	-	-
Landline specific [NET]	11 5%	-	-	-	-	-	-	-	-

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Table 242
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	187	125	62	28	8	13	40	20	1	13	2	54	2
Weighted Base	199	134	65*	32**	9**	17**	41*	22**	1**	12**	2**	59*	3**
For a better/ cheaper price/deal	102 51%	76 56%	27 41%	18 55%	7 76%	15 91%	18 43%	10 46%	1 100%	6 49%	2 100%	30 51%	3 100%
Poor service from previous supplier	40 20%	30 22%	10 15%	11 34%	1 10%	2 14%	10 24%	5 25%	-	-	1 45%	10 18%	-
Better range of price plans	33 16%a	16 12%	17 26%zat	3 10%	-	4 25%	7 18%	1 6%	-	-	-	6 10%	1 51%
To bundle two or more services together with one supplier/for Convenience	23 11%	19 14%	4 6%	3 11%	1 10%	5 31%	5 12%	1 4%	-	3 28%	-	8 14%	1 51%
More reliable service	21 10%	14 11%	7 10%	5 16%	1 14%	2 10%	5 12%	1 3%	-	1 7%	-	7 12%	-
Moved house	12 6%	10 8%	1 2%	3 11%	-	-	3 6%	4 18%	-	1 6%	-	5 9%	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	9 7%	2 3%	-	1 10%	2 15%	5 12%	-	-	1 7%	-	5 8%	-
Good experience with new supplier for other services/ previously	8 4%	4 3%	4 7%	3 10%	-	-	1 2%	-	-	-	-	1 2%	-
New supplier recommended by someone I know	5 3%	3 3%	2 3%	-	-	3 17%	1 1%	-	-	-	-	1 1%	-
Other	10 5%	9 7%	1 2%	4 13%	-	-	1 3%	1 6%	-	2 21%	-	4 7%	-
Landline specific [NET]	11 5%	9 7%	2 3%	-	1 10%	2 15%	5 12%	-	-	1 7%	-	5 8%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 243
FX05C_1 - Why did you switch your landline (home phone) call service?
BASE: All who have switched their landline provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	187	187	145	38	-	7	3	108	63	134	30	12	21	51	48	27	40	40	48	48	28	41	40
Weighted Base	199	199	162	46*	-**	7**	3**	116*	65*	137	37**	11**	23**	49*	46*	28**	41*	39*	48*	48*	28**	41*	40*
For a better/ cheaper price/deal	102 51%	102 51%	92 56%za	27 59%	-	2 32%	2 79%	53 46%	37 57%	75 54%	18 48%	5 50%	14 61%	27 54%	24 51%	17 61%	21 51%	19 50%	28 59%	25 51%	15 55%	22 55%	19 47%
Poor service from previous supplier	40 20%ps	40 20%	34 21%	15 32%	-	-	-	22 19%	13 20%	27 20%	5 14%	* 4%	4 17%	8 16%	6 12%	3 11%	3 8%	5 12%	5 10%	4 9%	4 13%	4 9%	7 18%su
Better range of price plans	33 16%	33 16%	26 16%	6 13%	-	2 33%	1 39%	23 20%	8 12%	21 15%	4 11%	1 13%	3 13%	10 20%	4 8%	3 10%	5 14%	7 18%on	7 15%	5 10%	2 7%	6 14%	4 9%
To bundle two or more services together with one supplier/for Convenience	23 11%	23 11%	22 14%	5 12%	-	-	1 39%	15 13%	4 7%	18 13%	2 5%	1 13%	2 10%	7 15%	3 7%	3 10%	5 11%	4 10%	3 7%	5 9%	4 15%	3 7%	3 8%
More reliable service	21 10%	21 10%	13 8%	5 11%	-	4 59%	-	12 11%	6 9%	13 9%	5 14%	-	-	10 20%z	5 11%	3 11%	6 16%	4 11%	8 18%	9 18%u	4 13%	5 11%	6 15%
Moved house	12 6%	12 6%	11 7%	3 7%	-	-	-	6 5%	3 5%	10 7%	1 2%	2 15%	2 8%	1 2%	4 9%	-	3 6%	2 5%	2 3%	4 8%	1 2%	3 7%	2 5%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	11 5%	7 4%	4 8%	-	-	-	7 6%	4 6%	7 5%	3 8%	-	1 6%	5 9%	1 3%	1 3%	1 4%	1 2%	1 3%	1 3%	-	1 3%	1 2%
Good experience with new supplier for other services/ previously	8 4%	8 4%	5 3%	-	-	1 14%	-	5 4%	3 5%	5 4%	-	-	2 11%	1 2%	-	-	-	-	3 6%	-	-	-	-
New supplier recommended by someone I know	5 3%	5 3%	3 2%	1 3%	-	-	1 21%	4 3%	2 2%	4 3%	1 2%	-	-	4 8%z	2 5%	2 6%	2 5%	1 3%	5 9%z	3 5%	2 7%	2 5%	1 4%
Other	10 5%	10 5%	9 6%	3 7%	-	-	-	5 4%	6 9%	8 6%	1 2%	2 15%	4 18%	-	3 7%	2 9%	3 8%	2 6%	1 2%	4 8%	2 8%	4 9%	3 8%
Landline specific [NET]	11 5%	11 5%	7 4%	4 8%	-	-	-	7 6%	4 6%	7 5%	3 8%	-	1 6%	5 9%	1 3%	1 3%	1 4%	1 2%	1 3%	1 3%	-	1 3%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 244
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	159	88	71	-	10	30	38	33	17	23	8	10	68	50	31	46	52	27	34	44	72	37
Weighted Base	181	93*	88*	-.**	9**	34**	45*	43**	16**	28**	7**	9**	79*	59*	35**	58*	53*	35**	36**	44*	81*	50*
For a better/ cheaper price/deal	82 45%	40 43%	42 47%	-	6 67%	19 55%	22 50%	15 36%	8 49%	8 27%	4 57%	6 67%	41 52%	23 39%	12 34%	27 46%	27 51%	9 25%	20 54%	21 49%	37 45%	19 38%
Better range of price plans	33 18%	13 14%	20 23%	-	2 25%	8 22%	8 17%	13 31%	1 5%	1 5%	1 9%	2 25%	15 19%	14 24%	2 6%	7 12%	9 18%	6 18%	11 30%	9 20%	15 19%	7 14%
Poor service from previous supplier	24 13%	10 10%	14 16%	-	3 32%	4 12%	5 12%	3 7%	2 10%	5 20%	2 24%	3 32%	10 12%	4 7%	7 21%	7 11%	7 13%	4 11%	7 19%	9 20%	8 9%	6 13%
More reliable service	23 13%	10 11%	13 15%	-	2 19%	4 11%	7 16%	6 15%	1 7%	3 10%	1 11%	2 19%	11 14%	7 13%	4 10%	3 6%	9 18%	5 15%	6 16%	10 23%	8 10%	5 9%
Faster broadband speeds/faster internet access	22 12%	13 14%	10 11%	-	1 11%	3 10%	6 13%	6 13%	2 15%	1 5%	3 34%	1 11%	9 12%	8 14%	4 11%	7 13%	6 11%	4 10%	6 15%	5 11%	8 10%	9 17%
To bundle two or more services together with one supplier/for Convenience	18 10% ^m	12 13%	5 6%	-	1 16%	4 12%	7 16% ^m	-	* 3%	4 14%	1 11%	1 16%	11 14% ^m	* 1%	5 13%	2 3%	6 11%	2 5%	8 23%	4 10%	8 9%	5 10%
Moved home	10 5%	8 9%	2 2%	-	-	1 2%	3 6%	4 8%	1 5%	2 7%	-	-	3 4%	4 8%	2 5%	4 7%	1 1%	5 14%	-	2 3%	-	8 16% ^{zt}
Good experience with new supplier for other services/ previously	5 3%	5 5%	-	-	-	-	2 4%	1 3%	-	1 3%	1 11%	-	2 2%	1 2%	2 5%	1 1%	1 2%	2 4%	1 3%	2 4%	3 4%	-
New supplier recommended by someone I know	4 2%	2 2%	2 2%	-	-	-	1 3%	-	1 8%	-	1 18%	-	1 2%	1 2%	1 4%	2 4%	1 2%	1 2%	-	1 2%	3 4%	-
Wanted bigger download allowance	3 2%	-	3 4%	-	-	1 3%	1 2%	-	1 6%	-	1 9%	-	2 2%	1 2%	1 2%	1 2%	1 1%	-	2 5%	-	2 3%	-
Other	10 6%	6 7%	4 4%	-	-	3 10%	-	3 7%	-	3 11%	1 12%	-	3 4%	3 5%	4 11%	4 8%	3 5%	1 2%	3 7%	-	6 8%	4 8%
Don't know	3 1%	-	3 3%	-	-	-	-	-	-	3 9%	-	-	-	-	3 7%	-	-	3 7%	-	-	3 3%	-
Broadband specific [NET]	25 14%	13 14%	12 14%	-	1 11%	3 10%	7 15%	6 13%	3 20%	1 5%	3 43%	1 11%	10 13%	9 15%	5 13%	8 14%	7 13%	4 10%	6 17%	5 11%	10 13%	9 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 245

FX05C_2 - Why did you switch your fixed broadband service?**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	159	6	17	66	11	2	66	23	13	4	4	8	31	10	124	35	81	18	11	2	3	7	29	8
Weighted Base	181	8**	20**	81*	17**	2**	78*	31**	19**	4**	2**	7**	31**	8**	138	43**	98*	24**	15**	1**	2**	7**	27**	6**
For a better/ cheaper price/deal	82 45%	3	7	41	8	1	33	17	9	3	1	4	11	3	60	22	44	14	5	1	1	4	10	2
Better range of price plans	33 18%	-	3	21	1	-	18	6	1	1	-	1	2	4	26	7	21	4	2	-	-	1	1	3
Poor service from previous supplier	24 13%†	1	-	6	3	-	5	3	3	2	1	1	8	2	20	4	9	2	1	1	*	1	8	2
More reliable service	23 13%†	-	1	7	6	-	3	5	6	2	-	1	5	1	19	5	8	3	4	1	-	1	5	1
Faster broadband speeds/faster internet access	22 12%	-	6	9	-	-	11	4	-	1	1	-	4	2	15	7	12	4	2	-	1	-	2	2
To bundle two or more services together with one supplier/for Convenience	18 10%	-	4	8	1	-	9	3	1	1	-	-	3	*	14	4	11	2	1	-	-	-	3	-
Moved home	10 5%	2	-	4	2	-	4	1	2	-	-	1	2	-	9	1	5	1	2	-	-	-	2	-
Good experience with new supplier for other services/ previously	5 3%	-	-	2	1	1	2	-	2	-	-	-	1	-	5	-	2	-	2	-	-	-	1	-
New supplier recommended by someone I know	4 2%	-	1	1	1	-	2	-	1	-	-	-	1	-	3	1	2	-	1	-	-	-	1	-
Wanted bigger download allowance	3 2%	-	-	-	-	-	-	-	-	1	-	-	2	1	2	1	1	-	-	-	-	-	2	1
Other	10 6%	2	-	6	-	-	4	4	-	-	-	1	2	-	8	3	6	2	-	-	-	1	2	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 245
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	181	8**	20**	81*	17**	2**	78*	31**	19**	4**	2**	7**	31**	8**	138	43**	98*	24**	15**	1**	2**	7**	27**	6**
Don't know	3	-	-	3	-	-	-	3	-	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-
	1%	-	-	3%	-	-	-	8%	-	-	-	-	-	-	2%	-	-	10%	-	-	-	-	-	-
Broadband specific	25	-	6	9	-	-	11	4	-	1	1	-	6	3	17	7	12	4	2	-	1	-	4	3
[NET]	14%	-	29%	11%	-	-	15%	11%	-	26%	26%	-	18%	31%	13%	17%	13%	15%	12%	-	37%	-	14%	40%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 246
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	159	110	26	23	64	-	-	13	89	28	48	35	32	16	26	32	6	1	-	-	1
Weighted Base	181	124*	31**	26**	74*	-**	-**	14**	99*	31**	52*	43**	35**	20**	27**	40**	9**	1**	-**	-**	1**
For a better/ cheaper price/deal	82 45%	56 45%	12 39%	14 53%	38 52%	-	-	3 25%	43 44%	14 45%	24 45%	21 49%	13 37%	10 51%	19 71%	17 43%	5 50%	-	-	-	1 100%
Better range of price plans	33 18%hj	23 18%	7 22%	4 14%	19 26%h	-	-	4 32%	11 11%	5 17%	5 9%	9 22%	10 28%	4 21%	6 23%	13 32%	-	-	-	-	-
Poor service from previous supplier	24 13%	13 10%	7 24%	4 14%	7 10%	-	-	4 29%	14 14%	6 20%	8 16%	4 9%	1 4%	4 20%	4 15%	2 6%	1 12%	-	-	-	-
More reliable service	23 13%	16 13%	6 18%	2 8%	13 17%	-	-	1 9%	11 11%	5 15%	8 15%	1 3%	4 10%	6 31%	3 10%	7 17%	2 27%	1 100%	-	-	-
Faster broadband speeds/faster internet access	22 12%	18 15%	2 5%	3 10%	10 14%	-	-	1 9%	12 12%	1 4%	8 16%	5 13%	6 18%	1 6%	5 18%	5 13%	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	18 10%	16 13%	2 6%	-	9 12%	-	-	2 14%	7 7%	2 6%	5 9%	5 11%	5 15%	1 5%	4 16%	4 10%	1 11%	-	-	-	-
Moved home	10 5%d	5 4%	4 12%	1 3%	1 1%	-	-	-	9 9%	-	5 10%	5 11%	-	-	-	1 2%	-	-	-	-	-
Good experience with new supplier for other services/ previously	5 3%	5 4%	-	-	1 1%	-	-	-	4 4%	-	3 5%	1 2%	1 2%	-	1 4%	-	-	-	-	-	-
New supplier recommended by someone I know	4 2%	3 2%	-	1 5%	-	-	-	1 4%	3 3%	1 4%	1 2%	1 1%	1 4%	-	-	-	-	-	-	-	-
Wanted bigger download allowance	3 2%	2 1%	-	2 6%	2 2%	-	-	-	2 2%	2 5%	-	-	1 3%	1 4%	-	2 5%	-	-	-	-	-
Other	10 6%	8 6%	2 6%	1 3%	4 5%	-	-	1 5%	6 6%	2 5%	3 5%	4 8%	2 6%	1 3%	-	4 10%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 246

FX05C_2 - Why did you switch your fixed broadband service?**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	181	124*	31**	26**	74*	-**	-**	14**	99*	31**	52*	43**	35**	20**	27**	40**	9**	1**	-**	-**	1**
Don't know	3	-	-	3	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	10%	-	-	-	-	3%	8%	-	-	-	-	-	-	-	-	-	-	-
Broadband specific	25	19	2	4	11	-	-	1	14	3	8	5	6	2	5	6	-	-	-	-	-
[NET]	14%	15%	5%	16%	15%	-	-	9%	14%	9%	16%	13%	18%	10%	18%	15%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 247
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	159	33	26	28	94	157	97	84	156	146	54	146	117	69	99	44
Weighted Base	181	34**	37**	34**	105*	180	109*	97*	177	164	60*	166	137*	83*	112*	48*
For a better/ cheaper price/deal	82 45%	19 56%	14 38%	15 46%	41 39%	82 46%	50 46%	43 44%	81 46%	78 48%z	28 47%	79 48%z	60 44%	36 44%	51 45%	25 51%
Better range of price plans	33 18%j	5 14%	11 31%	11 33%	14 14%	33 19%j	17 15%	16 16%	33 19%j	31 19%j	5 8%	32 19%j	29 21%j	16 19%j	24 22%j	7 15%
Poor service from previous supplier	24 13%hjk	3 8%	1 3%	5 14%	16 16%	24 13%h	15 14%j	9 9%	21 12%	20 12%	3 5%	19 12%	14 10%	10 12%	14 12%	5 10%
More reliable service	23 13%	5 15%	4 12%	9 26%	11 10%	23 13%	14 13%	13 13%	23 13%	23 14%	8 14%	23 14%	17 13%	11 13%	16 14%	5 10%
Faster broadband speeds/faster internet access	22 12%	5 15%	4 12%	3 9%	12 12%	21 12%	15 14%	13 14%	22 13%	22 14%e	14 23%zehik n	21 13%	22 16%e	13 15%	14 12%	9 18%
To bundle two or more services together with one supplier/for Convenience	18 10%	5 16%	5 14%	3 8%	9 8%	17 9%	11 10%	7 7%	18 10%	18 11%	9 16%g	18 11%	13 9%	8 9%	10 8%	6 12%
Moved home	10 5%	- -	1 2%	1 2%	9 8%	10 5%	6 6%	6 6%	9 5%	8 5%	2 3%	8 5%	7 5%	4 5%	5 5%	- -
Good experience with new supplier for other services/ previously	5 3%	1 3%	- -	- -	4 3%	5 3%	3 2%	3 3%	5 3%	5 3%	2 3%	5 3%	3 2%	- -	3 3%	- -
New supplier recommended by someone I know	4 2%	- -	- -	- -	4 4%	4 2%	2 2%	2 2%	4 2%	4 2%	- -	4 2%	1 1%	1 1%	2 2%	2 4%
Wanted bigger download allowance	3 2%	1 3%	- -	1 2%	2 1%	3 2%	2 2%	1 1%	3 2%	2 1%	1 1%	2 1%	3 2%	1 1%	2 2%	1 2%
Other	10 6%	3 10%	3 9%	1 2%	6 6%	10 6%	5 5%	8 8%	10 6%	8 5%	8 13%zefhil	10 6%	8 6%	4 5%	7 7%	3 5%
Don't know	3 1%	- -	- -	- -	3 2%	3 1%	- -	3 3%	3 1%	- -	- -	- -	3 2%	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 247
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	181	34**	37**	34**	105*	180	109*	97*	177	164	60*	166	137*	83*	112*	48*
Broadband specific	25	5	4	4	14	24	17	14	25	24	15	23	24	13	15	10
[NET]	14%	15%	12%	11%	13%	13%	16%	14%	14%	14%	25% n	14%	17%ze	16%	13%	20%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 248
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	159	141	10	3	2	2	1	47	54	50	2	5	8	13	11	23	35	15	6
Weighted Base	181	161	10**	3**	2**	2**	3**	50*	68*	54*	2**	3**	10**	14**	12**	26**	39**	20**	9**
For a better/ cheaper price/deal	82 45%	72 44%	6 62%	1 24%	1 57%	2 100%	-	19 37%	26 38%	31 56%	2 75%	2 66%	10 96%	4 31%	7 57%	7 28%	15 37%	9 42%	6 64%
Better range of price plans	33 18%	30 18%	2 25%	-	1 57%	-	-	4 8%	14 20%	13 24%	-	-	3 34%	3 22%	3 23%	4 15%	6 15%	4 20%	1 15%
Poor service from previous supplier	24 13%	20 13%	-	-	1 57%	-	3 100%	5 10%	6 8%	12 23%z	-	1 15%	2 19%	3 20%	3 25%	6 23%	4 10%	1 5%	-
More reliable service	23 13%	19 12%	2 21%	-	2 100%	1 37%	-	8 16%	6 8%	9 16%	-	-	4 39%	1 8%	4 32%	4 14%	2 4%	1 6%	1 10%
Faster broadband speeds/faster internet access	22 12%	19 12%	1 8%	-	2 100%	1 37%	-	7 14%	8 12%	6 11%	-	1 20%	-	-	-	2 10%	4 11%	8 37%	2 21%
To bundle two or more services together with one supplier/for Convenience	18 10%	16 10%	-	-	1 57%	1 37%	-	6 12%	8 11%	3 5%	-	-	-	-	1 5%	5 20%	4 11%	3 12%	-
Moved home	10 5%	8 5%	-	2 60%	-	-	-	3 7%	4 5%	3 5%	-	-	-	3 20%	-	-	3 7%	2 8%	-
Good experience with new supplier for other services/ previously	5 3%a	3 2%	1 13%	-	-	1 37%	-	3 6%	-	2 3%	-	-	-	-	1 9%	1 3%	-	1 6%	-
New supplier recommended by someone I know	4 2%	3 2%	-	1 17%	-	1 37%	-	1 2%	2 3%	1 1%	1 25%	-	-	-	-	1 5%	2 5%	-	-
Wanted bigger download allowance	3 2%	2 1%	-	-	1 57%	-	-	2 3%	1 1%	-	-	-	-	-	-	1 2%	1 2%	-	-
Other	10 6%	9 6%	1 9%	-	-	-	-	5 9%	6 9%	-	-	1 19%	-	-	2 19%	1 5%	5 14%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 248
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	181	161	10**	3**	2**	2**	3**	50*	68*	54*	2**	3**	10**	14**	12**	26**	39**	20**	9**
Don't know	3	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-
Broadband specific	25	21	1	-	2	1	-	9	9	6	-	1	-	-	3	5	8	2	
[NET]	14%	13%	8%	-	100%	37%	-	17%	13%	11%	-	20%	-	-	12%	13%	37%	21%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 249
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	159	137	21	18	14	20	7	12	12	15	22	12	8	13	6	132	97	61	158	127	32	159
Weighted Base	181	163	17**	15**	12**	21**	10**	15**	20**	22**	32**	10**	7**	12**	6**	156	107*	73*	180	143	38**	181
For a better/ cheaper price/deal	82 45%	78 48%	4 23%	9 61%	4 34%	12 59%	3 37%	9 60%	7 34%	10 43%	10 30%	4 45%	3 48%	5 42%	5 83%	68 44%	52 48%	30 41%	82 46%	66 46%	16 41%	82 45%
Better range of price plans	33 18%^f	28 17%	5 28%	2 11%	1 10%	3 15%	1 14%	5 33%	7 36%	2 7%	4 12%	4 47%	*	2 14%	2 33%	29 19%	21 20%	11 15%	32 18%	23 16%	10 26%	33 18%
Poor service from previous supplier	24 13%	23 14%	1 5%	- -	2 13%	5 25%	- -	1 5%	5 24%	4 16%	3 9%	- -	3 44%	1 11%	1 17%	19 12%	15 14%	9 12%	24 13%	22 15%	2 6%	24 13%
More reliable service	23 13%	22 14%	1 7%	1 5%	1 6%	6 30%	1 8%	1 8%	3 14%	3 13%	3 10%	1 6%	1 17%	2 17%	1 17%	19 12%	13 13%	10 14%	23 13%	20 14%	4 10%	23 13%
Faster broadband speeds/faster internet access	22 12%	21 13%	1 5%	5 31%	- -	1 3%	4 40%	1 7%	- -	2 8%	3 9%	1 8%	4 59%	2 14%	1 17%	16 10%	12 11%	10 14%	22 12%	16 11%	7 18%	22 12%
To bundle two or more services together with one supplier/for Convenience	18 10%	14 9%	3 20%	- -	* 4%	1 5%	1 8%	1 10%	2 8%	- -	9 29%	1 6%	- -	1 12%	1 17%	15 10%	9 9%	9 12%	18 10%	14 10%	3 9%	18 10%
Moved home	10 5%	8 5%	2 11%	1 5%	- -	- -	- -	1 5%	- -	6 25%	2 6%	- -	- -	1 7%	- -	9 6%	6 6%	4 5%	10 5%	9 6%	1 2%	10 5%
Good experience with new supplier for other services/ previously	5 3%	4 2%	1 4%	- -	- -	- -	2 17%	- -	- -	- -	1 4%	2 19%	- -	- -	- -	5 3%	3 3%	2 2%	5 3%	4 3%	1 2%	5 3%
New supplier recommended by someone I know	4 2%	3 2%	1 8%	1 4%	1 10%	- -	1 8%	- -	- -	- -	1 2%	1 8%	- -	- -	- -	4 2%	2 2%	2 2%	4 2%	3 2%	1 2%	4 2%
Wanted bigger download allowance	3 2%	3 2%	- -	1 5%	- -	1 3%	1 9%	- -	- -	- -	- -	- -	- -	- -	1 17%	2 1%	2 1%	2 2%	3 2%	3 2%	- -	3 2%
Other	10 6%	10 6%	1 4%	1 4%	3 23%	- -	- -	- -	- -	3 12%	4 13%	- -	- -	- -	- -	10 7%	3 3%	7 9%	10 6%	6 4%	5 12%	10 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 249
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	181	163	17**	15**	12**	21**	10**	15**	20**	22**	32**	10**	7**	12**	6**	156	107*	73*	180	143	38**	181
Don't know	3	3	-	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	3	3	-	3
	1%	2%	-	-	-	-	-	-	13%	-	-	-	-	-	-	2%	2%	-	1%	2%	-	1%
Broadband specific	25	23	1	6	-	1	5	1	-	2	3	1	4	2	1	18	14	11	25	18	7	25
[NET]	14%	14%	5%	37%	-	6%	49%	7%	-	8%	9%	8%	59%	14%	17%	11%	13%	15%	14%	13%	18%	14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 250
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	159	37	138	156	159	159	24	159	73	33	-	156	3	-	-	159	-	156	3
Weighted Base	181	40*	155	176	181	181	28**	181	85*	35**	-**	176	5**	-**	-**	181	-**	176	5**
For a better/ cheaper price/deal	82 45%	21 51%	69 44%	81 46%	82 45%	82 45%	13 47%	82 45%	40 47%	12 35%	-	81 46%	1 26%	-	-	82 45%	-	81 46%	1 26%
Better range of price plans	33 18%	5 13%	30 19%	32 18%	33 18%	33 18%	4 13%	33 18%	18 21%	6 16%	-	32 18%	1 26%	-	-	33 18%	-	32 18%	1 26%
Poor service from previous supplier	24 13%ckq	5 12%	20 13%	21 12%	24 13%c	24 13%c	6 23%	24 13%c	9 11%	4 11%	-	21 12%	3 57%	-	-	24 13%	-	21 12%	3 57%
More reliable service	23 13%	3 9%	20 13%	22 13%	23 13%	23 13%	4 15%	23 13%	11 13%	4 10%	-	22 13%	1 26%	-	-	23 13%	-	22 13%	1 26%
Faster broadband speeds/faster internet access	22 12%	8 21%	19 12%	22 13%	22 12%	22 12%	3 10%	22 12%	10 11%	9 25%	-	22 13%	-	-	-	22 12%	-	22 13%	-
To bundle two or more services together with one supplier/for Convenience	18 10%	7 16%	13 8%	18 10%	18 10%	18 10%	4 13%	18 10%	11 13%	6 17%	-	18 10%	-	-	-	18 10%	-	18 10%	-
Moved home	10 5%	3 9%	7 4%	9 5%	10 5%	10 5%	-	10 5%	2 2%	3 10%	-	9 5%	1 17%	-	-	10 5%	-	9 5%	1 17%
Good experience with new supplier for other services/ previously	5 3%ckq	1 2%	3 2%	3 2%	5 3%c	5 3%c	-	5 3%c	2 2%	-	-	3 2%	1 26%	-	-	5 3%	-	3 2%	1 26%
New supplier recommended by someone I know	4 2%	1 2%	3 2%	4 2%	4 2%	4 2%	-	4 2%	1 2%	1 4%	-	4 2%	-	-	-	4 2%	-	4 2%	-
Wanted bigger download allowance	3 2%	2 4%	2 2%	3 2%	3 2%	3 2%	2 6%	3 2%	2 3%	1 2%	-	3 2%	-	-	-	3 2%	-	3 2%	-
Other	10 6%	3 8%	7 5%	10 6%	10 6%	10 6%	2 7%	10 6%	7 9%	3 10%	-	10 6%	-	-	-	10 6%	-	10 6%	-
Don't know	3 1%	-	3 2%	3 1%	3 1%	3 1%	-	3 1%	-	-	-	3 1%	-	-	-	3 1%	-	3 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 250

FX05C_2 - Why did you switch your fixed broadband service?**BASE:** All who have switched their fixed broadband provider in the last 12 months

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	181	40*	155	176	181	28**	181	85*	35**	-**	176	5**	-**	-**	181	-**	176	5**
Broadband specific	25	9	22	25	25	5	25	12	10	-	25	-	-	-	25	-	25	-
[NET]	14%	23%	14%	14%	14%	16%	14%	14%	27%	-	14%	-	-	-	14%	-	14%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 251
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)							
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	159	47	9	14	42	28	1	15	3
Weighted Base	181	56*	10**	18**	46*	34**	1**	14**	3**
For a better/ cheaper price/deal	82 45%a	16 29%	5 50%	15 86%	21 46%	12 34%	1 100%	9 66%	3 100%
Better range of price plans	33 18%	14 26%	- -	1 7%	7 15%	11 32%	- -	- -	- -
Poor service from previous supplier	24 13%	3 6%	2 25%	2 10%	9 19%	6 19%	- -	- -	1 45%
More reliable service	23 13%	8 15%	2 19%	4 21%	6 13%	2 7%	- -	- -	1 45%
Faster broadband speeds/faster internet access	22 12%h	10 17%	1 9%	5 28%	2 3%	- -	- -	5 37%	- -
To bundle two or more services together with one supplier/for Convenience	18 10%	3 5%	2 19%	- -	9 19%	3 8%	- -	1 10%	- -
Moved home	10 5%	5 10%	- -	- -	1 2%	3 10%	- -	- -	- -
Good experience with new supplier for other services/ previously	5 3%	2 4%	- -	- -	2 4%	1 2%	- -	- -	- -
New supplier recommended by someone I know	4 2%	2 4%	- -	- -	1 3%	- -	- -	1 4%	- -
Wanted bigger download allowance	3 2%	1 2%	- -	- -	1 1%	1 2%	- -	1 6%	- -
Other	10 6%	4 8%	- -	- -	5 10%	1 2%	- -	1 4%	- -
Don't know	3 1%	3 5%	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 251
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	Landline provider (FX01A)							
	BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
TOTAL (z)								
Weighted Base	181	56*	10**	18**	46*	34**	1**	14**
Broadband specific	25	10	1	5	2	1	-	6
[NET]	14%	17%	9%	28%	5%	2%	-	43%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 252
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	159	9	4	2	13	7	1	6	1
Weighted Base	181	10**	3**	2**	16**	11**	1**	6**	1**
For a better/ cheaper price/deal	82 45%	3 27%	2 67%	2 100%	8 52%	1 11%	1 100%	4 61%	1 100%
Better range of price plans	33 18%	4 37%	1 15%	-	7 47%	3 23%	-	-	-
Poor service from previous supplier	24 13%	1 8%	-	-	1 5%	3 24%	-	-	-
More reliable service	23 13%	3 29%	1 18%	-	-	-	-	-	-
Faster broadband speeds/faster internet access	22 12%	1 6%	-	-	-	-	-	2 25%	-
To bundle two or more services together with one supplier/for Convenience	18 10%	-	-	-	1 9%	3 23%	-	-	-
Moved home	10 5%	1 7%	-	-	1 5%	-	-	-	-
Good experience with new supplier for other services/ previously	5 3%	-	-	-	-	-	-	-	-
New supplier recommended by someone I know	4 2%	-	-	-	-	-	-	1 9%	-
Wanted bigger download allowance	3 2%	-	-	-	-	-	-	1 15%	-
Other	10 6%	-	-	-	-	2 19%	-	-	-
Don't know	3 1%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 252

FX05C_2 - Why did you switch your fixed broadband service?**BASE:** All who have switched their fixed broadband provider in the last 12 months

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
181	10**	3**	2**	16**	11**	1**	6**	1**
25	1	-	-	-	-	-	2	-
14%	6%	-	-	-	-	-	40%	-

Weighted Base
 Broadband specific
 [NET]

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Table 253
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	159	116	43	32	6	12	31	23	1	10	1	48	2
Weighted Base	181	131*	50*	37**	7**	16**	34**	26**	1**	9**	1**	55*	3**
For a better/ cheaper price/deal	82 45%	60 46%	22 44%	12 33%	3 38%	13 83%	14 41%	10 40%	1 100%	6 63%	1 100%	23 41%	1 51%
Better range of price plans	33 18%a	19 15%	14 28%	6 15%	- -	1 8%	4 12%	8 32%	- -	- -	- -	6 11%	1 51%
Poor service from previous supplier	24 13%	20 15%	4 9%	3 7%	2 35%	2 12%	8 23%	4 14%	- -	- -	1 100%	10 18%	1 49%
More reliable service	23 13%	20 15%	3 7%	6 15%	1 18%	4 24%	6 17%	2 9%	- -	- -	1 100%	7 12%	- -
Faster broadband speeds/faster internet access	22 12%	20 15%	2 4%	8 22%	1 12%	5 32%	2 5%	- -	- -	5 50%	- -	7 12%	- -
To bundle two or more services together with one supplier/for Convenience	18 10%	14 11%	4 8%	3 8%	2 27%	- -	6 16%	2 7%	- -	1 16%	- -	7 13%	1 51%
Moved home	10 5%	8 6%	1 3%	5 13%	- -	- -	- -	3 13%	- -	- -	- -	4 7%	- -
Good experience with new supplier for other services/ previously	5 3%	5 4%	- -	2 6%	- -	- -	2 5%	1 3%	- -	- -	- -	2 3%	- -
New supplier recommended by someone I know	4 2%	3 3%	1 1%	2 6%	- -	- -	1 4%	- -	- -	- -	- -	1 1%	- -
Wanted bigger download allowance	3 2%	2 2%	1 2%	1 3%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -
Other	10 6%	8 6%	2 4%	2 6%	- -	- -	5 14%	1 2%	- -	1 7%	- -	5 10%	- -
Don't know	3 1%	3 2%	- -	3 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 253
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

Weighted Base Broadband specific [NET]	TOTAL (z)	Product bundles												
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL BB, TV and Mobile Bundle (u)	
		181	131*	50*	37**	7**	16**	34**	26**	1**	9**	1**	55*	3**
		25	22	3	8	1	5	2	1	-	5	-	7	-
		14%	17%	6%	22%	12%	32%	6%	3%	-	50%	-	13%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 254
FX05C_2 - Why did you switch your fixed broadband service?
BASE: All who have switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	159	145	159	35	4	-	3	93	53	120	25	9	21	48	45	24	38	37	39	43	24	39	31
Weighted Base	181	162	181	44**	6**	-**	3**	106*	59*	131*	32**	8**	23**	50*	45*	25**	39*	36*	44*	47*	24**	39*	33**
For a better/ cheaper price/deal	82 45%	77 48%	82 45%	17 39%	2 29%	-	1 41%	49 46%	25 41%	57 43%	17 52%	2 22%	10 45%	27 53%	20 44%	7 28%	14 35%	13 37%	23 51%	16 35%	7 28%	15 39%	10 29%
Better range of price plans	33 18%a	24 15%	33 18%a	12 27%	3 57%	-	-	17 16%	13 22%	28 22%	4 11%	1 16%	4 18%	9 17%	11 24%	5 22%	8 21%	8 23%	7 17%	9 19%	5 20%	8 19%	4 13%
Poor service from previous supplier	24 13%	24 15%	24 13%	9 20%	-	-	-	14 13%	8 14%	14 10%	2 7%	-	3 15%	6 11%	3 7%	2 10%	4 9%	5 13%	4 10%	4 9%	4 15%	4 9%	4 13%
More reliable service	23 13%h	22 13%	23 13%	6 14%	-	-	-	18 17%	3 5%	17 13%	2 6%	-	4 16%	9 18%	7 16%	2 8%	4 10%	3 7%	7 17%	6 12%	2 8%	3 8%	4 13%
Faster broadband speeds/faster internet access	22 12%	21 13%	22 12%	6 13%	-	-	-	13 12%	7 12%	15 12%	5 16%	2 24%	7 30%	7 13%	4 9%	5 20%	5 13%	2 7%	7 16%	2 5%	3 11%	2 6%	3 9%
To bundle two or more services together with one supplier/for Convenience	18 10%	18 11%	18 10%	6 14%	-	-	1 39%	13 12%	3 6%	11 8%	5 15%	4 45%	2 9%	4 9%	5 12%	5 19%	5 13%	5 14%	3 6%	5 11%	5 19%	4 9%	5 14%
Moved home	10 5%	8 5%	10 5%	2 5%	-	-	-	5 5%	2 3%	7 5%	2 6%	2 19%	2 8%	5 9%	1 2%	-	-	1 2%	2 4%	3 6%u	-	1 2%	1 2%
Good experience with new supplier for other services/ previously	5 3%	4 2%	5 3%	-	1 15%	-	-	2 2%	2 4%	3 2%	-	-	-	2 3%	-	-	-	1 2%	1 2%	-	-	-	-
New supplier recommended by someone I know	4 2%	4 2%	4 2%	-	-	-	1 21%	2 2%	2 3%	2 1%	1 4%	-	-	2 4%	1 2%	1 2%	1 1%	-	2 4%	1 2%	1 2%	1 1%	1 4%
Wanted bigger download allowance	3 2%	3 2%	3 2%	1 3%	-	-	-	3 2%	1 1%	3 3%	-	1 9%	-	1 2%	1 3%	2 7%	2 6%	2 6%	1 2%	1 1%	-	2 4%	1 2%
Other	10 6%	8 5%	10 6%	3 6%	-	-	-	6 5%	5 8%	9 7%	2 5%	-	1 4%	-	3 6%	2 8%	5 12% ^m	2 5%	2 4%	7 14% ^z	2 8%	6 15% ^z	4 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 254

FX05C_2 - Why did you switch your fixed broadband service?**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Weighted Base	181	162	181	44**	6**	-**	3**	106*	59*	131*	32**	8**	23**	50*	45*	25**	39*	36*	44*	47*	24**	39*	33**
Don't know	3	3	3	-	-	-	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	1%	-	-	-	-	2%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Broadband specific	25	23	25	7	-	-	-	15	8	18	5	3	7	8	6	7	7	5	8	3	3	4	4
[NET]	14%	14%	14%	16%	-	-	-	14%	13%	13%	16%	33%	30%	15%	13%	26%	19%	13%	18%	7%	11%	10%	11%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 255
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	47	25	22	-	5	11	14	7	4	3	3	5	25	11	6	9	11	15	12	17	20	9
Weighted Base	57*	28**	30**	-**	6**	13**	16**	13**	5**	2**	2**	6**	30**	17**	4**	12**	11**	19**	15**	21**	22**	13**
For a better/ cheaper price/deal	30	12	18	-	6	6	8	6	4	1	-	6	14	9	1	7	7	8	8	11	11	7
	52%	42%	62%	-	100%	45%	49%	45%	79%	30%	-	100%	47%	54%	13%	59%	62%	41%	53%	53%	50%	50%
Poor service from previous supplier	13	6	7	-	2	3	4	2	1	-	1	2	7	3	1	1	3	5	4	6	4	3
	23%	22%	23%	-	28%	23%	24%	19%	21%	-	42%	28%	23%	20%	24%	9%	28%	28%	24%	29%	17%	23%
To bundle two or more services together with one supplier/for Convenience	9	5	5	-	2	5	3	-	*	-	-	2	7	*	-	1	1	1	6	5	3	1
	16%	16%	16%	-	28%	36%	15%	-	10%	-	-	28%	25%	2%	-	11%	13%	4%	40%	22%	15%	10%
Better range of price plans	8	3	5	-	2	3	2	-	-	1	1	2	5	-	2	1	2	1	4	4	1	3
	14%	12%	17%	-	28%	20%	11%	-	-	70%	26%	28%	15%	-	45%	11%	16%	4%	29%	21%	3%	24%
Wanted specific content e.g. sports, movies, Sky Atlantic	6	2	3	-	-	2	2	1	-	-	-	-	4	1	-	1	1	2	1	1	1	3
	10%	8%	11%	-	-	15%	13%	11%	-	-	-	-	14%	8%	-	11%	5%	12%	9%	7%	4%	25%
Wanted additional TV services	5	2	3	-	2	1	2	-	-	-	-	2	3	-	-	-	1	1	3	2	1	3
	9%	7%	10%	-	28%	10%	12%	-	-	-	-	28%	11%	-	-	-	10%	4%	21%	8%	4%	19%
More reliable service	5	1	3	-	-	1	2	-	-	-	1	-	4	-	1	-	-	3	1	2	1	1
	8%	5%	10%	-	-	10%	14%	-	-	-	32%	-	13%	-	18%	-	-	16%	9%	8%	7%	10%
Wanted HD or 3D services	2	1	1	-	1	1	-	-	-	-	-	1	1	-	-	-	1	-	1	1	-	1
	4%	4%	5%	-	17%	10%	-	-	-	-	-	17%	5%	-	-	-	9%	-	9%	5%	-	10%
Good experience with new supplier for other services/ previously	2	1	1	-	1	-	1	-	-	-	-	1	1	-	-	-	1	1	-	2	-	-
	3%	4%	3%	-	17%	-	6%	-	-	-	-	17%	3%	-	-	-	9%	5%	-	9%	-	-
Other	5	5	-	-	-	-	-	5	-	-	-	-	-	5	-	-	-	3	2	-	3	2
	8%	16%	-	-	-	-	-	35%	-	-	-	-	-	26%	-	-	-	14%	13%	-	11%	15%
Pay TV specific [NET]	9	4	5	-	3	2	3	1	-	-	-	3	5	1	-	1	3	2	3	4	1	4
	16%	16%	17%	-	45%	15%	21%	11%	-	-	-	45%	18%	8%	-	11%	24%	12%	21%	20%	4%	34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	47	3	5	18	4	-	20	6	4	-	2	3	6	6	33	14	24	4	4	-	2	2	6	5
Weighted Base	57*	4**	6**	27**	6**	-**	29**	8**	6**	-**	1**	2**	5**	5**	40**	17**	35**	5**	5**	-**	1**	1**	4**	5**
For a better/ cheaper price/deal	30	3	4	13	4	-	14	6	4	-	1	1	1	3	17	13	16	3	5	-	1	1	*	3
Poor service from previous supplier	52%	68%	62%	50%	59%	-	48%	76%	59%	-	52%	56%	27%	55%	43%	72%	46%	64%	100%	-	52%	100%	10%	52%
To bundle two or more services together with one supplier/for Convenience	13	-	-	7	2	-	5	2	2	-	-	-	1	3	11	2	7	2	-	-	-	-	1	3
Better range of price plans	23%	-	-	25%	41%	-	17%	22%	41%	-	-	-	20%	54%	27%	14%	21%	33%	-	-	-	-	25%	58%
Wanted specific content e.g. sports, movies, Sky Atlantic	9	1	1	6	1	-	5	3	1	-	-	-	-	*	8	2	5	3	1	-	-	-	*	-
Wanted additional TV services	16%	32%	16%	22%	12%	-	16%	46%	12%	-	-	-	-	8%	19%	10%	14%	69%	13%	-	-	-	10%	-
More reliable service	8	-	-	4	1	-	3	2	1	-	-	-	2	1	6	2	3	2	1	-	-	-	2	1
Good experience with new supplier for other services/ previously	14%	-	-	16%	12%	-	9%	22%	12%	-	-	-	38%	22%	15%	12%	8%	33%	13%	-	-	-	47%	23%
Other	6	1	1	2	-	-	5	-	-	-	1	-	-	-	4	1	5	-	-	-	1	-	-	-
Pay TV specific [NET]	10%	36%	21%	8%	-	-	17%	-	-	-	48%	-	-	-	11%	8%	14%	-	-	-	48%	-	-	-
	5	-	-	4	-	-	2	2	-	-	-	-	-	1	4	1	2	2	-	-	-	-	-	1
	9%	-	-	14%	-	-	7%	22%	-	-	-	-	-	22%	9%	8%	6%	33%	-	-	-	-	-	23%
	5	-	-	1	1	-	1	-	1	-	-	1	1	1	1	3	2	-	1	-	-	-	1	1
	8%	-	-	5%	12%	-	5%	-	12%	-	-	44%	15%	13%	3%	18%	7%	-	13%	-	-	-	18%	14%
	2	-	-	2	-	-	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-
	4%	-	-	9%	-	-	8%	-	-	-	-	-	-	-	-	13%	7%	-	-	-	-	-	-	-
	2	-	-	1	-	-	1	-	-	-	-	1	-	-	-	2	2	-	-	-	-	-	-	-
	3%	-	-	4%	-	-	3%	-	-	-	-	44%	-	-	-	11%	6%	-	-	-	-	-	-	-
	5	-	-	5	-	-	5	-	-	-	-	-	-	-	5	-	5	-	-	-	-	-	-	-
	8%	-	-	17%	-	-	15%	-	-	-	-	-	-	-	11%	-	13%	-	-	-	-	-	-	-
	9	1	1	5	-	-	6	2	-	-	1	-	-	1	7	2	6	2	-	-	1	-	-	1
	16%	36%	21%	18%	-	-	20%	22%	-	-	48%	-	-	22%	18%	13%	17%	33%	-	-	48%	-	-	23%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 257
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	47	32	10	5	26	-	-	5	20	5	15	12	7	8	12	11	5	-	-	-	-
Weighted Base	57*	39**	13**	5**	31**	6**	24**	4**	19**	17**	7**	10**	15**	13**	6**
For a better/ cheaper price/deal	30	18	10	2	19	-	-	4	11	1	9	11	5	4	12	9	1	-	-	-	-
	52%	45%	77%	40%	60%	-	-	59%	46%	30%	47%	67%	62%	37%	80%	68%	16%	-	-	-	-
Poor service from previous supplier	13	10	3	-	7	-	-	3	4	1	5	2	-	6	3	1	4	-	-	-	-
	23%	27%	20%	-	23%	-	-	50%	17%	23%	25%	11%	-	58%	19%	6%	58%	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	9	5	3	2	7	-	-	-	3	1	3	3	1	1	5	1	1	-	-	-	-
	16%	12%	23%	36%	21%	-	-	-	11%	31%	16%	18%	9%	11%	32%	5%	18%	-	-	-	-
Better range of price plans	8	6	2	1	6	-	-	1	2	1	3	3	1	1	5	1	-	-	-	-	-
	14%	15%	13%	13%	20%	-	-	19%	8%	16%	16%	16%	9%	12%	36%	5%	-	-	-	-	-
Wanted specific content e.g. sports, movies, Sky Atlantic	6	4	1	1	6	-	-	-	-	-	1	1	3	-	3	2	1	-	-	-	-
	10%	9%	11%	12%	18%	-	-	-	-	-	8%	8%	38%	-	18%	16%	10%	-	-	-	-
Wanted additional TV services	5	3	2	-	5	-	-	1	-	-	2	1	1	1	4	1	-	-	-	-	-
	9%	9%	13%	-	16%	-	-	19%	-	-	9%	8%	11%	12%	28%	6%	-	-	-	-	-
More reliable service	5	4	1	-	4	-	-	-	1	-	1	2	1	1	1	1	1	-	-	-	-
	8%	10%	5%	-	12%	-	-	-	3%	-	4%	12%	9%	10%	9%	10%	16%	-	-	-	-
Wanted HD or 3D services	2	1	1	-	1	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-
	4%	3%	8%	-	4%	-	-	-	4%	-	5%	8%	-	-	9%	-	-	-	-	-	-
Good experience with new supplier for other services/ previously	2	1	1	-	1	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-	-
	3%	3%	8%	-	3%	-	-	-	4%	-	5%	-	-	10%	-	-	16%	-	-	-	-
Other	5	5	-	-	1	-	-	1	4	-	4	-	-	1	-	1	-	-	-	-	-
	8%	12%	-	-	2%	-	-	10%	16%	-	20%	-	-	7%	-	5%	-	-	-	-	-
Pay TV specific [NET]	9	5	4	1	8	-	-	1	1	-	4	1	3	1	6	2	1	-	-	-	-
	16%	12%	32%	12%	27%	-	-	19%	4%	-	21%	8%	38%	12%	37%	16%	10%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 258
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	47	13	11	15	19	46	38	18	45	43	21	40	35	28	27	16
Weighted Base	57*	13**	16**	19**	22**	56*	43*	21**	55*	53*	23**	48*	45**	35**	33**	19**
For a better/ cheaper price/deal	30 52%	10 76%	8 52%	9 46%	8 34%	30 53%	21 49%	10 48%	29 52%	27 50%	9 40%	25 52%	24 53%	22 62%	14 43%	10 54%
Poor service from previous supplier	13 23%	2 13%	4 22%	6 28%	6 26%	13 23%	9 21%	8 35%	13 24%	12 23%	7 30%	11 23%	10 22%	8 21%	9 27%	2 10%
To bundle two or more services together with one supplier/for Convenience	9 16%	2 18%	2 15%	3 15%	3 12%	8 15%	8 18%	6 28%	9 17%	9 18%	7 29%	9 19%	9 21%	5 14%	8 23%	4 24%
Better range of price plans	8 14%	2 18%	3 16%	1 6%	2 9%	8 15%	7 16%	4 20%	8 15%	8 15%	4 16%	8 17%	8 17%	3 9%	6 17%	3 15%
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	1 11%	4 26%	3 17%	- -	6 10%	6 13%	- -	6 10%	6 11%	3 12%	4 9%	6 12%	6 16%	4 12%	4 19%
Wanted additional TV services	5 9%	3 20%	2 14%	1 6%	- -	5 9%	5 12%	3 13%	5 9%	5 9%	4 17%	5 10%	5 11%	3 10%	4 12%	2 12%
More reliable service	5 8%k	2 18%	1 8%	2 9%	1 3%	5 8%	4 9%k	1 3%	4 7%	5 8%k	2 9%	2 4%	2 5%	4 11%	2 6%	2 11%
Wanted HD or 3D services	2 4%	- -	1 8%	- -	1 4%	2 4%	2 5%	- -	2 4%	2 4%	1 6%	2 5%	2 5%	2 7%	1 4%	2 12%
Good experience with new supplier for other services/ previously	2 3%	1 8%	- -	1 5%	1 4%	2 4%	2 5%	- -	2 4%	2 4%	- -	1 2%	1 2%	2 6%	- -	1 5%
Other	5 8%	- -	- -	1 3%	4 17%	5 8%	5 11%	3 12%	5 8%	5 9%	3 11%	5 9%	5 10%	1 2%	3 8%	3 14%
Pay TV specific [NET]	9 16%	3 24%	4 26%	5 24%	1 4%	9 17%	9 22%	3 13%	9 17%	9 18%	4 20%	8 17%	9 21%	8 22%	6 17%	5 24%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 259
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	47	40	2	1	-	2	2	7	17	22	-	1	1	2	3	7	13	5	1
Weighted Base	57*	48*	2**	2**	-**	3**	3**	5**	24**	27**	-**	1**	1**	2**	4**	10**	16**	7**	1**
For a better/ cheaper price/deal	30 52%	23 49%	2 100%	-	-	3 100%	2 69%	1 24%	10 42%	17 64%	-	1 100%	-	1 71%	2 63%	2 24%	8 51%	-	1 100%
Poor service from previous supplier	13 23%	13 27%	-	-	-	-	-	1 20%	7 30%	5 18%	-	-	-	-	2 47%	8 75%	2 12%	1 16%	-
To bundle two or more services together with one supplier/for Convenience	9 16%	9 18%	1 33%	-	-	-	-	* 9%	3 13%	6 21%	-	-	-	-	2 47%	-	3 19%	4 63%	-
Better range of price plans	8 14%	7 16%	1 33%	-	-	-	-	1 27%	1 3%	6 23%	-	-	-	-	3 84%	3 25%	3 17%	-	-
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	4 9%	1 67%	-	-	-	-	-	1 6%	4 15%	-	-	-	1 29%	-	-	2 14%	1 21%	-
Wanted additional TV services	5 9%	5 11%	-	-	-	-	-	-	-	5 18%	-	-	-	-	2 47%	1 12%	2 14%	-	-
More reliable service	5 8%	3 6%	1 33%	-	-	-	1 31%	1 16%	1 3%	3 11%	-	-	1 100%	-	-	-	2 13%	-	-
Wanted HD or 3D services	2 4%	2 5%	-	-	-	-	-	-	-	2 9%	-	-	-	-	-	-	1 8%	-	-
Good experience with new supplier for other services/ previously	2 3%	2 4%	-	-	-	-	-	-	-	2 7%	-	-	-	-	-	-	-	-	-
Other	5 8%	3 5%	-	2 100%	-	-	-	1 13%	4 16%	-	-	-	-	-	-	-	5 28%	-	-
Pay TV specific [NET]	9 16%	8 17%	1 67%	-	-	-	-	-	1 6%	8 29%	-	-	-	1 29%	2 47%	1 12%	2 14%	1 21%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	47	42	5	5	3	10	2	8	3	3	4	3	1	4	1	41	27	20	47	37	10	47
Weighted Base	57*	53*	5**	4**	3**	13**	1**	10**	5**	6**	7**	3**	1**	3**	1**	52*	33**	24**	57*	46**	12**	57*
For a better/ cheaper price/deal	30 52%	28 54%	1 31%	1 25%	1 49%	5 35%	- -	8 77%	3 61%	2 35%	5 73%	1 53%	1 100%	1 48%	1 100%	26 50%	21 64%	9 36%	30 52%	23 49%	7 63%	30 52%
Poor service from previous supplier	13 23%	13 25%	- -	1 18%	- -	7 56%	- -	- -	2 39%	- -	2 27%	- -	1 100%	- -	- -	12 23%	6 18%	7 29%	13 23%	13 29%	- -	13 23%
To bundle two or more services together with one supplier/for Convenience	9 16%	7 14%	2 42%	2 41%	- -	3 21%	- -	1 13%	- -	- -	1 19%	1 25%	- -	1 47%	- -	8 15%	8 24%	1 6%	9 16%	9 20%	* 4%	9 16%
Better range of price plans	8 14%	7 14%	1 15%	1 15%	1 26%	2 18%	- -	- -	- -	- -	1 19%	2 73%	1 100%	- -	- -	7 13%	7 21%	1 5%	8 14%	8 18%	- -	8 14%
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	4 8%	1 29%	- -	- -	2 17%	- -	1 15%	- -	- -	1 19%	- -	- -	1 19%	- -	5 10%	3 10%	2 9%	6 10%	4 9%	1 12%	6 10%
Wanted additional TV services	5 9%	5 10%	- -	- -	- -	3 19%	- -	- -	- -	- -	1 19%	- -	1 100%	- -	- -	4 7%	4 13%	1 3%	5 9%	5 11%	- -	5 9%
More reliable service	5 8%	4 7%	1 15%	- -	- -	- -	1 100%	1 10%	- -	- -	1 19%	1 25%	- -	- -	- -	5 9%	5 14%	- -	5 8%	4 8%	1 9%	5 8%
Wanted HD or 3D services	2 4%	2 4%	- -	- -	- -	- -	- -	1 10%	- -	- -	1 19%	- -	- -	- -	- -	2 4%	1 4%	1 4%	2 4%	1 3%	1 8%	2 4%
Good experience with new supplier for other services/ previously	2 3%	2 4%	- -	- -	- -	- -	- -	2 20%	- -	- -	- -	- -	- -	- -	- -	2 4%	1 3%	1 4%	2 3%	- -	2 17%	2 3%
Other	5 8%	4 7%	1 13%	- -	1 25%	- -	- -	- -	- -	4 65%	- -	- -	- -	- -	- -	5 9%	1 2%	4 16%	5 8%	3 6%	2 16%	5 8%
Pay TV specific [NET]	9 16%	8 15%	1 29%	- -	- -	4 30%	- -	2 25%	- -	- -	1 19%	- -	1 100%	1 19%	- -	8 15%	6 19%	3 13%	9 16%	7 15%	2 20%	9 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 261
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	47	11	44	47	47	43	8	45	47	13	-	43	-	4	-	43	4	47	-
Weighted Base	57*	11**	54*	57*	57*	53*	10**	55*	57*	13**	-**	53*	-**	5**	-**	53*	5**	57*	-**
For a better/ cheaper price/deal	30 52%	5 45%	28 52%	30 52%	30 52%	27 51%	7 72%	28 51%	30 52%	6 48%	-	27 51%	-	3 68%	-	27 51%	3 68%	30 52%	-
Poor service from previous supplier	13 23%	2 17%	13 24%	13 23%	13 23%	13 25%	2 25%	13 24%	13 23%	1 6%	-	13 25%	-	-	-	13 25%	-	13 23%	-
To bundle two or more services together with one supplier/for Convenience	9 16%	5 45%	9 17%	9 16%	9 16%	9 18%	3 30%	9 17%	9 16%	2 17%	-	9 18%	-	-	-	9 18%	-	9 16%	-
Better range of price plans	8 14%	1 12%	8 14%	8 14%	8 14%	8 16%	2 17%	8 15%	8 14%	1 6%	-	8 16%	-	-	-	8 16%	-	8 14%	-
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	-	6 10%	6 10%	6 10%	6 11%	-	6 10%	6 10%	2 17%	-	6 11%	-	-	-	6 11%	-	6 10%	-
Wanted additional TV services	5 9%	-	5 9%	5 9%	5 9%	5 10%	2 17%	5 9%	5 9%	1 7%	-	5 10%	-	-	-	5 10%	-	5 9%	-
More reliable service	5 8%	1 13%	4 7%	5 8%	5 8%	3 6%	-	4 7%	5 8%	1 6%	-	3 6%	-	1 32%	-	3 6%	1 32%	5 8%	-
Wanted HD or 3D services	2 4%	-	2 4%	2 4%	2 4%	2 4%	1 10%	2 4%	2 4%	1 8%	-	2 4%	-	-	-	2 4%	-	2 4%	-
Good experience with new supplier for other services/ previously	2 3%	-	2 4%	2 3%	2 3%	2 4%	1 10%	2 4%	2 3%	1 8%	-	2 4%	-	-	-	2 4%	-	2 3%	-
Other	5 8%	-	5 8%	5 8%	5 8%	5 9%	1 7%	5 8%	5 8%	3 20%	-	5 9%	-	-	-	5 9%	-	5 8%	-
Pay TV specific [NET]	9 16%	-	9 17%	9 16%	9 16%	9 18%	3 27%	9 17%	9 16%	3 25%	-	9 18%	-	-	-	9 18%	-	9 16%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 262
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)					
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)
Unweighted Base	47	11	1	2	16	6	11
Weighted Base	57*	17**	2**	2**	20**	7**	10**
For a better/ cheaper price/deal	30 52%	12 69%	-	2 100%	10 48%	2 30%	5 48%
Poor service from previous supplier	13 23%	1 6%	2 100%	1 67%	6 31%	3 41%	-
To bundle two or more services together with one supplier/for Convenience	9 16%	3 18%	-	-	3 15%	-	3 33%
Better range of price plans	8 14%	1 4%	-	1 67%	6 31%	-	-
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	-	-	-	4 18%	2 29%	-
Wanted additional TV services	5 9%	-	-	1 67%	4 19%	-	-
More reliable service	5 8%	1 9%	-	-	1 7%	-	2 17%
Wanted HD or 3D services	2 4%	-	-	-	1 7%	-	1 10%
Good experience with new supplier for other services/ previously	2 3%	-	-	-	-	-	2 20%
Other	5 8%	2 12%	-	-	2 9%	-	1 6%
Pay TV specific [NET]	9 16%	-	-	1 67%	5 27%	2 29%	1 10%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 263

FX05C_3 - Why did you switch your Pay TV service?

BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)		
		Plusnet (n)	Sky (p)	Virgin Media (y)
Unweighted Base	47	1	7	2
Weighted Base	57*	1**	10**	2**
For a better/ cheaper price/deal	30 52%	1 100%	8 79%	2 100%
Poor service from previous supplier	13 23%	-	-	-
To bundle two or more services together with one supplier/for Convenience	9 16%	-	-	-
Better range of price plans	8 14%	-	1 13%	-
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	-	1 8%	-
Wanted additional TV services	5 9%	-	1 8%	-
More reliable service	5 8%	-	-	-
Wanted HD or 3D services	2 4%	-	-	-
Good experience with new supplier for other services/ previously	2 3%	-	-	-
Other	5 8%	-	-	-
Pay TV specific [NET]	9 16%	-	1 8%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 264
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Product bundles									
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	47	35	12	8	1	1	10	6	9	23	2
Weighted Base	57*	42**	16**	11**	2**	1**	13**	7**	8**	27**	3**
For a better/ cheaper price/deal	30 52%	16 39%	14 86%	6 53%	- 100%	1 100%	4 35%	2 30%	3 35%	8 31%	3 100%
Poor service from previous supplier	13 23%	13 31%	-	1 10%	2 100%	1 100%	6 48%	3 41%	-	8 30%	-
To bundle two or more services together with one supplier/for Convenience	9 16%	9 22%	-	3 28%	-	-	3 24%	-	3 41%	8 28%	1 52%
Better range of price plans	8 14%	7 17%	1 8%	1 6%	-	1 100%	5 39%	-	-	4 16%	1 52%
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	5 11%	1 5%	-	-	-	3 22%	2 29%	-	3 10%	1 52%
Wanted additional TV services	5 9%	4 10%	1 5%	-	-	1 100%	3 24%	-	-	3 11%	1 52%
More reliable service	5 8%	5 11%	-	1 13%	-	-	1 11%	-	2 21%	4 14%	1 52%
Wanted HD or 3D services	2 4%	2 6%	-	-	-	-	1 11%	-	1 12%	2 8%	1 52%
Good experience with new supplier for other services/ previously	2 3%	2 5%	-	-	-	-	-	-	2 25%	2 7%	-
Other	5 8%	5 11%	-	2 18%	-	-	2 15%	-	1 8%	5 17%	-
Pay TV specific [NET]	9 16%	9 21%	1 5%	-	-	1 100%	4 35%	2 29%	1 12%	5 20%	1 52%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 265
FX05C_3 - Why did you switch your Pay TV service?
BASE: All who have switched their Pay TV provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	47	38	35	47	5	4	-	16	24	38	6	5	5	11	19	14	17	18	8	20	13	17	16
Weighted Base	57*	46*	44**	57*	6**	4**	-**	19**	31**	45*	9**	4**	5**	13**	19**	15**	19**	18**	11**	24**	14**	18**	17**
For a better/ cheaper price/deal	30 52%	21	21	30	5	2	-	9	14	24	4	1	4	8	6	6	7	8	8	12	9	8	8
Poor service from previous supplier	13 23%	13	13	13	-	-	-	8	4	8	2	1	-	1	3	3	3	3	1	2	2	3	3
To bundle two or more services together with one supplier/for Convenience	9 16%	9	9	9	1	-	-	3	5	6	2	1	-	2	5	3	3	3	2	3	1	4	4
Better range of price plans	8 14%	7	7	8	1	1	-	3	3	6	1	-	-	1	2	1	1	1	1	1	-	1	1
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	5	4	6	-	1	-	3	2	6	-	1	1	-	2	4	4	4	1	3	3	3	3
Wanted additional TV services	5 9%	5	5	5	-	-	-	3	1	3	-	1	-	1	1	1	1	1	1	-	-	-	-
More reliable service	5 8%	2	1	5	2	1	-	2	1	4	1	-	-	1	1	1	1	2	1	1	1	1	1
Wanted HD or 3D services	2 4%	2	2	2	-	-	-	2	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
Good experience with new supplier for other services/ previously	2 3%	1	1	2	1	1	-	1	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
Other	5 8%	5	5	5	-	-	-	1	4	5	-	-	-	2	2	-	2	-	-	5	-	3	1
Pay TV specific [NET]	9 16%	9	7	9	-	1	-	5	2	8	-	2	1	1	2	4	4	4	3	3	4	3	3

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 266
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	37	23	14	-	3	6	8	7	9	3	1	3	14	16	4	16	13	5	3	11	15	11
Weighted Base	45*	28**	17**	-**	3**	6**	12**	10**	9**	3**	1**	3**	18**	19**	4**	21**	13**	7**	4**	11**	16**	18**
More reliable service	10	10	-	-	1	1	-	2	4	2	-	1	1	6	2	7	3	1	-	3	4	3
	23%	37%	-	-	28%	21%	-	18%	44%	72%	-	28%	7%	30%	55%	32%	20%	13%	-	29%	26%	16%
Friends/family no longer using	5	2	3	-	-	1	3	1	-	-	-	-	4	1	-	2	2	-	1	-	3	2
	11%	6%	19%	-	-	16%	24%	11%	-	-	-	-	21%	6%	-	11%	13%	-	25%	-	18%	12%
Difficulty connecting with other users/keeping the connection	4	4	-	-	2	-	-	1	-	1	-	2	-	1	1	2	-	2	-	1	-	3
	9%	15%	-	-	50%	-	-	8%	-	45%	-	50%	-	4%	35%	11%	-	25%	-	8%	-	18%
To bundle two or more services together with one supplier/for Convenience	3	2	1	-	-	1	1	-	1	-	-	-	2	1	-	1	2	-	-	1	1	1
	7%	7%	7%	-	-	21%	10%	-	8%	-	-	-	14%	4%	-	4%	18%	-	-	12%	5%	7%
For a better/cheaper price/deal	3	2	1	-	-	1	-	2	-	-	-	-	1	2	-	1	2	-	-	1	-	2
	6%	8%	5%	-	-	23%	-	15%	-	-	-	-	8%	8%	-	4%	16%	-	-	13%	-	9%
Good experience with new supplier for other services/ previously	3	3	-	-	-	-	1	-	-	1	-	-	1	-	1	3	-	-	-	1	-	1
	6%	10%	-	-	-	-	12%	-	-	45%	-	-	8%	-	35%	14%	-	-	-	13%	-	8%
New supplier recommended by someone I know	2	2	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	2	-
	4%	7%	-	-	-	-	-	18%	-	-	-	-	-	10%	-	-	-	-	49%	-	12%	-
Poor service from previous supplier	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-
	2%	-	6%	-	-	-	-	-	12%	-	-	-	-	5%	-	-	-	-	26%	10%	-	-
Other	17	7	10	-	1	1	6	3	5	1	-	1	8	8	1	8	4	4	-	2	6	10
	38%	26%	57%	-	21%	20%	54%	30%	52%	28%	-	21%	42%	40%	21%	41%	32%	62%	-	15%	34%	55%
Don't know	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	2%	-	6%	-	-	-	-	-	-	-	100%	-	-	-	24%	5%	-	-	-	-	6%	-
VoIP specific [NET]	9	6	3	-	2	1	3	2	-	1	-	2	4	2	1	5	2	2	1	1	3	5
	20%	21%	19%	-	50%	16%	24%	19%	-	45%	-	50%	21%	10%	35%	22%	13%	25%	25%	8%	18%	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 267
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	37	4	15	11	3	1	24	6	4	-	-	-	2	1	27	10	27	3	4	-	-	-	2	1
Weighted Base	45*	5**	18**	13**	5**	1**	28**	8**	6**	..**	..**	..**	2**	1**	32**	13**	32**	4**	6**	..**	..**	..**	2**	1**
More reliable service	10	1	6	1	-	-	8	1	-	-	-	-	1	-	9	2	8	1	-	-	-	-	1	-
	23%	29%	34%	11%	-	-	27%	17%	-	-	-	-	60%	-	27%	13%	24%	33%	-	-	-	-	60%	-
Friends/family no longer using	5	-	-	4	-	-	3	1	-	-	-	-	-	1	4	1	4	-	-	-	-	-	-	1
	11%	-	-	31%	-	-	11%	14%	-	-	-	-	-	100%	12%	9%	13%	-	-	-	-	-	-	100%
Difficulty connecting with other users/keeping the connection	4	1	1	2	-	-	2	2	-	-	-	-	-	-	4	-	2	2	-	-	-	-	-	-
	9%	29%	5%	13%	-	-	8%	22%	-	-	-	-	-	-	13%	-	7%	44%	-	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	3	-	2	-	1	-	2	-	1	-	-	-	-	-	3	-	2	-	1	-	-	-	-	-
	7%	-	11%	-	27%	-	7%	-	21%	-	-	-	-	-	10%	-	6%	-	21%	-	-	-	-	-
For a better/cheaper price/deal	3	-	1	2	-	-	3	-	-	-	-	-	-	-	3	-	3	-	-	-	-	-	-	-
	6%	-	3%	18%	-	-	10%	-	-	-	-	-	-	-	9%	-	9%	-	-	-	-	-	-	-
Good experience with new supplier for other services/ previously	3	1	1	-	-	-	1	1	-	-	-	-	-	-	1	1	3	-	-	-	-	-	-	-
	6%	29%	8%	-	-	-	5%	18%	-	-	-	-	-	-	5%	11%	9%	-	-	-	-	-	-	-
New supplier recommended by someone I know	2	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	4%	-	-	15%	-	-	7%	-	-	-	-	-	-	-	6%	-	6%	-	-	-	-	-	-	-
Poor service from previous supplier	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	2%	-	-	-	22%	-	-	-	18%	-	-	-	-	-	3%	-	-	-	18%	-	-	-	-	-
Other	17	4	7	2	2	1	10	2	3	-	-	-	1	-	8	9	11	1	3	-	-	-	1	-
	38%	71%	39%	12%	51%	100%	35%	30%	61%	-	-	-	60%	-	26%	67%	35%	23%	61%	-	-	-	60%	-
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	2%	-	-	-	-	-	-	-	-	-	-	-	40%	-	3%	-	-	-	-	-	-	-	40%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 267
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	45*	5**	18**	13**	5**	1**	28**	8**	6**	-.**	-.**	-.**	2**	1**	32**	13**	32**	4**	6**	-.**	-.**	-.**	2**	1**
VoIP specific	9	1	1	6	-	-	5	3	-	-	-	-	-	1	8	1	6	2	-	-	-	-	-	1
[NET]	20%	29%	5%	45%	-	-	19%	36%	-	-	-	-	-	100%	25%	9%	20%	44%	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 268
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	37	24	7	6	9	2	-	6	22	5	15	10	5	2	5	6	1	-	-	-	-
Weighted Base	45*	31**	8**	6**	13**	2**	..	5**	27**	6**	17**	11**	9**	2**	5**	10**	1**
More reliable service	10	8	1	2	-	-	-	*	10	-	7	4	-	-	-	-	-	-	-	-	-
	23%	24%	12%	30%	-	-	-	9%	37%	-	39%	32%	-	-	-	-	-	-	-	-	-
Friends/family no longer using	5	4	1	-	3	1	-	-	2	1	1	-	2	1	-	2	1	-	-	-	-
	11%	12%	15%	-	21%	46%	-	-	9%	19%	6%	-	20%	57%	-	18%	100%	-	-	-	-
Difficulty connecting with other users/keeping the connection	4	4	-	-	2	-	-	1	1	-	2	-	2	-	-	2	-	-	-	-	-
	9%	13%	-	-	13%	-	-	17%	5%	-	14%	-	20%	-	-	17%	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	3	2	1	-	2	-	-	1	1	-	1	1	1	-	1	1	-	-	-	-	-
	7%	6%	15%	-	15%	-	-	15%	5%	-	7%	11%	9%	-	16%	12%	-	-	-	-	-
For a better/cheaper price/deal	3	2	1	-	-	-	-	1	2	-	2	1	-	-	-	1	-	-	-	-	-
	6%	7%	10%	-	-	-	-	16%	8%	-	12%	7%	-	-	-	8%	-	-	-	-	-
Good experience with new supplier for other services/previously	3	3	-	-	1	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-
	6%	9%	-	-	11%	-	-	-	5%	-	8%	12%	-	-	30%	-	-	-	-	-	-
New supplier recommended by someone I know	2	2	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-
	4%	6%	-	-	-	-	-	-	7%	-	11%	-	-	-	-	-	-	-	-	-	-
Poor service from previous supplier	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	2%	-	-	18%	-	-	-	20%	-	-	-	9%	-	-	22%	-	-	-	-	-	-
Other	17	11	4	2	5	1	-	1	10	4	5	3	4	1	1	4	-	-	-	-	-
	38%	36%	47%	35%	40%	54%	-	22%	36%	64%	27%	29%	51%	43%	32%	45%	-	-	-	-	-
Don't know	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	17%	-	-	-	-	4%	16%	-	-	-	-	-	-	-	-	-	-	-
VoIP specific [NET]	9	8	1	-	4	1	-	1	4	1	3	-	4	1	-	4	1	-	-	-	-
	20%	25%	15%	-	34%	46%	-	17%	14%	19%	20%	-	40%	57%	-	35%	100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 269
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	37	6	5	6	25	37	24	25	37	36	18	36	35	20	29	22
Weighted Base	45*	7**	7**	8**	29**	45*	28**	30**	45*	44*	21**	43*	43**	25**	36**	27**
More reliable service	10 23%	-	-	-	10 35%	10 23%	6 20%	6 19%	10 23%	10 24%	5 26%	10 24%	10 24%	4 15%	8 22%	9 33%
Friends/family no longer using	5 11%	3 37%	3 37%	-	2 8%	5 11%	5 18%	3 11%	5 11%	5 11%	2 10%	5 12%	5 12%	4 16%	3 9%	3 12%
Difficulty connecting with other users/keeping the connection	4 9%k	2 23%	2 23%	-	2 8%	4 9%k	4 15%	1 3%	4 9%k	4 9%k	1 4%	2 5%	4 9%	2 7%	1 2%	2 9%
To bundle two or more services together with one supplier/for Convenience	3 7%	-	-	2 24%	1 4%	3 7%	1 3%	2 7%	3 7%	3 7%	1 4%	3 7%	3 7%	2 8%	3 9%	2 7%
For a better/cheaper price/deal	3 6%	1 11%	1 11%	-	2 7%	3 6%	1 5%	2 8%	3 6%	3 7%	2 7%	3 7%	3 7%	1 3%	2 7%	- -
Good experience with new supplier for other services/ previously	3 6%	1 19%	-	-	1 5%	3 6%	3 10%	-	3 6%	3 6%	1 7%	3 7%	3 7%	-	1 4%	1 5%
New supplier recommended by someone I know	2 4%	-	-	-	2 6%	2 4%	2 7%	2 6%	2 4%	2 4%	2 9%	2 4%	2 4%	- -	2 5%	2 7%
Poor service from previous supplier	1 2%	-	-	1 12%	-	1 2%	1 4%	-	1 2%	-	-	1 2%	-	1 4%	-	-
Other	17 38%	1 10%	2 29%	5 64%	11 38%	17 38%	7 26%	15 49%	17 38%	17 39%	8 40%	17 39%	17 40%	12 47%	15 43%	12 43%
Don't know	1 2%	-	-	-	1 3%	1 2%	1 4%	1 3%	1 2%	1 2%	-	1 2%	-	-	1 3%	-
VoIP specific [NET]	9 20%k	4 60%	4 61%	-	5 16%	9 20%k	9 33%	4 14%	9 20%k	9 21%k	3 14%	7 17%	9 21%	6 23%	4 12%	6 20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 270
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	37	35	2	-	-	-	-	15	11	10	-	-	-	-	4	4	8	9	5
Weighted Base	45*	43**	2**	16**	16**	12**	4**	4**	9**	11**	6**
More reliable service	10 23%	10 24%	-	-	-	-	-	9 57%	-	1 8%	-	-	-	-	1 22%	2 21%	3 28%	2 36%	
Friends/family no longer using	5 11%	5 12%	-	-	-	-	-	1 7%	3 18%	1 8%	-	-	-	-	1 28%	1 24%	3 32%	-	-
Difficulty connecting with other users/keeping the connection	4 9%	4 9%	-	-	-	-	-	1 9%	-	3 22%	-	-	-	-	-	-	1 10%	-	1 25%
To bundle two or more services together with one supplier/for Convenience	3 7%	3 7%	-	-	-	-	-	1 5%	1 8%	1 11%	-	-	-	-	1 30%	-	-	2 17%	-
For a better/cheaper price/deal	3 6%	3 7%	-	-	-	-	-	-	2 9%	1 12%	-	-	-	-	1 14%	-	-	-	2 26%
Good experience with new supplier for other services/previously	3 6%	3 7%	-	-	-	-	-	1 9%	1 9%	-	-	-	-	-	-	-	1 12%	1 25%	
New supplier recommended by someone I know	2 4%	2 4%	-	-	-	-	-	-	2 12%	-	-	-	-	-	-	-	2 21%	-	-
Poor service from previous supplier	1 2%	-	1 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	17 38%	17 40%	-	-	-	-	-	6 34%	7 44%	4 38%	-	-	-	-	1 27%	1 29%	3 32%	5 42%	2 38%
Don't know	1 2%	-	1 49%	-	-	-	-	1 6%	-	-	-	-	-	-	1 25%	-	-	-	-
VoIP specific [NET]	9 20%	9 21%	-	-	-	-	-	3 16%	3 18%	4 31%	-	-	-	-	1 28%	1 24%	4 42%	-	1 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 271
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMB ERSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	37	33	4	3	5	1	-	1	-	7	11	4	1	4	-	32	20	16	36	28	9	37
Weighted Base	45*	41**	4**	2**	5**	1**	-**	1**	-**	11**	17**	3**	1**	4**	-**	39**	24**	19**	43*	35**	10**	45*
More reliable service	10 23%	10	-	1	-	-	-	1	-	2	5	-	1	-	-	9	6	5	10	7	3	10
Friends/family no longer using	5 11%	3	2	-	1	-	-	-	-	1	2	-	-	1	-	4	2	3	5	4	1	5
Difficulty connecting with other users/keeping the connection	4 9%	4	-	-	1	-	-	-	-	2	1	-	-	-	-	4	1	3	4	4	-	4
To bundle two or more services together with one supplier/for Convenience	3 7%	3	-	-	1	-	-	-	-	1	-	1	-	-	-	3	1	2	3	2	1	3
For a better/cheaper price/deal	3 6%	2	1	-	-	1	-	-	-	-	2	1	-	-	-	3	3	-	3	3	-	3
Good experience with new supplier for other services/previously	3 6%	3	-	-	-	-	-	-	-	-	1	-	-	1	-	1	3	-	3	3	-	3
New supplier recommended by someone I know	2 4%	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	2	2	-	2	2
Poor service from previous supplier	1 2%	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	1	-	1
Other	17 38%†	17	-	1	2	-	-	-	-	3	10	1	-	1	-	16	10	5	15	13	4	17
Don't know	1 2%	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	1
VoIP specific [NET]	9 20%	7	2	-	2	-	-	-	-	3	3	-	-	1	-	8	4	5	9	8	1	9
		18%	43%	-	41%	-	-	-	-	25%	19%	-	-	26%	-	20%	15%	29%	21%	23%	11%	20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 272
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	37	9	35	37	37	36	13	37	23	37	-	36	-	1	-	36	1	37	-
Weighted Base	45*	12**	42*	45*	45*	45*	15**	45*	26**	45*	-**	45*	-**	***	-**	45*	***	45*	-**
More reliable service	10	6	10	10	10	10	7	10	6	10	-	10	-	*	-	10	*	10	-
	23%	50%	25%	23%	23%	22%	45%	23%	22%	23%	-	22%	-	100%	-	22%	100%	23%	-
Friends/family no longer using	5	-	5	5	5	5	2	5	3	5	-	5	-	-	-	5	-	5	-
	11%	-	12%	11%	11%	11%	12%	11%	12%	11%	-	11%	-	-	-	11%	-	11%	-
Difficulty connecting with other users/keeping the connection	4	-	4	4	4	4	1	4	4	4	-	4	-	-	-	4	-	4	-
	9%	-	10%	9%	9%	9%	9%	9%	15%	9%	-	9%	-	-	-	9%	-	9%	-
To bundle two or more services together with one supplier/for Convenience	3	1	3	3	3	3	1	3	1	3	-	3	-	-	-	3	-	3	-
	7%	6%	8%	7%	7%	7%	8%	7%	3%	7%	-	7%	-	-	-	7%	-	7%	-
For a better/cheaper price/deal	3	-	3	3	3	3	1	3	1	3	-	3	-	-	-	3	-	3	-
	6%	-	7%	6%	6%	7%	5%	6%	5%	6%	-	7%	-	-	-	7%	-	6%	-
Good experience with new supplier for other services/ previously	3	-	3	3	3	3	1	3	3	3	-	3	-	-	-	3	-	3	-
	6%	-	7%	6%	6%	6%	9%	6%	11%	6%	-	6%	-	-	-	6%	-	6%	-
New supplier recommended by someone I know	2	-	2	2	2	2	-	2	2	2	-	2	-	-	-	2	-	2	-
	4%	-	5%	4%	4%	4%	-	4%	7%	4%	-	4%	-	-	-	4%	-	4%	-
Poor service from previous supplier	1	1	1	1	1	1	1	1	1	1	-	1	-	-	-	1	-	1	-
	2%	9%	2%	2%	2%	2%	7%	2%	4%	2%	-	2%	-	-	-	2%	-	2%	-
Other	17	5	15	17	17	17	4	17	8	17	-	17	-	-	-	17	-	17	-
	38%	39%	35%	38%	38%	38%	24%	38%	32%	38%	-	38%	-	-	-	38%	-	38%	-
Don't know	1	1	-	1	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-
	2%	8%	-	2%	2%	2%	-	2%	-	2%	-	2%	-	-	-	2%	-	2%	-
VoIP specific [NET]	9	-	9	9	9	9	3	9	7	9	-	9	-	-	-	9	-	9	-
	20%	-	22%	20%	20%	20%	21%	20%	28%	20%	-	20%	-	-	-	20%	-	20%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 273
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)					
		BT (a)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	37	17	1	7	4	6	2
Weighted Base	45*	24**	1**	8**	5**	5**	3**
More reliable service	10 23%	4 18%	1 100%	-	3 61%	1 28%	1 51%
Friends/family no longer using	5 11%	2 10%	-	3 33%	-	-	-
Difficulty connecting with other users/keeping the connection	4 9%	4 17%	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	3 7%	1 5%	-	-	1 17%	-	1 49%
For a better/cheaper price/deal	3 6%	2 6%	-	1 17%	-	-	-
Good experience with new supplier for other services/previously	3 6%	3 12%	-	-	-	-	-
New supplier recommended by someone I know	2 4%	-	-	2 23%	-	-	-
Poor service from previous supplier	1 2%	-	-	-	1 23%	-	-
Other	17 38%	11 46%	-	2 28%	-	4 72%	-
Don't know	1 2%	1 4%	-	-	-	-	-
VoIP specific [NET]	9 20%	6 27%	-	3 33%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 274

FX05C_4 - Why did you switch your VoIP service?

BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)				
		AOL (b)	BT (d)	Sky (p)	TalkTalk (s)	Virgin Media (y)
Unweighted Base	37	1	3	2	1	2
Weighted Base	45*	2**	5**	2**	1**	2**
More reliable service	10 23%	2 100%	3 55%	-	-	-
Friends/family no longer using	5 11%	-	-	-	-	-
Difficulty connecting with other users/keeping the connection	4 9%	-	1 27%	1 37%	-	-
To bundle two or more services together with one supplier/for Convenience	3 7%	-	-	-	-	-
For a better/cheaper price/deal	3 6%	-	-	-	-	-
Good experience with new supplier for other services/previously	3 6%	-	1 27%	-	-	-
New supplier recommended by someone I know	2 4%	-	-	-	-	-
Poor service from previous supplier	1 2%	-	-	-	1 100%	-
Other	17 38%	-	4 73%	1 63%	-	2 100%
Don't know	1 2%	-	-	-	-	-
VoIP specific [NET]	9 20%	-	1 27%	1 37%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 275
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Product bundles								
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)
Unweighted Base	37	28	9	12	1	6	2	5	2	15
Weighted Base	45*	33**	12**	17**	1**	7**	2**	4**	3**	17**
More reliable service	10 23%	6 17%	5 40%	1 8%	1 100%	- -	1 54%	1 33%	1 51%	1 9%
Friends/family no longer using	5 11%	5 15%	- -	2 13%	- -	3 40%	- -	- -	- -	4 23%
Difficulty connecting with other users/keeping the connection	4 9%	2 5%	2 19%	2 10%	- -	- -	- -	- -	- -	2 10%
To bundle two or more services together with one supplier/for Convenience	3 7%	3 10%	- -	1 7%	- -	- -	1 46%	- -	1 49%	1 4%
For a better/cheaper price/deal	3 6%	3 9%	- -	2 9%	- -	1 20%	- -	- -	- -	1 8%
Good experience with new supplier for other services/ previously	3 6%	1 4%	1 12%	1 8%	- -	- -	- -	- -	- -	1 8%
New supplier recommended by someone I know	2 4%	2 6%	- -	- -	- -	2 28%	- -	- -	- -	2 11%
Poor service from previous supplier	1 2%	- -	1 8%	- -	- -	- -	- -	- -	- -	- -
Other	17 38%	10 31%	7 57%	6 38%	- -	1 12%	- -	3 67%	- -	3 19%
Don't know	1 2%	1 3%	- -	1 6%	- -	- -	- -	- -	- -	1 6%
VoIP specific [NET]	9 20%	7 21%	2 19%	4 24%	- -	3 40%	- -	- -	- -	6 34%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 276
FX05C_4 - Why did you switch your VoIP service?
BASE: All who have switched their VoIP provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	37	7	7	2	16	16	8	22	13	29	7	11	24	14	14	6	10	12	11	14	9	14	12
Weighted Base	45*	8**	8**	3**	20**	21**	11**	26**	17**	35**	9**	13**	29**	16**	19**	8**	13**	15**	15**	18**	12**	18**	16**
More reliable service	10 23%	1	1	1	5	6	-	8	2	10	1	3	7	3	3	2	*	4	4	3	4	2	2
		12%	12%	34%	25%	26%	-	32%	12%	28%	7%	22%	23%	20%	14%	25%	3%	26%	27%	19%	30%	13%	12%
Friends/family no longer using	5 11%	2	2	-	1	1	1	3	2	3	2	2	3	4	4	2	3	4	3	4	2	3	4
		22%	22%	-	6%	5%	11%	12%	11%	8%	23%	14%	11%	24%	20%	24%	21%	25%	19%	21%	15%	15%	25%
Difficulty connecting with other users/keeping the connection	4 9%	-	-	-	2	2	3	2	2	4	-	2	2	1	-	1	1	-	1	-	-	1	-
		-	-	-	12%	11%	24%	9%	10%	12%	-	13%	8%	5%	-	11%	7%	-	6%	-	-	5%	-
To bundle two or more services together with one supplier/for Convenience	3 7%	1	1	-	2	2	1	2	1	2	1	1	2	1	-	-	-	-	1	-	-	-	-
		15%	15%	-	10%	9%	7%	8%	7%	6%	14%	10%	7%	5%	-	-	-	-	5%	-	-	-	-
For a better/cheaper price/deal	3 6%	1	1	-	-	2	-	2	1	1	2	1	2	1	2	1	2	2	2	2	2	2	2
		7%	7%	-	-	7%	-	9%	3%	4%	17%	5%	8%	5%	12%	11%	16%	15%	10%	13%	20%	13%	15%
Good experience with new supplier for other services/previously	3 6%	-	-	-	3	3	1	1	1	3	-	-	3	1	-	-	-	-	1	1	1	1	1
		-	-	-	15%	13%	13%	6%	8%	8%	-	-	10%	9%	-	-	-	-	9%	8%	12%	8%	9%
New supplier recommended by someone I know	2 4%	2	2	2	-	-	-	-	2	2	-	-	-	-	2	-	2	-	-	2	-	2	-
		23%	23%	66%	-	-	-	-	11%	5%	-	-	-	-	10%	-	14%	-	-	10%	-	10%	-
Poor service from previous supplier	1 2%	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-	1	1	1	1
		-	-	-	-	-	-	4%	-	3%	-	-	3%	-	5%	-	-	-	-	6%	9%	5%	6%
Other	17 38%	1	1	-	11	10	5	9	6	13	2	5	12	5	7	2	5	5	4	4	1	6	5
		9%	9%	-	55%	48%	46%	33%	37%	39%	28%	37%	42%	32%	39%	29%	37%	33%	24%	24%	13%	32%	33%
Don't know	1 2%	1	1	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
		12%	12%	-	-	-	-	4%	-	-	11%	-	3%	-	-	-	-	-	-	-	-	-	-
VoIP specific [NET]	9 20%	2	2	-	3	3	4	6	4	7	2	4	6	5	4	3	4	4	4	4	2	4	4
		22%	22%	-	18%	16%	34%	21%	21%	20%	23%	27%	19%	30%	20%	35%	28%	25%	25%	21%	15%	20%	25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 277
FX05D_1 - Have you ever switched your landline (home phone) call service?
BASE: All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1950	1040	910	1	36	195	291	336	398	381	312	37	486	734	693	500	606	353	491	507	915	434
Weighted Base	2000	1024	977	1**	37*	235	321	395	368	353	290	38*	556	763	643	621	551	397	431	443	958	505
Yes	668	319	349	-	3	72	107	151	145	123	67	3	178	296	190	230	199	130	108	135	327	182
	33%adj knr	31%	36%	-	8%	30%dk	33%djk	38%djkn	39%zden	35%djkn	23%dk	8%	32%djkn	39%zdjkl	30%djkn	37%r	36%r	33%r	25%	31%	34%	36%
No	1306	694	613	1	34	161	210	235	220	224	221	35	370	456	445	386	342	259	319	304	614	319
	65%bgh m	68%zb	63%	100%	92%zef ghijlm n	68%mn	65%	60%	60%	64%	76%zfg hilmn	92%zef ghijlm n	67%lm	60%	69%zghim	62%	62%	65%	74%zopq	69%	64%	63%
Not sure	26	11	15	-	-	3	5	9	2	5	2	-	8	11	7	5	9	8	4	3	17	4
	1%	1%	2%	-	-	1%	2%	2%	1%	1%	1%	-	1%	1%h	1%	1%	2%	2%	1%	1%	2%	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 278
FX05D_1 - Have you ever switched your landline (home phone) call service?
BASE: All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1950	126	178	496	103	32	633	167	135	66	22	52	781	94	1597	353	759	129	127	36	13	42	762	82
Weighted Base	2000	157	224	552	108*	41**	731	203	149	62*	20**	44*	712	80*	1590	410	879	142	140	30*	10**	35*	695	69*
Yes	668	35 33%an	93 22%	193 42%za	42 39%	16 40%	255 35%	65 32%	58 39%	18 30%	9 45%	13 30%	221 31%	27 33%	504 32%	164 40%zn	322 37%zv	40 28%	55 39%	6 22%	3 25%	10 29%	214 31%	18 26%
No	1306	118 65%bo	126 75%zb	356 56%	65 60%	24 58%	466 64%	133 66%	89 59%	43 70%	11 55%	30 68%	482 68%	53 65%	1067 67%zo	239 58%	542 62%	101 71%	83 60%	23 78%	8 75%	24 68%	476 68%zp	50 73%
Not sure	26	5 1%	5 3%c	3 2%	2 2%	1 2%	9 1%	4 2%	2 2%	- -	- -	1 2%	8 1%	1 1%	19 1%	7 2%	15 2%	2 1%	2 1%	- -	- -	1 3%	5 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 279

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1950	1102	329	516	449	18	3	67	1434	603	716	263	197	163	203	169	68	20	5	2	7
Weighted Base	2000	1160	339	498	501	20**	2**	75*	1424	581	721	298	227	164	227	197	71*	18**	3**	1**	7**
Yes	668 33% _{li}	411 35%	100 30%	156 31%	173 35%	6 31%	- -	38 51% _{zdh}	457 32%	167 29%	254 35% _{li}	99 33%	96 42% _{zi}	50 30%	77 34%	77 39% _p	15 22%	5 29%	2 53%	1 51%	1 16%
No	1306 65% _{gl}	735 63%	234 69%	334 67%	321 64% _g	14 69%	2 100%	37 49%	948 67% _g	408 70% _{zj}	458 63%	195 65%	128 56%	111 67%	146 65%	117 59%	56 78% _{zo}	12 66%	2 47%	1 49%	6 84%
Not sure	26 1%	14 1%	4 1%	8 2%	7 1%	- -	- -	- -	19 1%	6 1%	9 1%	5 2%	3 1%	4 2%	4 2%	4 2%	- -	1 6%	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 280
FX05D_1 - Have you ever switched your landline (home phone) call service?
BASE: All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1950	226	191	248	1483	1915	987	1109	1706	1830	707	1583	1072	547	1206	407
Weighted Base	2000	251	204	268	1483	1963	1026	1130	1783	1879	764	1654	1157	633	1272	473
Yes	668 33%	80 32%	66 32%	98 37%	491 33%	656 33%	391 38%zeghi	384 34%	624 35%zei	634 34%	297 39%zeghi	595 36%zei	443 38%zeghi k	255 40%zeghi k	501 39%zeghi k	213 45%zeghijklmn
No	1306 65%fhjkl lmno	166 66%	136 66%	167 62%	973 66%	1282 65%fhjkl mno	618 60%o	735 65%fjlmn o	1139 64%fjlmn o	1221 65%fhjkl mno	461 60%o	1043 63%flmno	698 60%o	371 59%	758 60%o	254 54%
Not sure	26 1%k	5 2%	3 1%	4 1%	18 1%	26 1%k	16 2%jk	11 1%	20 1%	24 1%	5 1%	17 1%	16 1%	7 1%	13 1%	5 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 281

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1950	1379	203	27	15	76	250	824	469	545	9	50	132	167	154	300	247	157	54
Weighted Base	2000	1481	183	25**	16**	71*	224	775	594	515	13**	49*	126	160	146	305	272	194	72*
Yes	668 33% ^{fj}	534 36% ^{zf}	63 35% ^f	4 18%	7 42%	21 30% ^f	38 17%	263 34% ⁱ	225 38% ^{zi}	144 28%	10 76%	17 35%	37 30%	50 32%	52 36%	121 40% ^z	112 41% ^{zl}	88 45% ^{zlm}	26 36%
No	1306 65% ^{ahpq}	928 63%	119 65%	20 82%	9 58%	48 68%	182 81% ^{zab} e	507 65%	357 60%	364 71% ^{zh}	3 24%	30 61%	87 69% ^{pq}	108 68% ^{pq}	92 63%	183 60%	154 57%	106 55%	45 62%
Not sure	26 1%	18 1%	1 1%	- -	- -	2 2%	5 2%	5 1%	11 2%	7 1%	- -	2 4% ^{oq}	2 1%	1 1%	1 1%	1 *	6 2%	- -	2 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 282
FX05D_1 - Have you ever switched your landline (home phone) call service?
BASE: All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1950	1750	191	154	186	171	167	134	70	137	287	201	134	215	94	1507	1229	686	1915	1651	299	1950
Weighted Base	2000	1852	140	123	168	152	172	148	95*	198	416	167	95	172	94*	1639	1215	749	1964	1668	333	2000
Yes	668 33%bg p	630 34%b	32 23%	45 37%g	64 38%gh kn	57 37%gn	49 29%	35 23%	22 24%	87 44%zf ghjkn o	137 33%	45 27%	35 36%g	70 41%zf ghkno	23 24%	541 33%g	379 31%	281 38%zpr	660 34%p	543 33%	124 37%	668 33%
No	1306 65%im qt	1199 65%	105 75%za	78 63%	103 61%	95 63%	118 69%i	113 77%zcd eijlmo	69 73%im	112 56%	272 65%	118 71%im	58 61%	100 58%	69 73%di m	1079 66%im	824 68%zqr	455 61%	1279 65%q	1108 66%ztu	199 60%	1306 65%t
Not sure	26 1% s	23 1%	3 2%	- -	1 1%	- -	5 3%	- -	4 4%egi	- -	7 2%	3 2%	2 2%ei	2 1%	2 2%	20 1%	12 1%	13 2%	25 1%	17 1%	9 3%zsu	26 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 283

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1950	792	1152	1735	1950	1497	195	1612	798	366	139	1434	63	301	152	1497	453	1735	215
Weighted Base	2000	780	1245	1810	2000	1574	221	1699	856	419	122	1517	58*	293	133	1574	426	1810	190
Yes	668 33%jmrnp	284 36%zdj	444 36%zdj	636 35%zdj	668 33%j	590 37%zcdgjl	77 35%j	612 36%zcdj	344 40%zbcdegj	179 43%zabdegj	16 13%	577 38%zlmn	13 23%	59 20%	19 14%	590 37%zdp	78 18%	636 35%zr	32 17%
No	1306 65%bceghikoq	489 63%	784 63%hi	1152 64%ehi	1306 65%bceghi	968 62%h	142 64%	1067 63%ehi	502 59%	240 57%	102 83%zabcdeghi	924 61%	45 77%k	229 78%zk	110 83%zk	968 62%	338 79%zo	1152 64%	154 81%zq
Not sure	26 1%i	6 1%	17 1%i	22 1%i	26 1%i	16 1%	3 1%	19 1%i	10 1%i	1 *	4 3%ael	16 1%	-	6 2%	4 3%	16 1%	10 2%o	22 1%	4 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 284

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1950	821	42	1	32	19	32	3	314	258	5	2	364	47
Weighted Base	2000	859	40*	2**	25**	19**	39**	3**	320	246	6**	2**	384	48*
Yes	668 33%a	143 17%	19 49%za	-	-	13 69%	21 53%	3 100%	138 43%za	144 58%zahp	3 47%	1 47%	152 40%za	30 63%zahp
No	1306 65%bhlpq	706 82%zbhlpq	18 46%	2 100%	25 100%	5 29%	18 47%	-	176 55%lq	103 42%	3 53%	1 53%	225 59%lq	18 37%
Not sure	26 1%	10 1%	2 5%l	-	-	* 2%	-	-	6 2%l	-	-	-	7 2%l	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 285

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1950	10	1	139	1	1	12	1	8	2	3	13	2	99
Weighted Base	2000	10**	1**	150	1**	2**	10**	1**	7**	3**	3**	14**	2**	105*
Yes	668 33% ^d	2 16%	- -	30 20%	- -	- -	3 33%	- -	- -	1 45%	- -	8 57%	1 56%	30 29%
No	1306 65%	8 84%	1 100%	117 78% ^{zs}	1 100%	2 100%	7 67%	1 100%	7 100%	1 55%	3 100%	6 43%	1 44%	71 68%
Not sure	26 1%	- -	- -	3 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 4%

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Table 285
FX05D_1 - Have you ever switched your landline (home phone) call service?
BASE: All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1950	63	2	2	1	5	88	1	7
Weighted Base	2000	65*	2**	2**	2**	5**	98*	1**	7**
Yes	668 33% ^d	27 41% ^d	1 51%	- -	2 100%	3 50%	25 26%	1 100%	6 78%
No	1306 65%	38 59%	1 49%	2 100%	-	3 50%	71 73%	- -	2 22%
Not sure	26 1%	- -	- -	- -	- -	- -	2 2%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 286

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1950	1114	836	382	30	14	7	19	2	220	180	3	1	232	24	406	42
Weighted Base	2000	1166	834	419	29**	11**	7**	23**	1**	229	172	4**	1**	246	24**	429	45*
Yes	668 33%bc	484 42%zbc	183 22%	97 23%	16 56%	-	5 72%	14 59%	1 100%	111 49%zabc	108 63%zabcjr t	2 45%	-	113 46%zbc	16 67%	207 48%zab c	22 48%bc
No	1306 65%ajnr t	674 58%jnt	633 76%zajnr u	319 76%zajnr u	11 37%	11 100%	2 22%	9 41%	-	117 51%n	64 37%	2 55%	1 100%	130 53%n	8 33%	220 51%n	23 52%
Not sure	26 1%a	8 1%	18 2%za	3 1%	2 6%	-	* 6%	-	-	1 *	-	-	-	2 1%	-	3 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 287

FX05D_1 - Have you ever switched your landline (home phone) call service?**BASE:** All who haven't switched their landline provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1950	-	14	9	626	454	142	1263	549	1252	358	75	238	598	405	175	305	308	505	389	196	308	315
Weighted Base	2000	-**	19**	12**	668	495	160	1273	578	1330	355	85*	266	620	448	186	324	329	521	416	206	335	338
Yes	668 33%	-	6	6	668	411	136	426	212	437	145	34	110	226	157	62	103	108	188	154	66	124	116
		-	30%	55%	100%ze	83%z	85%zf	33%	37%	33%	41%zi	40%	41%zj	36%	35%	33%	32%	33%	36%	37%	32%	37%	34%
No	1306 65%def jl	-	12	5	-	78	23	827	362	874	208	51	156	387	290	123	220	218	330	261	140	211	221
		-	66%	45%	-	16%d	14%df	65%	63%	66%j	59%	60%	59%	62%	65%	66%	68%	66%	63%	63%	68%	63%	65%
Not sure	26 1%ds	-	1	-	-	5	2	20	4	20	2	-	1	7	2	1	1	2	3	1	-	-	1
		-	5%	-	-	1%d	1%df	2%	1%	1%	1%	-	*	1%	*	*	*	1%	1%	*	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 288
FX05D_2 - Have you ever switched your fixed broadband service?
BASE: All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1498	827	671	1	30	180	252	290	335	284	126	31	432	625	410	420	520	261	297	389	696	342
Weighted Base	1568	836	732	1**	30**	218	277	341	316	263	123	31**	495	657	385	520	476	302	270	344	746	407
Yes	502	262	239	-	2	73	84	133	115	70	24	2	157	248	95	183	156	92	70	109	238	138
	32%ijnr	31%	33%	-	6%	33%jn	30%j	39%zij	36%ijn	27%	20%	6%	32%jn	38%zij	25%	35%r	33%	30%	26%	32%	32%	34%
No	1046	565	482	1	28	144	189	205	195	188	97	29	333	400	285	333	310	209	194	233	500	261
	67%ghm	68%	66%	100%	94%	66%	68%	60%	62%	72%ghm	79%zefghlm	94%	67%	61%	74%zghm	64%	65%	69%	72%zo	68%	67%	64%
Not sure	20	9	11	-	-	1	4	4	5	4	2	-	5	9	6	4	10	1	5	3	8	8
	1%	1%	2%	-	-	*	1%	1%	2%	2%	1%	-	1%	1%	2%	1%	2%	*	2%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 289

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1498	114	165	427	95	27	561	145	122	50	18	40	489	73	1195	303	673	110	115	26	10	32	469	63
Weighted Base	1568	140*	207	476	99*	33**	647	175	132	47*	17**	36*	450	63*	1213	355	778	119*	125*	21**	8**	29**	434	53*
Yes	502 32%lv	39 28%	85 41%za	158 33%	35 36%	11 34%	233 36%zi	49 28%	46 35%	9 20%	6 36%	12 34%	126 28%	20 31%	380 31%	121 34%	282 36%zq	30 25%	48 38%vw	2 8%	2 23%	10 33%	117 27%	11 21%
No	1046 67%bp	98 70%	120 58%	316 66%	62 63%	22 66%	410 63%	123 70%	84 64%	35 74%	11 64%	22 61%	318 71%zf	43 68%	817 67%	230 65%	490 63%	87 73%	76 60%	19 88%	6 77%	18 62%	309 71%zp	41 78%pr
Not sure	20 1%	3 2%	2 1%	2 *	2 2%	-	4 1%	3 1%	2 1%	3 6%zfl	-	2 4%f	7 2%	1 1%	16 1%	4 1%	6 1%	2 2%	2 1%	1 4%	-	2 5%	8 2%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 290

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1498	932	258	306	392	16	2	62	1047	357	598	228	172	138	185	146	58	17	4	1	5
Weighted Base	1568	993	270	303	434	16**	2**	70*	1068	354	614	258	198	139	207	166	61*	15**	3**	1**	5**
Yes	502 32%hi	342 34%zb	73 27%	87 29%	152 35%	7 45%	- -	32 46%zh	317 30%	90 25%	207 34%i	76 29%	85 43%zi jk	44 32%	70 34%	64 39%	20 33%	3 21%	1 41%	- -	- -
No	1046 67%al	639 64%	191 71%	215 71%	279 64%	9 55%	2 100%	38 54%	735 69%zg	257 73%zj	402 65%	176 68%l	112 57%	94 67%	135 65%	101 61%	41 67%	10 72%	2 59%	1 100%	5 100%
Not sure	20 1%	13 1%	6 2%	2 1%	4 1%	- -	- -	- 2%	16	8 2%	5 1%	6 2%	1 1%	1 1%	2 1%	1 1%	- -	1 7%	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 291

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1498	190	165	222	1087	1468	850	830	1408	1432	625	1396	973	514	1016	386
Weighted Base	1568	211	175	238	1115	1538	897	866	1485	1501	684	1463	1045	590	1085	445
Yes	502 32%	60 28%	60 34%	94 40% zad	343 31%	494 32%	296 33%	295 34%	482 32%	485 32%	235 34%	472 32%	372 36% zehik	231 39% zefgh ijk	389 36% zefhi k	196 44% zefghijk ln
No	1046 67% clmno	149 71% c	114 65%	141 59%	756 68% c	1024 67% lmno	592 66% lmno	562 65% mo	985 66% lmno	996 66% lmno	445 65% mo	972 66% lmno	659 63% o	352 60%	681 63% o	246 55%
Not sure	20 1%	2 1%	1 1%	3 1%	16 1%	20 1%	10 1%	10 1%	17 1%	20 1% h	5 1%	19 1%	15 1%	7 1%	15 1%	3 1%

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Table 292

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1498	1239	176	18	14	41	10	612	416	389	6	30	77	116	123	261	229	147	51
Weighted Base	1568	1325	160	17**	15**	40*	11**	578	526	380	9**	32**	77*	114*	118	261	252	178	68*
Yes	502 32% _l	447 34% _{zbe}	40 25%	3 19%	4 26%	7 17%	1 5%	173 30%	201 38% _{zgi}	104 27%	6 59%	14 45%	16 21%	32 28%	39 33%	83 32%	104 42% _{zlm} o	71 40% _l	31 46% _{zlm}
No	1046 67% _{ahpr}	865 65%	116 72%	14 81%	11 74%	30 75%	11 95%	399 69% _h	317 60%	271 71% _{zh}	4 41%	17 55%	59 77% _{pqr}	81 71% _{pr}	77 65%	177 68% _{pr}	145 58%	105 59%	35 51%
Not sure	20 1% _{ca}	13 1%	4 2%	-	-	3 8% _{za}	-	7 1%	7 1%	6 1%	-	-	2 2%	1 *	1 1%	2 1%	2 1%	3 2%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 293
FX05D_2 - Have you ever switched your fixed broadband service?
BASE: All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1498	1346	146	117	147	147	121	99	49	106	231	139	92	179	71	1156	883	588	1471	1237	261	1498
Weighted Base	1568	1456	107	97	133	133	126	114*	67*	160*	340	115	66*	146	71*	1285	895	645	1540	1276	292	1568
Yes	502 32%gp	472 32%	28 26%	31 33%g	46 34%g	45 34%g	31 24%	20 18%	23 34%g	64 40%fg n	100 29%g	44 38%fg n	27 41%fg n	54 37%fg n	17 24%	403 31%g	260 29%	234 36%zpr	494 32%p	399 31%	102 35%	502 32%
No	1046 67%q	964 66%	79 74%	65 67%	86 64%	86 65%	95 76%zi klm	94 82%zcd ehijkl mo	43 64%	96 60%	230 68%	71 62%	38 57%	89 61%	53 75%lm	866 67%	622 70%zqr	403 63%	1025 67%q	859 67%	187 64%	1046 67%
Not sure	20 1%	20 1%	-	-	2 1%	1 1%	-	-	2 3%	-	11 3%zo	-	1 2%	2 2%	1 1%	15 1%	12 1%	8 1%	20 1%	18 1%	2 1%	20 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 294

FX05D_2 - Have you ever switched your fixed broadband service?

BASE: All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1498	585	1046	1435	1498	1498	163	1498	730	355	-	1435	63	-	-	1498	-	1435	63
Weighted Base	1568	587	1125	1511	1568	1568	183	1568	786	407	-**	1511	58*	-**	-**	1568	-**	1511	58*
Yes	502 32%lr	186 32%	382 34%zde g	493 33%zde eg	502 32%	502 32%	62 34%	502 32%	276 35%zde eg	151 37%zde g	-	493 33%zl	9 16%	-	-	502 32%	-	493 33%zr	9 16%
No	1046 67%b	395 67%	729 65%	1000 66%	1046 67%b	1046 67%b	119 65%	1046 67%b	504 64%	255 63%	-	1000 66%	47 81%zk	-	-	1046 67%	-	1000 66%	47 81%zq
Not sure	20 1%l	6 1%	13 1%i	18 1%i	20 1%i	20 1%i	2 1%	20 1%i	7 1%	1 *	-	18 1%	2 4%	-	-	20 1%	-	18 1%	2 4%

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Table 295

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1498	567	40	22	8	29	4	274	214	5	2	296	32
Weighted Base	1568	620	38*	17**	7**	37**	4**	282	203	6**	2**	320	31*
Yes	502 32%ap	163 26%	15 40%	- -	4 56%	22 61%	3 73%	110 39%zap	85 42%zap	2 32%	1 47%	84 26%	13 44%ap
No	1046 67%hl	448 72%zhl	22 57%	17 100%	3 39%	14 39%	1 27%	170 60%	117 58%	4 68%	1 53%	231 72%zhl	17 56%
Not sure	20 1%	10 2%	1 3%	- -	* 5%	- -	- -	2 1%	1 1%	- -	- -	6 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 296

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1498	10	1	140	1	1	11	1	8	2	3	13	2	98
Weighted Base	1568	10**	1**	151	1**	2**	9**	1**	7**	3**	3**	14**	2**	102*
Yes	502	2	-	26	1	-	1	-	-	3	-	8	1	31
	32%dy	16%	-	17%	100%	-	16%	-	-	100%	-	62%	56%	31%d
No	1046	8	1	120	-	2	8	1	7	-	1	5	1	66
	67%	84%	100%	80%zp	-	100%	84%	100%	100%	-	58%	38%	44%	65%
Not sure	20	-	-	5	-	-	-	-	-	-	1	-	-	4
	1%	-	-	3%	-	-	-	-	-	-	42%	-	-	4%z

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Table 296
FX05D_2 - Have you ever switched your fixed broadband service?
BASE: All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1498	63	2	2	1	5	88	1	9
Weighted Base	1568	64*	2**	2**	2**	5**	98*	1**	9**
Yes	502 32% ^{dy}	19 29%	1 51%	1 59%	2 100%	3 50%	20 21%	1 100%	3 38%
No	1046 67%	45 71%	1 49%	1 41%	-	3 50%	76 78% ^z	- -	3 39%
Not sure	20 1%	-	-	-	-	-	2 2%	-	2 23%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 297

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (Z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1498	1036	462	355	31	14	5	18	2	205	162	3	1	218	22	379	39
Weighted Base	1568	1085	483	391	30**	11**	5**	22**	1**	214	152	4**	1**	234	20**	406	42*
Yes	502 32%b	384 35%zbc r	118 24%	117 30%	14 45%	-	1 31%	14 65%	1 100%	89 42%zbc	67 44%zabcr	2 45%	-	67 29%	11 53%	146 36%br	11 26%
No	1046 67%aj	695 64%aj	351 73%zajnt	273 70%aj	16 55%	11 100%	3 61%	8 35%	-	125 58%	84 55%	2 55%	1 100%	163 70%jnt	9 47%	258 64%	31 74%aj
Not sure	20 1%ac	6 1%	14 3%zacjt	1 *	-	-	*	-	-	-	1 1%	-	-	4 2%ac	-	2 1%	-

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Table 298

FX05D_2 - Have you ever switched your fixed broadband service?**BASE:** All who haven't switched their fixed broadband provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1498	15	-	8	550	461	136	938	440	1077	269	74	230	443	344	149	260	260	391	340	169	269	277
Weighted Base	1568	13**	-**	8**	585	502	154	969	471	1152	271	82*	259	467	389	162	287	285	414	371	185	302	304
Yes	502 32%	7	-	4	411	502	132	297	175	372	95	32	98	156	134	51	97	87	134	117	51	100	92
		52%	-	46%	70% _z	100% _{zd}	85% _{zd}	31%	37% _{zg}	32%	35%	39%	38%	33%	34%	31%	34%	30%	32%	32%	28%	33%	30%
No	1046 67% _{de} fh	5	-	4	166	-	22	656	293	765	174	50	160	307	255	111	189	197	276	254	134	203	212
		41%	-	54%	28% _{ef}	-	14% _{ef}	68%	62%	66%	64%	61%	62%	66%	65%	68%	66%	69%	67%	68%	72%	67%	70%
Not sure	20 1% _{en}	1	-	-	8	-	*	16	3	15	3	-	1	5	1	1	1	1	3	-	-	-	-
		7%	-	-	1% _e	-	*	2%	1%	1%	1%	-	*	1%	*	*	*	*	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 299
FX05D_3 - Have you ever switched your Pay TV service?
BASE: All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	834	465	369	1	21	114	173	184	154	127	60	22	287	338	187	229	284	154	167	237	419	143
Weighted Base	891	476	415	1**	22**	142*	191	221	144	119	53*	23**	332	365	171	281	265	186	159	212	468	177
Yes	163	74	89	-	2	23	34	42	28	24	11	2	56	70	35	54	48	45	16	32	102	27
	18%ar	15%	21%a	-	8%	16%	18%	19%	19%	20%	22%	8%	17%	19%	20%	19%r	18%r	24%r	10%	15%	22%z	15%
No	714	399	315	1	20	118	155	173	114	93	40	21	272	287	134	224	210	138	142	177	357	150
	80%bt	84%zb	76%	100%	92%	83%	81%	78%	79%	79%	77%	92%	82%	79%	78%	80%	79%	74%	89%zo	83%t	76%	85%
Not sure	15	4	11	-	-	1	2	6	3	2	1	-	4	8	3	4	7	3	1	3	9	-
	2%a	1%	3%	-	-	1%	1%	3%	2%	1%	2%	-	1%	2%	2%	1%	3%	2%	*	2%	2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 300

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	834	65	92	298	49	14	377	78	63	28	9	24	219	36	651	183	452	50	60	15	3	20	206	28
Weighted Base	891	88*	111*	339	51*	18**	437	101*	69*	28**	10**	21**	198	28*	670	222	532	55*	63*	13**	3**	17**	187	21**
Yes	163	13	33	53	11	4	86	12	16	2	2	2	37	5	115	48	102	8	16	-	-	2	33	2
	18%	14%	29% ^{za}	16%	22%	25%	20%	12%	23%	7%	20%	10%	19%	19%	17%	21%	19%	15%	26%	-	-	13%	18%	7%
No	714	73	77	284	37	13	346	87	50	24	8	19	157	23	546	168	421	47	44	13	3	15	151	20
	80% ^b	83%	69%	84% ^b	72%	75%	79%	87%	73%	86%	80%	90%	79%	81%	82%	76%	79%	85%	70%	100%	100%	87%	81%	93%
Not sure	15	3	2	2	3	-	5	2	3	2	-	-	3	-	9	6	8	-	3	-	-	-	3	-
	2%	3%	2%	1%	5%	-	1%	2%	4%	7%	-	-	2%	-	1%	3%	2%	-	4%	-	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 301

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	834	542	129	162	277	8	-	42	520	165	306	138	123	96	125	103	43	12	2	1	6
Weighted Base	891	596	137	158	315	10**	**	46*	535	158	319	163	140	105*	139	120*	51*	11**	2**	1**	7**
Yes	163 18%	109 18%	20 15%	33 21%	54 17%	2 24%	-	12 26%	96 18%	25 16%	61 19%	30 18%	26 19%	21 20%	25 18%	23 19%	6 12%	3 27%	1 65%	-	-
No	714 80%	478 80%	114 84%	120 76%	256 81%	7 76%	-	34 74%	429 80%	132 84%	253 79%	128 78%	114 81%	83 79%	110 79%	98 81%	45 88%	8 73%	1 35%	1 100%	5 82%
Not sure	15 2%	9 1%	2 1%	4 3%	5 1%	-	-	-	10 2%	1 1%	5 2%	6 3%	-	1 1%	5 3%	-	-	-	-	-	1 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 302

FX05D_3 - Have you ever switched your Pay TV service?

BASE: All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	834	143	117	151	548	833	736	328	791	799	445	750	590	356	582	249
Weighted Base	891	164	130*	166	566	891	786	353	850	856	493	805	650	416	640	287
Yes	163 18%	21 13%	21 16%	35 21%	105 19%	163 18%	142 18%	63 18%	152 18%	153 18%	89 18%	148 18%	118 18%	81 19%	124 19%	67 23% ^{zethijkl}
No	714 80% ^o	141 86%	109 84%	128 77%	451 80%	713 80% ^o	631 80% ^o	285 81%	684 81% ^o	689 80% ^o	401 81% ^o	646 80% ^o	523 80% ^o	328 79%	507 79%	216 75%
Not sure	15 2% ^j	2 1%	-	3 2%	10 2%	15 2% ^j	14 2% ^j	5 1%	14 2% ^j	15 2% ^j	2 *	11 1% ^j	9 1% ^j	7 2% ^j	9 1% ^j	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 303

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	834	695	65	11	8	30	25	294	280	218	2	14	35	41	66	145	146	101	35
Weighted Base	891	761	61*	10**	10**	28**	22**	275	352	222	1**	16**	36*	39*	63*	146	167	124*	47*
Yes	163 18%	139 18%	15 25%	1 9%	2 17%	4 6%	19%	51 19%	67 19%	42 19%	-	4 25%	4 11%	9 23%	11 17%	21 14%	37 22%	27 22%	10 20%
No	714 80%	611 80%	46 75%	8 81%	8 83%	25 88%	17 78%	220 80%	279 79%	177 80%	1 100%	12 75%	32 87%	30 77%	53 83%	125 86%	128 77%	95 77%	36 76%
Not sure	15 2%	11 1%	-	1 10%	-	2 6%	1 3%	3 1%	6 2%	3 1%	-	-	1 2%	-	-	-	2 1%	2 2%	2 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 304
FX05D_3 - Have you ever switched your Pay TV service?
BASE: All who haven't switched their Pay TV provider in the last 12 months

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	834	738	90	62	100	83	72	59	17	60	127	67	42	110	35	647	492	327	819	679	155	834
Weighted Base	891	819	67*	54*	92*	77*	76*	66*	25**	96*	188	58*	32*	91*	35*	733	502	375	876	715	176	891
Yes	163 18% bg n	155 19% b	5 7%	8 15%	18 19%	20 26% gl n	17 23% gn	5 7%	5 21%	14 15%	39 21% g	14 24% gn	3 10%	18 19% g	2 6%	140 19% gn	90 18%	71 19%	160 18%	133 19%	30 17%	163 18%
No	714 80%	649 79%	62 93% za	45 83%	74 80%	57 74%	56 73%	61 92% zef jko	18 72%	82 85%	146 78%	42 73%	29 90% ef k	73 80%	31 89%	581 79%	405 81%	297 79%	702 80%	572 80%	142 81%	714 80%
Not sure	15 2%	15 2%	-	1 2%	1 1%	-	3 4%	1 1%	2 7%	-	3 2%	2 3%	-	1 1%	2 6% ei	12 2%	7 1%	7 2%	14 2%	11 1%	4 2%	15 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 305

FX05D_3 - Have you ever switched your Pay TV service?

BASE: All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	834	268	645	807	834	760	128	797	834	238	-	744	16	63	11	760	74	807	27
Weighted Base	891	267	707	866	891	819	147	859	891	264	-**	803	16**	64*	9**	819	72*	866	25**
Yes	163	49	128	159	163	157	30	158	163	41	-	155	2	4	2	157	6	159	4
	18%mp	18%	18%	18%	18%	19%g	21%	18%	18%	16%	-	19%mp	14%	6%	19%	19%p	8%	18%	16%
No	714	216	567	694	714	653	111	688	714	222	-	639	14	55	6	653	61	694	20
	80%	81%	80%	80%	80%	80%	75%	80%	80%	84%f	-	80%	86%	87%	70%	80%	85%	80%	80%
Not sure	15	2	11	14	15	9	6	13	15	1	-	9	-	4	1	9	5	14	1
	2%eiko	1%	2%i	2%e	2%ei	1%	4%ei	2%e	2%ei	*	-	1%	-	6%czk	12%	1%	7%zo	2%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 306

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	834	236	10	11	1	11	2	230	87	232	13
Weighted Base	891	262	10**	8**	1**	14**	2**	240	86*	254	12**
Yes	163 18%	39 15%	1 7%	- -	- -	- -	- -	42 18%	21 24%	58 23%a	1 10%
No	714 80%p	220 84%p	7 74%	8 100%	1 100%	14 100%	2 100%	197 82%	65 76%	187 74%	11 90%
Not sure	15 2%	3 1%	2 19%	- -	- -	- -	- -	1 *	- -	9 3%zh	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 307

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	834	4	39	2	3	1	2	2	54	20	1	2	60	3
Weighted Base	891	4**	48*	1**	2**	1**	1**	2**	60*	20**	1**	2**	69*	3**
Yes	163 18%	-	6	1	-	1	-	-	13	1	-	1	18	-
		-	12%	47%	-	100%	-	-	21%	5%	-	57%	26%	-
No	714 80%	4	42	1	2	-	1	2	45	19	1	1	51	3
		100%	88%	53%	100%	-	100%	100%	74%	95%	100%	43%	74%	100%
Not sure	15 2%	-	-	-	-	-	-	-	3	-	-	-	-	-
		-	-	-	-	-	-	-	5%	-	-	-	-	-

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Table 308

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (Z)	Product bundles												
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	834	594	240	152	8	5	1	8	185	63	165	7	351	32
Weighted Base	891	630	261	166	8**	4**	1**	9**	194	61*	179	7**	379	34**
Yes	163 18%	118 19%	44 17%	26 16%	- -	- -	- -	- -	32 16%	20 33%zabcj	40 22%	- -	92 24%zab cj	7 20%
No	714 80%nt	505 80%nt	209 80%	139 84%nt	7 78%	4 100%	1 100%	9 100%	162 84%nt	41 67%	135 76%	7 100%	285 75%	28 80%
Not sure	15 2%at	7 1%	8 3%jt	1 1%	2 22%	- -	- -	- -	- -	- -	4 2%t	- -	2 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 309

FX05D_3 - Have you ever switched your Pay TV service?**BASE:** All who haven't switched their Pay TV provider in the last 12 months

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	834	45	38	-	308	243	145	483	279	636	134	51	154	236	213	89	157	160	203	205	98	163	164
Weighted Base	891	47*	41*	-**	337	272	163	512	300	687	144	56*	165	258	242	98*	175	181	227	230	107*	190	180
Yes	163 18% ^a	3 6%	3 6%	-	136 40% ^z	132 49% ^z	163 100% ^{zde}	82 16%	68 22% ^{zg}	128 19%	27 18%	11 19%	27 16%	49 19%	39 16%	18 19%	30 17%	26 14%	45 20%	34 15%	18 17%	30 16%	26 14%
No	714 80% ^{de}	44 94% ^z	38 94% ^z	-	196 58% ^{ef}	136 50% ^f	-	419 82%	229 76%	547 80%	115 80%	46 81%	138 83%	204 79%	203 84%	79 80%	143 82%	154 85%	180 80%	194 84%	88 82%	158 83%	152 84%
Not sure	15 2%	-	-	-	6 2%	4 1%	-	11 2%	4 1%	11 2%	2 2%	-	1 *	5 2%	1 *	1 1%	2 1%	1 1%	2 1%	2 1%	1 1%	2 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 310
FX05AI/FX05D - Ever switched
BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Switched landline	867 39%aj r	416 37%	451 42%a	-	13 27%	108 40%j	157 42%jn	187 43%jkn	171 43%djk n	152 40%jn	79 26%	13 27%	265 41%jn	359 43%zdz kn	231 34%j	284 42%r	259 42%r	173 39%r	151 32%	186 38%	417 40%	234 42%
Switched fixed broadband	683 31%ijn r	356 32%	327 30%	-	11 23%j	107 39%zj kn	129 35%ijn	176 41%zdh ijkn	131 33%ijn	98 26%jn	32 11%	11 23%j	236 37%zij n	307 37%zhi jn	130 19%j	241 36%zq r	209 34%r	127 29%r	106 22%	153 31%	319 30%	188 34%
Switched pay TV	220 10%ijnr u	101 9%	119 11%	-	8 16%ijn	36 13%ijn	50 13%zhi jn	55 13%ijn	32 8%	25 7%	14 5%	8 16%ijn	86 13%zhi jn	87 11%hijn	39 6%	66 10%	59 10%	64 15%zop r	31 7%	53 11%	124 12%zu	40 7%
Switched VoIP	45 2%jnr n	28 2%	17 2%	-	3 7%zijm n	6 2%	12 3%ijn	10 2%jn	9 2%jn	3 1%	1 *	3 7%zijn	18 3%jn	19 2%jn	4 1%	21 3%r	13 2%	7 2%	4 1%	11 2%	16 2%	18 3%
Switched any of these	993 45%jnr	496 44%	497 46%	-	17 36%	128 47%jn	178 48%jn	221 51%zjk n	198 50%zjn	170 45%jn	81 27%	17 35%	306 48%jn	419 51%zjk n	251 37%j	322 48%r	308 50%zr	200 46%r	162 34%	209 42%	475 45%	272 49%
Switched none of these	1438 65%egl mp	730 65%	708 66%	1 100%	31 67%	157 58%	224 60%	249 58%	244 62%	269 71%zef ghlm	262 87%zde fghikl mn	32 67%	381 59%	493 60%	531 78%ze fghil m	416 62%	375 61%	292 66%	354 75%zo pq	323 65%	690 66%	348 63%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 311

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Switched landline	867 39%al nv	43 26%	112 46%a	275 43%za	60 48%	18 43%	336 41%l	94 41%	78 46%l	26 37%	12 51%	22 41%	265 35%	35 39%	652 37%	215 47%zn	419 43%zv	60 37%	74 46%v	11 33%	4 36%	18 42%	254 35%	26 34%
Switched fixed broadband	683 31%il nsv	46 28%	106 43%za	239 38%z	53 42%z	13 30%	311 38%zi l	81 35%il	66 39%il	13 19%	9 39%	20 38%il	156 21%	28 32%l	519 30%	164 36%zn	380 39%zs vw	54 33%sv	63 40%zsv w	3 9%	4 30%	16 38%sv	145 20%	17 23%
Switched pay TV	220 10%ln sv	17 10%	39 16%z	79 13%z	17 14%	4 10%	116 14%zgi l	19 8%	22 13%il	2 3%	3 14%	4 9%	42 6%	11 12%il	155 9%	65 14%zn	137 14%zsv	13 8%	22 14%sv	- -	1 10%	3 8%	37 5%	7 9%
Switched VoIP	45 2%lv	5 3%	18 7%zc	13 2%	5 4%	1 3%	28 3%zl	8 3%l	6 3%l	- -	- -	- -	2 *	1 1%	32 2%	13 3%	32 3%zv	4 2%v	6 4%v	- -	- -	- -	2 *	1 1%
Switched any of these	993 45%al nv	57 35%	135 55%za	323 51%za	69 54%	23 53%	399 49%zl	117 50%l	92 54%zl	27 39%	12 54%	22 41%	288 38%	38 43%	752 43%	241 52%zn	489 50%zs vw	80 49%v	86 54%zs vw	11 33%	5 40%	18 42%	276 37%	27 36%
Switched none of these	1438 65%bc dfopr	117 71%bc	125 51%	370 58%	70 55%	28 65%	470 58%	142 61%	98 58%	52 76%fg h	13 58%	32 61%	573 76%zf ghkm	58 66%	1160 67%zo	278 60%	566 58%	103 63%	86 54%	28 81%zp r	8 65%	26 61%	565 77%zp qu	56 73%pr

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 312

FX05A1/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
Switched landline	867 39%hi	543 42%zc	133 36%	190 36%	250 43%h	7 32%	-	51 58%zdh	573 37%	205 33%	322 41%i	141 42%i	132 50%zi jm	66 37%	113 43%	111 48%zp	25 30%	6 31%	2 53%	1 51%	2 26%	
Switched fixed broadband	683 31%chi	466 36%zb	104 28%c	113 21%	226 39%zh	7 36%	-	46 52%zdh	416 27%	121 19%	260 33%i	119 35%i	120 46%zi jk	64 35%i	98 37%	104 45%z	29 36%	4 20%	1 35%	-	1 12%	
Switched pay TV	220 10%chi	148 11%zc	33 9%	38 7%	86 15%zh	2 11%	-	18 20%zh	120 8%	29 5%	80 10%i	47 14%zi	34 13%i	31 17%zi j	40 15%z	36 16%z	12 15%	3 16%	1 35%	-	-	
Switched VoIP	45 2%i	31 2%	8 2%	6 1%	13 2%	2 10%	-	5 6%zh	27 2%	6 1%	17 2%	11 3%i	9 3%i	2 1%	5 2%	10 4%z	1 1%	-	-	-	-	
Switched any of these	993 45%chi	632 49%zb	156 42%	205 38%	280 48%h	12 60%	-	58 66%zdh	658 43%	222 36%	379 48%i	165 48%i	149 57%zi jm	77 43%	125 48%	127 55%zp	32 40%	6 31%	2 53%	1 51%	2 26%	
Switched none of these	1438 65%ad glno	782 60%	254 68%a	400 75%zab	334 58%g	11 54%	2 100%	38 44%	1067 69%zdg	476 77%zj klm	503 64%l	205 60%l	133 51%	113 62%l	154 59%	119 52%	50 62%	14 76%	2 65%	1 100%	7 88%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 313

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Switched landline	867 39% ^d	116 40%	99 42%	132 44%	610 38%	854 40%	513 45% ^{zeghi} k	484 39%	811 41% ^{zei}	816 40%	361 44% ^{zegi}	765 42% ^{zegi}	583 45% ^{zeghi} k	339 47% ^{zeghi} k	612 44% ^{zeghi} k	263 50% ^{zefghijkln}
Switched fixed broadband	683 31% ^d	94 33%	98 41% ^{zad}	128 42% ^{zad}	447 28%	674 31%	404 35% ^{zei}	392 32%	659 33% ^{zei}	649 32%	294 36% ^{zegi}	638 35% ^{zeghi}	509 39% ^{zefgh} ijkn	314 44% ^{zefgh} ijkn	502 36% ^{zeghi}	245 47% ^{zefghijkln}
Switched pay TV	220 10% ^{dg}	34 12%	37 15% ^{zd}	55 18% ^{zad}	128 8%	219 10% ^g	185 16% ^{zeghij} kln	85 7%	207 11% ^g	206 10% ^g	112 14% ^{zeghi} kn	197 11% ^{zgi}	163 13% ^{zeghi} k	116 16% ^{zeghi} kln	157 11% ^{zegi}	86 16% ^{zeghikln}
Switched VoIP	45 2%	7 3%	7 3%	8 3%	29 2%	45 2%	28 2%	30 2%	45 2%	44 2%	21 2%	43 2%	43 3% ^{zehik}	25 3% ^{zei}	36 3%	27 5% ^{zefghijkln}
Switched any of these	993 45% ^d	127 44%	119 50%	152 50%	700 44%	980 45%	586 51% ^{zeghi} k	563 46%	931 47% ^{zei}	935 45%	421 51% ^{zeghi}	878 48% ^{zei}	679 52% ^{zeghi} k	397 55% ^{zefgh} ijkn	702 51% ^{zeghi} k	310 59% ^{zefghijkln}
Switched none of these	1438 65% ^{bcfth} jklmno	182 63% ^c	134 56%	163 54%	1097 69% ^{zbc}	1409 65% ^{fhjkl} mno	690 60% ^{lmo}	805 65% ^{fhjkl} mno	1248 63% ^{fklnm} o	1339 65% ^{fhjkl} mno	508 61% ^{lmo}	1134 62% ^{lmo}	741 57% ^{lmo}	376 52%	845 61% ^{lmo}	261 50%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 314

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Switched landline	867 39% _f	698 42% _z _f	76 39% _f	8 28%	8 48%	28 36% _f	49 21%	318 38%	296 45% _z _g _i	207 36%	13 81%	21 40%	49 35%	63 37%	64 41%	147 44%	153 49% _z _l _m	109 51% _z _l _m	33 42%
Switched fixed broadband	683 31% _e _f _g _l	608 37% _z _b _e _f	50 26% _e _f	7 24%	6 32%	9 11% _f	3 1%	223 27%	270 41% _z _g _i	158 27%	8 49%	18 34%	26 19%	46 27%	51 32% _l	109 33% _l	144 46% _z _l _m no	91 42% _z _l _m	41 51% _z _l _m _{no}
Switched pay TV	220 10% _f _g _l	187 11% _z _f	17 9% _f	3 10%	2 9%	4 6%	7 3%	56 7%	91 14% _z _g	69 12% _g	-	5 9%	5 3%	11 6%	14 9%	31 9% _l	53 17% _z _l _m no	33 16% _z _l _m	10 13% _l
Switched VoIP	45 2% _f	43 3% _z _f	2 1%	-	-	-	-	16 2%	16 2%	12 2%	-	-	-	-	4 3% _m	4 1%	9 3% _m	11 5% _z _l _m _o	6 7% _z _l _m _o
Switched any of these	993 45% _f _l	813 49% _z _f	82 42% _f	9 31%	8 48%	31 40% _f	50 21%	359 43%	340 51% _z _g _i	240 41%	13 81%	23 43%	53 39%	68 40%	73 46%	172 52% _z _l _m	173 55% _z _l _m	120 56% _z _l _m	44 55% _l
Switched none of these	1438 65% _a _h _p _q _r	984 60%	141 72% _z _a	20 73%	12 68%	62 79% _z _a	219 93% _z _a _b e	579 70% _z _h	377 57%	390 67% _h	7 46%	34 65%	104 76% _z _n _o p _q _r	124 72% _p _q _r	102 65% _p _q _r	211 64% _p _q _r	161 52%	114 53%	39 48%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 315

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Switched landline	867 39%bk nps	810 40%b	50 32%	61 44%fg kn	78 43%gk n	80 46%fg kn	61 33%	52 31%	38 35%	112 50%zf ghjkn o	170 38%	56 31%	46 43%kn	83 45%fg kn	30 30%	708 39%kk	498 37%	361 44%zpr	858 40%cp	701 38%	166 44%	867 39%ss
Switched fixed broadband	683 31%fg ps	636 31%	45 28%	47 33%fg	58 32%fg	66 38%fg no	40 22%	35 21%	42 38%fg n	86 39%zf gno	132 29%	54 30%	34 32%g	67 36%fg n	23 23%	559 31%fg	367 28%	307 37%zpr	674 31%cp	542 30%	141 38%zsu	683 31%ss
Switched pay TV	220 10%ln	208 10%	10 6%	13 9%	20 11%ln	33 19%zc dfgij klmno	19 10%ln	15 9%	11 9%	20 9%	45 10%ln	17 9%ln	4 4%	21 11%ln	3 3%	192 11%ln	123 9%	95 11%	218 10%	178 10%	42 11%	220 10%
Switched VoIP	45 2%	41 2%	4 3%	2 1%	5 3%f	1 * -	- -	1 1%	- -	11 5%zef gno	17 4%ef	3 2%	1 1%	4 2% f	- -	39 2%	24 2%	19 2%	43 2%	35 2%	10 3%	45 2%
Switched any of these	993 45%bg kps	928 46%b	58 37%	65 46%gk	92 51%fg kn	88 50%fg kn	70 38%	58 35%	53 48%	124 56%zf gjkno	202 45%k	63 35%	48 45%	94 51%fg kn	37 37%	813 45%gk	563 42%	419 51%zpr	982 45%cp	800 44%	193 52%zsu	993 45%ss
Switched none of these	1438 65%ei qt	1325 65%	109 69%	89 64%	117 64%	101 57%	134 73%ze himo	126 76%zcd ehilmo	66 59%	127 57%	299 67%	120 68%e	69 64%	114 62%	77 76%zc dehim o	1178 65%ei	913 68%zqr	496 60%	1409 65%q	1217 67%ztu	221 59%	1438 65%tt

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 316

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Switched landline	867 39%jmnop r	331 40%j	610 43%zcd j	824 41%zd j	867 39%j	765 44%zac dgj	110 43%j	800 42%zcd j	436 46%za cdgj	216 47%za cdgj	22 17%	748 44%zlmn	18 29%	77 25%	24 18%	765 44%zp	101 23%	824 41%zr	42 21%
Switched fixed broadband	683 31%ajmn pr	227 27%j	537 38%zac dj	669 33%za dj	683 31%aj	683 39%zac dgj	90 35%aj	683 36%zac dj	361 38%za cdj	186 41%zac dj	-	669 40%zlmn	14 22%mn	-	-	683 39%zp	-	669 33%zr	14 7%
Switched pay TV	220 10%ajmnop r	60 7%j	182 13%zac dj	216 11%za dj	220 10%aj	210 12%zac dgj	40 16%zac dgj	213 11%zad j	220 23%za bcdef gij	54 12%aj	-	207 12%zmn	2 4%	9 3%	2 1%	210 12%zp	10 2%	216 11%zr	4 2%
Switched VoIP	45 2%mp	12 1%	42 3%zacd g	45 2%a	45 2%	45 3%zad	15 6%zabc deghj	45 2%zad	26 3%a	45 10%zab cdeghj	-	45 3%zm	-	*	-	45 3%zp	*	45 2%r	-
Switched any of these	993 45%jlmn pr	369 45%j	709 50%zac dj	950 48%za dj	993 45%j	888 51%zac dgj	125 49%j	925 49%zac dj	509 54%za bcdeg j	254 56%za bcdeg j	22 17%	870 52%zlmn	19 30%	80 26%	24 18%	888 51%zp	104 23%	950 48%zr	43 22%
Switched none of these	1438 65%bceg hikoq	572 69%zb cdefg hi	823 58%	1259 63%be ghi	1438 65%bce ghi	1020 58%	154 60%	1142 61%beh i	534 56%	247 54%	122 96%zabcdef ghi	973 58%	48 76%k	287 92%zkl	131 95%zkl	1020 58%	418 93%zo	1259 63%	179 89%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Switched landline	867 39%a	191 21%	31 61%zap	-	-	14 71%	40 68%zap	4 100%	197 52%zap	174 63%zahp	3 53%	1 47%	174 43%a	36 67%zap
Switched fixed broadband	683 31%ap	219 24%	25 49%zap	-	-	4 20%	40 69%zahlpq	3 73%	156 41%zap	119 43%zap	2 39%	1 47%	98 24%	16 30%
Switched pay TV	220 10%a	56 6%	3 5%	-	-	-	2 3%	-	62 16%zabflq	28 10%a	-	-	68 17%zabflq	1 2%
Switched VoIP	45 2%	24 3%	-	-	-	-	1 1%	-	8 2%	5	-	-	5 1%	3 5%
Switched any of these	993 45%a	275 30%	33 64%zap	-	-	14 71%	43 73%zahp	4 100%	207 55%zap	190 69%zahp	3 53%	1 47%	184 45%a	36 67%zap
Switched none of these	1438 65%bflh	666 73%zbflh	25 48%	2 100%	25 100%	15 76%	17 28%	-	210 55%f	147 53%f	4 61%	1 53%	286 70%zbflh	34 64%f

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 318

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Switched landline	867 39% ^d	2 16%	-	41 25%	-	-	6 48%	-	-	1 45%	-	10 64%	1 56%	42 36%
Switched fixed broadband	683 31% ^d	2 16%	-	36 22%	1 100%	-	5 38%	-	-	3 100%	-	11 68%	1 56%	47 40% ^{dy}
Switched pay TV	220 10% ^{ds}	-	-	6 4%	-	-	1 5%	-	-	1 45%	-	1 4%	-	23 19% ^{zds}
Switched VoIP	45 2%	2 19%	-	5 3%	-	-	-	-	-	-	-	-	-	2 2%
Switched any of these	993 45% ^d	5 51%	-	44 27%	1 100%	-	7 52%	-	-	3 100%	-	11 68%	1 56%	52 44% ^d
Switched none of these	1438 65%	6 65%	1 100%	125 78% ^{zps}	-	2 100%	8 62%	1 100%	7 100%	-	3 100%	5 32%	1 44%	68 58%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 318

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Switched landline	867 39% ^d	37 49% ^{dy}	1 51%	-	2 100%	4 57%	31 30%	1 100%	8 83%
Switched fixed broadband	683 31% ^d	30 40% ^d	1 51%	1 59%	2 100%	4 57%	26 25%	1 100%	4 43%
Switched pay TV	220 10% ^{ds}	1 1%	-	-	-	1 21%	20 19% ^{zds}	-	-
Switched VoIP	45 2%	1 1%	-	-	-	-	2 2%	-	-
Switched any of these	993 45% ^d	42 56% ^{dy}	1 51%	1 59%	2 100%	4 57%	40 39%	1 100%	8 83%
Switched none of these	1438 65%	43 58%	1 49%	1 41%	-	3 43%	72 69%	-	4 47%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 319

FX05A1/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Switched landline	867 39%bc	619 48%zbc	248 28%	129 29%	25 66%zabc	- -	5 72%	31 76%	1 100%	152 56%zabc	130 67%zabcjr t	2 53%	- -	125 49%zbc	18 70%	266 54%zab c	24 51%bc
Switched fixed broadband	683 31%b	514 40%zbc r	168 19%	154 34%b	21 55%zbcru	- -	1 20%	30 75%	1 100%	123 46%zabcru	93 48%zabcru	2 53%	- -	76 29%b	12 44%	200 41%zbr	13 28%
Switched pay TV	220 10%b	160 12%zbc	60 7%	37 8%	2 5%	- -	- -	1 3%	- -	45 17%zabc	27 14%b	- -	- -	48 19%zabc	- -	120 25%zab cdjnr	9 19%bc
Switched VoIP	45 2%	33 3%	12 1%	17 4%zb	- -	- -	- -	1 2%	- -	7 3%	2 1%	- -	- -	4 2%	3 10%	17 3%zb	- -
Switched any of these	993 45%b	706 54%zbc	287 32%	183 41%b	27 71%zabc	- -	5 72%	32 81%	1 100%	160 59%zbc	143 74%zabcjr t	2 53%	- -	133 52%zbc	18 70%	289 59%zab cr	29 60%bc
Switched none of these	1438 65%adj nt	744 57%n	694 77%zacdjn rt	283 63%adjnt	16 41%	11 100%	6 80%	8 21%	- -	142 52%	93 48%	2 47%	1 100%	169 66%adjnt	14 52%	267 55%	33 69%dn

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 320

FX05AI/FX05D - Ever switched**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Switched landline	867 39%	199 100%zb	168 93%z	52 91%z	668 100%ze	418 83%z	138 85%z	542 39%	277 43%z	574 39%	181 46%zi	44 46%	132 46%z	275 41%	203 41%	90 42%	143 39%	147 40%	236 42%	202 44%	94 40%	165 44%	157 41%
Switched fixed broadband	683 31%g	169 85%z	181 100%za	48 84%z	417 62%z	502 100%zd	135 83%zd	404 29%	234 36%zg	503 34%z	127 32%	41 42%z	121 42%z	206 31%	179 36%zm	76 35%	136 37%zm	123 33%	178 31%	164 35%	76 32%	139 37%z	125 33%
Switched pay TV	220 10%g	48 24%z	47 26%z	57 100%za	142 21%z	136 27%z	163 100%zde	101 7%	98 15%zg	173 12%z	35 9%	15 16%	32 11%	62 9%	58 12%	33 16%zm	49 14%zm	44 12%	56 10%	58 12%	32 14%	49 13%	42 11%
Switched VoIP	45 2%	8 4%	8 5%z	3 5%	20 3%	21 4%z	11 7%zd	26 2%	17 3%	35 2%	9 2%	13 14%z	29 10%z	16 2%	19 4%z	8 4%	13 4%	15 4%z	15 3%	18 4%z	12 5%z	18 5%zr	16 4%z
Switched any of these	993 45%	199 100%z	181 100%z	57 100%z	668 100%z	502 100%z	163 100%z	618 44%	317 49%z	679 46%	200 51%z	56 59%z	157 54%z	310 46%	239 48%	100 47%	171 47%	167 45%	265 47%	227 49%t	101 43%	190 51%zt	176 47%
Switched none of these	1438 65%abc defhik lnpu	- -	- -	- -	231 35%ef	- -	- -	939 68%zh	383 60%	916 62%	248 63%	45 47%	157 54%	442 66%np	300 61%	128 60%	217 59%	232 63%	371 65%u	286 62%	149 64%	223 59%	238 63%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 321
FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Yes	867 39% a r	416 37%	451 42% a	- -	13 27%	108 40% j	157 42% j n	187 43% j k n	171 43% d j k	152 40% j n	79 26%	13 27%	265 41% j n	359 43% z d j k n	231 34% j k n	284 42% r	259 42% r	173 39% r	151 32%	186 38%	417 40%	234 42%
No	1306 59% b m p	694 62% z b	613 57%	1 100%	34 73% g h m	161 59%	210 56%	235 55%	220 56%	224 59%	221 73% z e f g h i l m n	35 73% l g h i m	370 58%	456 55%	445 65% z f g h i l m	386 57%	342 56%	259 59%	319 67% z o p q	304 62%	614 59%	319 57%
Not sure	26 1%	11 1%	15 1%	- -	- -	3 1%	5 1%	9 2%	2 1%	5 1%	2 1%	- 1%	8 1%	11 1%	7 1%	5 1%	9 2%	8 2%	4 1%	3 1%	17 2%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 322
FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Yes	867	43	112	275	60	18	336	94	78	26	12	22	265	35	652	215	419	60	74	11	4	18	254	26
		39% a	26% b	46% a	43% z	48% a	41% f	41% g	46% h	37% i	51% j	41% k	35% l	39% m	37% n	47% o	43% p	37% q	46% r	33% s	36% t	42% u	35% v	34% w
No	1306	118	126	356	65	24	466	133	89	43	11	30	482	53	1067	239	542	101	83	23	8	24	476	50
		59% b	71% z	52% c	51% d	56% e	57% f	58% g	52% h	63% i	49% j	57% k	64% l	60% m	61% n	52% o	56% p	62% q	52% r	67% s	64% t	56% u	65% v	65% w
Not sure	26	5	5	3	2	1	9	4	2	-	-	1	8	1	19	7	15	2	2	-	-	1	5	1
	1%	3% c	2% d	* e	1% f	2% g	1% h	2% i	1% j	- k	- l	2% m	1% n	1% o	1% p	2% q	2% r	1% s	1% t	- u	- v	2% w	1% x	1% y

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 323

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Yes	867 39%hi	543 42%zc	133 36%	190 36%	250 43%h	7 32%	- -	51 58%zdh	573 37%	205 33%	322 41%i	141 42%i	132 50%zi jm	66 37%	113 43%	111 48%zp	25 30%	6 31%	2 53%	1 51%	2 26%
No	1306 59%ag lo	735 57%	234 63%	334 63%a	321 56%g	14 68%	2 100%	37 42%	948 62%zdg	408 66%zj kl	458 58%l	195 57%	128 49%	111 61%l	146 56%	117 50%	56 70%o	12 64%	2 47%	1 49%	6 74%
Not sure	26 1%	14 1%	4 1%	8 1%	7 1%	- -	- -	- -	19 1%	6 1%	9 1%	5 1%	3 1%	4 2%	4 1%	4 2%	-	1 5%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 324
FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Yes	867 39% ^d	116 40%	99 42%	132 44%	610 38%	854 40%	513 45% ^z eghi k	484 39%	811 41% ^{zei}	816 40%	361 44% ^{zegi}	765 42% ^{zegi}	583 45% ^{zeghi} k	339 47% ^{zeghi} k	612 44% ^{zeghi} k	263 50% ^{zefghijkln}
No	1306 59% ^f hjk lmno	166 58%	136 57%	167 55%	973 61% ^z	1282 59% ^f hijkl mno	618 54% ^o	735 60% ^f ijklm no	1139 58% ^f lmno	1221 59% ^f hijkl mno	461 56% ^o	1043 57% ^f lmno	698 54% ^o	371 52%	758 55% ^o	254 49%
Not sure	26 1% ^k	5 2%	3 1%	4 1%	18 1%	26 1% ^k	16 1% ^{jk}	11 1%	20 1%	24 1%	5 1%	17 1%	16 1%	7 1%	13 1%	5 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 325

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Yes	867 39%f	698 42%zf	76 39%f	8 28%	8 48%	28 36%f	49 21%	318 38%	296 45%zgi	207 36%	13 81%	21 40%	49 35%	63 37%	64 41%	147 44%	153 49%zlm	109 51%zlm	33 42%
No	1306 59%ahpq	928 56%	119 61%	20 72%	9 52%	48 62%	182 77%zab e	507 61%h	357 54%	364 63%h	3 19%	30 57%	87 63%pq	108 63%pq	92 59%	183 55%	154 49%	106 49%	45 56%
Not sure	26 1%	18 1%	1 1%	-	-	2 2%	5 2%	5 1%	11 2%	7 1%	-	2 4%oq	2 1%	1 1%	1 1%	1 *	6 2%	-	2 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 326
FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Yes	867 39% bk nps	810 40% b	50 32%	61 44% fg kn	78 43% gk n	80 46% fg kn	61 33%	52 31%	38 35%	112 50% zfg ghijk o	170 38%	56 31%	46 43% kn	83 45% fg kn	30 30%	708 39% k	498 37%	361 44% zpr	858 40% p	701 38%	166 44%	867 39% s
No	1306 59% igt	1199 59%	105 67% z	78 56%	103 57%	95 54%	118 64% im	113 69% zcd eilmo	69 62%	112 50%	272 61% i	118 67% zcd delim o	58 55%	100 54%	69 68% ce ilm	1079 60% i	824 62% zqr	455 55%	1279 59% q	1108 61% ztu	199 53%	1306 59% t
Not sure	26 1% s	23 1%	3 2%	- -	1 1%	- -	5 3% ei	- -	4 3% ei	- -	7 2%	3 2%	2 2% ei	2 1%	2 2%	20 1%	12 1%	13 2%	25 1%	17 1%	9 3% zsu	26 1% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 327

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Yes	867 39%jmnop r	331 40%j	610 43%zcd j	824 41%zd j	867 39%j	765 44%zac dgj	110 43%j	800 42%zcd j	436 46%za cdgj	216 47%za cdgj	22 17%	748 44%zlmn	18 29%	77 25%	24 18%	765 44%zp	101 23%	824 41%zr	42 21%
No	1306 59%bcegh hikoq	489 59%eh i	784 56%	1152 58%bce ghi	1306 59%bce ghi	968 55%	142 56%	1067 57%eh	502 53%	240 53%	102 80%zabcdef ghi	924 55%	45 71%k	229 73%zk	110 79%zk	968 55%	338 75%zo	1152 58%	154 77%zq
Not sure	26 1%elo	6 1%	17 1%i	22 1%i	26 1%ei	16 1%	3 1%	19 1%	10 1%i	1 *	4 3%zacdegi	16 1%	- -	6 2%	4 3%k	16 1%	10 2%zo	22 1%	4 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 328

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Yes	867 39%a	191 21%	31 61%zap	- -	- -	14 71%	40 68%zap	4 100%	197 52%zap	174 63%zahp	3 53%	1 47%	174 43%a	36 67%zap
No	1306 59%bfnlq	706 78%zbfhlpq	18 36%	2 100%	25 100%	5 27%	18 32%	-	176 46%l	103 37%	3 47%	1 53%	225 55%bfnlq	18 33%
Not sure	26 1%	10 1%	2 4%l	- -	- -	* 2%	-	-	6 2%	-	-	-	7 2%l	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 329

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Yes	867 39% ^d	2 16%	- -	41 25%	- -	- -	6 48%	- -	- -	1 45%	- -	10 64%	1 56%	42 36%
No	1306 59%	8 84%	1 100%	117 73% ^{zs}	1 100%	2 100%	7 52%	1 100%	7 100%	1 55%	3 100%	6 36%	1 44%	71 61%
Not sure	26 1%	- -	- -	3 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 329

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Yes	867 39% ^d	37 49% ^{dy}	1 51%	-	2 100%	4 57%	31 30%	1 100%	8 83%
No	1306 59%	38 51%	1 49%	2 100%	-	3 43%	71 68% ^s	-	2 17%
Not sure	26 1%	-	-	-	-	-	2 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 330

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Yes	867 39%bc	619 48%zbc	248 28%	129 29%	25 66%zabc	-	5 72%	31 76%	1 100%	152 56%zabc	130 67%zabcjr t	2 53%	-	125 49%zbc	18 70%	266 54%zab c	24 51%bc
No	1306 59%adj nrt	674 52%djn t	633 70%zadjnr tu	319 71%zadjnr tu	11 29%	11 100%	2 22%	9 24%	- -	117 43%n	64 33%	2 47%	1 100%	130 51%dn	8 30%	220 45%n	23 49%
Not sure	26 1%a	8 1%	18 2%za	3 1%	2 5%zacjnrt	-	* 6%	-	-	1 *	-	-	-	2 1%	-	3 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 331

FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Yes	867 39%	199 100%zb	168 93%z	52 91%z	668 100%ze	418 83%z	138 85%z	542 39%	277 43%z	574 39%	181 46%zi	44 46%	132 46%z	275 41%	203 41%	90 42%	143 39%	147 40%	236 42%	202 44%	94 40%	165 44%	157 41%
No	1306 59%abc defj	- -	12 7%a	5 9%a	- -	78 16%d	23 14%d	827 60%	362 56%	874 60%j	208 53%	51 54%	156 54%	387 58%	290 59%	123 58%	220 60%	218 59%	330 58%	261 56%	140 60%	211 56%	221 58%
Not sure	26 1%ds	- -	1 *	- -	- -	5 1%d	2 1%d	20 1%	4 1%	20 1%	2 1%	- -	1 *	7 1%	2 *	1 *	1 *	2 1%	3 *	1 *	- -	- -	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 332
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1657	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Yes	683 39%jn	356 38%	327 40%	- -	11 28%	107 42%jn	129 40%jn	176 46%zdi jkn	131 39%jn	98 34%	32 24%	11 27%	236 41%jn	307 43%zij n	130 31%	241 42%	209 40%	127 38%	106 35%	153 39%	319 39%	188 41%
No	1046 60%gm	565 61%	482 59%	1 100%	28 72%g	144 57%	189 59%	205 53%	195 59%	188 65%gm	97 74%zef ghlm	29 73%gm	333 58%	400 56%	285 68%ze fghlm	333 58%	310 59%	209 62%	194 63%	233 60%	500 60%	261 57%
Not sure	20 1%	9 1%	11 1%	- -	- -	1 *	4 1%	4 1%	5 2%	4 1%	2 1%	- -	5 1%	9 1%	6 1%	4 1%	10 2%	1 *	5 2%	3 1%	8 1%	8 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 333
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1657	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71
Weighted Base	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Yes	683 39%lv	46 31%	106 47%za	239 43%a	53 45%	13 37%	311 43%zi	81 39%	66 43%il	13 26%	9 44%	20 46%	156 32%	28 39%	519 38%	164 41%	380 43%zv	54 38%	63 45%v	3 14%	4 36%	16 46%	145 31%	17 29%
No	1046 60%p	98 67%b	120 53%	316 57%	62 53%	22 63%	410 57%	123 60%	84 55%	35 69%	11 56%	22 51%	318 66%zf hk	43 60%	817 60%	230 58%	490 56%	87 61%	76 54%	19 82%	6 64%	18 50%	309 67%zp ru	41 70%pu
Not sure	20 1%	3 2%	2 1%	2 *	2 1%	-	4 1%	3 1%	2 1%	3 6%zfl	-	2 4%l	7 1%	1 1%	16 1%	4 1%	6 1%	2 1%	2 1%	1 4%	-	2 4%p	8 2%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 334
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1657	1042	284	329	456	16	2	75	1136	385	646	263	204	154	211	178	64	18	4	1	6
Weighted Base	1750	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**
Yes	683 39%hi	466 42%zb	104 35%	113 34%	226 44%zh	7 45%	-	46 55%zh	416 36%	121 31%	260 39%i	119 40%	120 51%zi	64 40%	98 42%	104 50%z	29 42%	4 24%	1 41%	-	1 16%
No	1046 60%ad glo	639 57%	191 64%	215 65%za	279 55%	9 55%	2 100%	38 45%	735 63%zd g	257 67%zl	402 60%i	176 59%i	112 48%	94 59%	135 58%	101 49%	41 58%	10 69%	2 59%	1 100%	5 84%
Not sure	20 1%	13 1%	6 2%	2 1%	4 1%	-	-	-	16 1%	8 2%	5 1%	6 2%	1 *	1 1%	2 1%	1 *	-	1 7%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 335

FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service**BASE: All who have fixed broadband**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1657	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
Weighted Base	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Yes	683 39% ^d	94 38%	98 46% ^d	128 47% ^{zd}	447 37%	674 39%	404 40%	392 41%	659 40% ^z	649 39%	294 40%	638 39%	509 43% ^{zefhi} jk	314 47% ^{zefgh} ijkn	502 42% ^{zehik}	245 50% ^{zefghijkln}
No	1046 60% ^{clmn} o	149 61%	114 54%	141 52%	756 62% ^{zbc}	1024 60% ^{lmno}	592 59% ^{lmo}	562 58% ^{mo}	985 59% ^{lmno}	996 60% ^{lmno}	445 60% ^{lmo}	972 60% ^{lmno}	659 56% ^o	352 52%	681 57% ^{mo}	246 50%
Not sure	20 1%	2 1%	1 *	3 1%	16 1%	20 1%	10 1%	10 1%	17 1%	20 1% ^h	5 1%	19 1%	15 1%	7 1%	15 1%	3 1%

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FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- HOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1657	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Yes	683 39%beg	608 41%zbe	50 30%	7 33%	6 34%	9 21%	3 23%	223 36%	270 45%zgi	158 36%	8 67%	18 50%	26 30%	46 36%	51 39%	109 38%	144 49%zlm o	91 46%l	41 52%zl
No	1046 60%ahpr	865 58%	116 68%za	14 67%	11 66%	30 71%	11 77%	399 63%zh	317 53%	271 62%h	4 33%	17 50%	59 68%pqr	81 63%pr	77 60%	177 62%pr	145 50%	105 53%	35 45%
Not sure	20 1%a	13 1%	4 2%	-	-	3 7%za	-	7 1%	7 1%	6 1%	-	-	2 2%	1 *	1 1%	2 1%	2 1%	3 1%	2 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 337
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1657	1483	167	135	161	167	128	111	61	121	253	151	100	192	77	1288	980	649	1629	1364	293	1657
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Yes	683 39%fg p	636 39%	45 36%	47 42%g	58 40%g	66 43%fg	40 30%	35 27%	42 49%fg n	86 47%fg jn	132 35%	54 43%fg	34 46%fg n	67 42%fg	23 30%	559 39%fg	367 37%	307 43%zpr	674 39%p	542 38%	141 43%	683 39%
No	1046 60%g	964 60%	79 64%	65 58%	86 59%	86 56%	95 70%ze hiklm o	94 73%zcd ehiklm o	43 49%	96 53%	230 62%	71 57%	38 52%	89 56%	53 69%hi l	866 60%	622 62%zqr	403 56%	1025 60%q	859 61%	187 57%	1046 60%
Not sure	20 1%	20 1%	-	-	2 1%	1 1%	-	-	2 2%	-	11 3%zo	-	1 2%	2 2%	1 1%	15	12 1%	8 1%	20 1%	18 1%	2 1%	20 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 338

FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service**BASE: All who have fixed broadband**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1657	622	1184	1591	1657	1657	187	1657	803	388	-	1591	66	-	-	1657	-	1591	66
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	-**	1687	62*	-**	-**	1750	-**	1687	62*
Yes	683 39%lr	227 36%	537 42%zac deg	669 40%za deg	683 39%	683 39%	90 43%	683 39%	361 41%a	186 42%a	-	669 40%zl	14 22%	-	-	683 39%	-	669 40%zr	14 22%
No	1046 60%bckq h	395 63%bc	729 57%	1000 59%b	1046 60%bc	1046 60%bc	119 56%	1046 60%bc	504 58%	255 58%	-	1000 59%	47 75%zk	-	-	1046 60%	-	1000 59%	47 75%zq
Not sure	20 1%i	6 1%	13 1%i	18 1%i	20 1%i	20 1%i	2 1%	20 1%i	7 1%	1 *	-	18 1%	2 3%	-	-	20 1%	-	18 1%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 339

FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service**BASE:** All who have fixed broadband

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1657	614	49	22	8	43	4	316	242	6	2	311	35
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
Yes	683 39%ap	219 32%	25 52%ap	-	4 56%	40 74%zahlpq	3 73%	156 48%zap	119 50%zap	2 39%	1 47%	98 29%	16 48%p
No	1046 60%bfhl	448 66%zbfl	22 45%	17 100%	3 39%	14 26%	1 27%	170 52%fl	117 49%fl	4 61%	1 53%	231 69%zbflhq	17 52%fl
Not sure	20 1%	10 1%	1 2%	-	* 5%	-	-	2 1%	1 1%	-	-	6 2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 340
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1657	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Yes	683	2	-	36	1	-	5	-	-	3	-	11	1	47
	39%dy	16%	-	22%	100%	-	38%	-	-	100%	-	68%	56%	40%dy
No	1046	8	1	120	-	2	8	1	7	-	1	5	1	66
	60%	84%	100%	75%zps	-	100%	62%	100%	100%	-	58%	32%	44%	57%
Not sure	20	-	-	5	-	-	-	-	-	-	1	-	-	4
	1%	-	-	3%	-	-	-	-	-	-	42%	-	-	3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 340
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1657	70	2	2	1	6	94	1	10
Weighted Base	1750	75*	2**	2**	2**	6**	104*	1**	9**
Yes	683 39%dy	30 40%cd	1 51%	1 59%	2 100%	4 57%	26 25%	1 100%	4 43%
No	1046 60%	45 60%	1 49%	1 41%	-	3 43%	76 73%zp	-	3 36%
Not sure	20 1%	-	-	-	-	-	2 2%	-	2 21%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 341
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1657	1152	505	387	37	14	5	30	2	236	185	4	1	228	23	427	41
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
Yes	683 39%br	514 42%zbc r	168 32%	154 36%	21 56%zbcru	-	1 31%	30 79%	1 100%	123 50%zabcr u	93 52%zabcru	2 53%	-	76 31%	12 56%	200 44%zbc r	13 30%
No	1046 60%ajn	695 57%jn	351 66%zadjnt	273 64%adjnt	16 44%	11 100%	3 61%	8 21%	-	125 50%	84 47%	2 47%	1 100%	163 67%zadjnt	9 44%	258 56%j	31 70%djn
Not sure	20 1%ac	6 1%	14 3%zacjt	1 *	-	-	* 8%	-	-	-	1 1%	-	-	4 2%act	-	2 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 342
FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service
BASE: All who have fixed broadband

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1657	160	159	43	554	461	139	1031	493	1197	294	83	251	491	389	173	298	297	430	383	193	308	308
Weighted Base	1750	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
Yes	683 39%	169 96%z	181 100%za	48 92%z	417 71%z	502 100%zd	135 86%zd	404 38%	234 44%zg	503 39%	127 42%	41 45%	121 43%	206 40%	179 41%	76 40%	136 42%	123 38%	178 39%	164 39%	76 36%	139 41%	125 37%
No	1046 60%abc defh	5 3%b	- -	4 8%b	166 28%ef	- -	22 14%e	656 61%	293 55%	765 60%	174 57%	50 55%	160 57%	307 59%	255 59%	111 59%	189 58%	197 61%	276 60%	254 61%	134 64%	203 59%	212 63%
Not sure	20 1%en	1 1%	- -	- -	8 1%e	- -	* *	16 1%	3 1%	15 1%	3 1%	- -	1 *	5 1%	1 *	1 *	1 *	1 *	3 1%	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 343
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	881	490	391	1	26	125	187	191	158	130	63	27	312	349	193	238	295	169	179	254	439	152
Weighted Base	949	504	445	1**	28**	155	207	234	149	121	55*	29**	362	382	176	293	276	205	174	233	490	190
Yes	220	101	119	-	8	36	50	55	32	25	14	8	86	87	39	66	59	64	31	53	124	40
	23%a	20%	27%za	-	28%	23%	24%	23%	22%	21%	25%	27%	24%	23%	22%	22%	21%	31%zp	18%r	23%	25%	21%
No	714	399	315	1	20	118	155	173	114	93	40	21	272	287	134	224	210	138	142	177	357	150
	75%bq	79%zb	71%	100%	72%	76%	75%	74%	77%	77%	73%	73%	75%	75%	76%	76%	76%	67%	82%zq	76%	73%	79%
Not sure	15	4	11	-	-	1	2	6	3	2	1	-	4	8	3	4	7	3	1	3	9	-
	2%a	1%	2%	-	-	1%	1%	2%	2%	1%	2%	-	1%	2%	2%	1%	3%	1%	*	1%	2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 344
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	881	68	97	316	53	14	397	84	67	28	11	27	225	42	684	197	476	54	64	15	5	22	212	33
Weighted Base	949	92*	118*	365	57*	18**	467	109*	75*	28**	11**	23**	203	34*	709	239	567	60*	68*	13**	4**	18**	191	26**
Yes	220	17	39	79	17	4	116	19	22	2	3	4	42	11	155	65	137	13	22	-	1	3	37	7
	23%	18%	33%za	22%	31%	25%	25%	18%	29%	7%	29%	19%	21%	32%	22%	27%	24%	22%	32%	-	29%	19%	19%	25%
No	714	73	77	284	37	13	346	87	50	24	8	19	157	23	546	168	421	47	44	13	3	15	151	20
	75%b	79%	65%	78%b	64%	75%	74%	81%	67%	86%	71%	81%	77%	68%	77%z	70%	74%	78%	64%	100%	71%	81%	79%r	75%
Not sure	15	3	2	2	3	-	5	2	3	2	-	-	3	-	9	6	8	-	3	-	-	-	3	-
	2%	3%	2%	1%	5%	-	1%	2%	4%	7%	-	-	2%	-	1%	2%	1%	-	4%	-	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 345
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	881	574	139	167	303	8	-	47	540	170	321	150	130	104	137	114	48	12	2	1	6
Weighted Base	949	635	149	163	347	10**	-**	52*	559	162	338	180	148	114*	155	134*	57*	11**	2**	1**	7**
Yes	220	148	33	38	86	2	-	18	120	29	80	47	34	31	40	36	12	3	1	-	-
	23%	23%	22%	24%	25%	24%	-	34%	21%	18%	24%	26%	23%	27%	26%	27%	21%	27%	65%	-	-
No	714	478	114	120	256	7	-	34	429	132	253	128	114	83	110	98	45	8	1	1	5
	75%	75%	76%	74%	74%	76%	-	66%	77%	81%zk	75%	71%	77%	72%	71%	73%	79%	73%	35%	100%	82%
Not sure	15	9	2	4	5	-	-	-	10	1	5	6	-	1	5	-	-	-	-	-	1
	2%	1%	1%	2%	1%	-	-	-	2%	1%	2%	3%	-	1%	3%	-	-	-	-	-	18%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 346
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	881	156	128	166	567	879	774	346	836	842	466	790	625	384	609	265
Weighted Base	949	177	146	186	589	947	829	375	905	909	515	854	695	451	673	305
Yes	220 23%	34 19%	37 25%	55 29%a	128 22%	219 23%	185 22%	85 23%	207 23%	206 23%	112 22%	197 23%	163 24%	116 26%	157 23%	86 28%zefhijkn
No	714 75%	141 80%c	109 75%	128 69%	451 77%	713 75%	631 76%o	285 76%	684 76%o	689 76%o	401 78%mo	646 76%o	523 75%	328 73%	507 75%	216 71%
Not sure	15 2%j	2 1%	-	3 1%	10 2%	15 2%j	14 2%j	5 1%	14 2%j	15 2%j	2 *	11 1%j	9 1%j	7 2%j	9 1%j	4 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 347
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	881	735	67	12	8	32	27	301	297	240	2	15	36	43	69	152	159	106	36
Weighted Base	949	809	63*	12**	10**	31**	24**	280	376	249	1**	17**	37*	41*	67*	156	183	131*	48*
Yes	220 23%	187 23%	17 27%	3 24%	2 17%	4 14%	7 28%	56 20%	91 24%	69 28%	-	5 27%	5 12%	11 26%	14 21%	31 20%	53 29%	33 26%	10 21%
No	714 75%	611 75%	46 73%	8 67%	8 83%	25 80%	17 70%	220 79%	279 74%	177 71%	1	12 73%	32 86%	30 74%	53 79%	125 80%	128 70%	95 73%	36 75%
Not sure	15 2%	11 1%	-	1 8%	-	2 6%	1 3%	3 1%	6 2%	3 1%	-	-	1 2%	-	-	-	2 1%	2 2%	2 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 348
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	881	780	95	67	103	93	74	67	20	63	131	70	43	114	36	688	519	347	866	716	165	881
Weighted Base	949	872	72*	58*	95*	90*	77*	76*	31**	102*	195	61*	33*	95	36*	785	535	399	934	761	188	949
Yes	220 23%bn	208 24%b	10 13%	13 22%	20 21%	33 37%zd gijlm no	19 24%	15 19%	11 34%	20 20%	45 23%	17 27%n	4 13%	21 22%	3 8%	192 24%n	123 23%	95 24%	218 23%	178 23%	42 22%	220 23%
No	714 75%e	649 74%	62 87%za	45 77%	74 78%e	57 63%	56 72%	61 80%e	18 60%	82 80%e	146 75%	42 70%	29 87%ek	73 77%e	31 86%e	581 74%e	405 76%	297 74%	702 75%	572 75%	142 76%	714 75%
Not sure	15 2%	15 2%	-	1 2%	1 1%	-	3 3%	1 1%	2 6%	-	3 2%	2 3%	-	1 1%	2 6%ei	12 2%	7 1%	7 2%	14 1%	11 1%	4 2%	15 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 349
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	881	279	689	854	881	803	136	842	881	251	-	787	16	67	11	803	78	854	27
Weighted Base	949	278	761	924	949	872	157	913	949	277	-**	855	16**	68*	9**	872	77*	924	25**
Yes	220 23%mp	60 22%	182 24%	216 23%	220 23%	210 24%g	40 26%	213 23%	220 23%	54 19%	-	207 24%mp	2 14%	9 13%	2 19%	210 24%p	10 13%	216 23%	4 16%
No	714 75%	216 78%	567 75%	694 75%	714 75%	653 75%	111 71%	688 75%	714 75%	222 80%zbc defgh	-	639 75%	14 86%	55 81%	6 70%	653 75%	61 80%	694 75%	20 80%
Not sure	15 2%eiko	2 1%	11 1%ei	14 1%e	15 2%ei	9 1%	6 4%ei	13 1%e	15 2%ei	1 *	-	9 1%	-	4 6%zk	1 12%	9 1%	5 7%zo	14 1%	1 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 350
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	881	247	11	11	1	13	2	246	93	243	13
Weighted Base	949	278	12**	8**	1**	16**	2**	260	93*	264	12**
Yes	220	56	3	-	-	2	-	62	28	68	1
	23%	20%	22%	-	-	11%	-	24%	30%	26%	10%
No	714	220	7	8	1	14	2	197	65	187	11
	75%	79%	62%	100%	100%	89%	100%	76%	70%	71%	90%
Not sure	15	3	2	-	-	-	-	1	-	9	-
	2%	1%	16%	-	-	-	-	*	-	3%zh	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 351
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	881	4	39	2	3	1	2	3	61	20	1	2	62	3
Weighted Base	949	4**	48*	1**	2**	1**	1**	3**	70*	20**	1**	2**	71*	3**
Yes	220	-	6	1	-	1	-	1	23	1	-	1	20	-
	23%	-	12%	47%	-	100%	-	21%	32% ^d	5%	-	57%	28%	-
No	714	4	42	1	2	-	1	2	45	19	1	1	51	3
	75%	100%	88% ^p	53%	100%	-	100%	79%	64%	95%	100%	43%	72%	100%
Not sure	15	-	-	-	-	-	-	-	3	-	-	-	-	-
	2%	-	-	-	-	-	-	-	4%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 352
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (Z)	Product bundles												
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	881	629	252	160	9	5	1	9	195	69	174	7	374	34
Weighted Base	949	671	277	177	10**	4**	1**	10**	207	68*	187	7**	406	37**
Yes	220	160	60	37	2	-	-	1	45	27	48	-	120	9
	23%	24%	22%	21%	18%	-	-	11%	22%	39%zabcj	26%	-	30%zab j	25%
No	714	505	209	139	7	4	1	9	162	41	135	7	285	28
	75%nt	75%nt	75%n	78%nt	63%	100%	100%	89%	78%nt	61%	72%	100%	70%	75%
Not sure	15	7	8	1	2	-	-	-	-	-	4	-	2	-
	2%at	1%	3%jt	1%	18%	-	-	-	-	-	2%t	-	*	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 353
FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service
BASE: All who have Pay TV

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	881	83	73	47	313	247	145	499	303	674	140	56	159	247	232	103	174	178	211	225	111	180	180
Weighted Base	949	93*	85*	57*	344	276	163	530	331	731	153	60*	171	271	262	113*	194	199	238	254	121*	209	197
Yes	220 23%g	48 52%z	47 55%z	57 100%za b	142 41%z	136 49%z	163 100%zde	101 19%	98 30%z	173 24%	35 23%	15 25%	32 19%	62 23%	58 22%	33 30%	49 25%	44 22%	56 23%	58 23%	32 27%	49 23%	42 22%
No	714 75%ab cdefh	44 48%c	38 45%c	-	196 57%ef	136 49% f	-	419 79%zh	229 69%	547 75%	115 75%	46 75%	138 81%	204 75%	203 77%	79 70%	143 74%	154 77%	180 76%	194 76%	88 72%	158 76%	152 77%
Not sure	15 2%	-	-	-	6 2%	4 1%	-	11 2%	4 1%	11 2%	2 2%	-	1 *	5 2%	1 *	1 1%	2 1%	1 1%	2 1%	2 1%	1 1%	2 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 354

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Daily	640 29%ade fgklms	294 26%	346 32%za	1 100%	3 6%	30 11%	84 23%dek l	93 22%dek	118 30%def gklm	178 47%zde fghklm	133 44%zdef ghklm	4 8% d	113 18%de	212 26%deg kl	311 46%zde efghk lm	226 33%zq r	178 29%	111 25%	126 27%	100 20%	310 30% s	204 37% zst
Few times a week	749 34%efl	387 34%	362 34%	-	11 24%	55 20%	107 29%el	164 38%efl	163 41%zde fikl	126 33%el	123 41%zde fikln	11 23%	162 25%e	327 40%zde fikl	249 36%ef il	216 32%	192 32%	175 40%zo p	166 35%	154 31%	354 34%	210 38% s
Once a week	256 12%jnu	127 11%	129 12%	-	4 8%	40 15%jn	58 15%zij n	54 12%jn	45 11%	35 9%	21 7%	4 8%	97 15%zij n	99 12%jn	56 8%	72 11%	68 11%	64 15%	51 11%	81 16%zt u	124 12% u	42 7%
1-3 times a month	206 9%ijn qu	109 10%	97 9%	-	6 13%ijn	43 16%zhi jmn	42 11%ijn	44 10%ijn	37 9%ijn	20 5%	14 5%	6 13%ijn	85 13%zij n	81 10%ijn	34 5%	66 10%q	63 10%q	20 5%	56 12%zq	54 11%u	104 10%	37 7%
Less often than this	181 8%hijn u	104 9%	77 7%	-	10 20%zhi jmn	42 15%zhi jmn	42 11%hij n	45 10%hijn	22 6%jn	14 4%	7 2%	10 20%zhi jmn	83 13%zhij mn	67 8%hijn	21 3%	52 8%	64 11%z	30 7%	35 7%	49 10%u	98 9%u	25 5%
Haven't used it at all in last year	162 7%bhij mnt	99 9%zb	62 6%	-	13 29%zfg hijlmn	63 23%zfg hijlmn	39 11%zhij mn	30 7%hijm n	9 2%	6 1%	2 1%	13 28%zfg hijlmn	102 16%zfg ijmn	39 5%hijn	8 1%	42 6%	42 7%	40 9%	38 8%	53 11%ztu	58 6%	37 7%
Don't know	6 *	-	6 1%a	-	-	-	-	2 *	-	2 1%	2 1%	-	-	2 *	4 1%	2 *	2 *	-	2 *	3 1%	1 *	1 *
More than once a week [NET]	1389 63%ade fkls	681 61%	708 66%za	1 100%	14 29%	84 31%	191 51%dek l	257 60%def kl	281 71%zde fgklm	304 80%zde fghklm	257 85%zde fghklm	15 31%	275 43%e	538 65%def gkl	561 82%zde efghk lm	441 65%	371 61%	286 65%	292 62%	254 52%	664 63% s	415 74% zst
Once a week or less [NET]	643 29%ijn u	340 30%	302 28%	-	20 42%hij n	124 46%zgh ijmn	141 38%zhi jmn	143 33%ijn	104 26%ijn	69 18%	42 14%	20 41%hij n	265 41%zgh ijmn	247 30%hij n	111 16%	190 28%	196 32%	114 26%	142 30%	183 37%zt u	326 31% u	104 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 355
FX06_1 - How often did you use your landline to make calls to other people?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Daily	640 29% ^{bc} fkp	43 26%	49 20%	119 19%	41 32%	9 20%	152 19%	59 25%	50 29% ^f	19 28%	4 20%	8 16%	319 42% ^{zf} ghik	28 31% ^{lk}	505 29%	135 29%	193 20%	49 30% ^p	48 30% ^p	8 22%	1 5%	8 20%	310 42% ^{zp} qrsu	24 31% ^p
Few times a week	749 34% ^{af} p	42 25%	84 35%	198 31%	38 30%	19 44%	240 30%	83 36%	57 33%	23 33%	3 11%	14 27%	297 39% ^{zf}	33 37%	592 34%	156 34%	300 31%	62 38%	50 32%	10 30%	2 14%	10 23%	287 39% ^{zp} u	28 36%
Once a week	256 12% ^{lv}	24 15%	31 13%	89 14%	15 12%	6 13%	116 14% ^{zl}	28 12%	21 12%	6 9%	3 13%	8 15%	64 9%	10 11%	199 11%	57 12%	142 15% ^{zqv}	10 6%	20 13%	4 12%	2 14%	7 16% ^q	64 9%	7 9%
1-3 times a month	206 9% ^{lv}	16 10%	30 12%	84 13% ^z	10 8%	3 7%	110 14% ^{zlm}	20 9%	13 8%	11 16% ^{lm}	2 7%	5 9%	39 5%	5 6%	168 10%	38 8%	127 13% ^{zqv}	10 6%	12 8%	8 22% ^{zqr} vw	- -	5 11%	39 5%	5 7%
Less often than this	181 8% ^{lv}	21 13%	29 12%	65 10%	13 10%	5 12%	90 11% ^{zl}	25 11% ^l	19 11% ^l	4 6%	5 23%	7 13% ^l	24 3%	7 8% ^l	140 8%	41 9%	107 11% ^{zv}	18 11% ^v	16 10% ^v	2 5%	3 27%	5 12% ^v	24 3%	6 8%
Haven't used it at all in last year	162 7% ^{lv}	17 10%	21 9%	79 12% ^z	9 7%	1 3%	100 12% ^{zhl}	17 7% ^l	10 6% ^l	5 7% ^l	5 24%	11 20% ^{zgh} ilm	8 1%	6 6% ^l	131 8%	31 7%	106 11% ^{zv}	13 8% ^v	12 8% ^v	3 8% ^v	5 40%	8 18% ^{zv}	8 1%	7 9% ^v
Don't know	6 *	2 1% ^c	-	-	-	-	2 *	-	-	-	-	-	3 *	1 *	3 *	2 1%	2 *	-	-	-	-	-	3 *	1 1%
More than once a week [NET]	1389 63% ^{ab} cfkpu	85 51%	133 54%	317 50%	79 62%	28 64%	393 48%	142 61% ^{fk}	107 63% ^{fk}	42 61% ^k	7 31%	22 43%	616 82% ^{zf} ghikm	60 68% ^{fk}	1098 63%	291 63%	493 50%	111 68% ^{pu}	98 62% ^{pu}	18 52%	2 19%	18 43%	597 81% ^{zp} qrsuw	52 67% ^{pu}
Once a week or less [NET]	643 29% ^{lv}	62 38% ^z	90 37% ^z	238 38% ^z	39 31%	14 33%	316 39% ^{zl} m	73 32% ^l	53 31% ^l	21 31% ^l	10 44%	19 37% ^l	128 17%	22 25%	507 29%	136 30%	376 38% ^{zq} vw	39 24%	48 30% ^v	14 40% ^v	5 41%	17 39% ^{qv}	127 17%	18 23%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/gh/i/j/k/l/m - z/n/o - z/p/q/rs/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 356
FX06_1 - How often did you use your landline to make calls to other people?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Daily	640 29%bd ln	370 29%b	80 22%	190 36%zab	124 21%	2 10%	1 25%	24 27%	498 32%zd	212 34%zk	243 31%l	85 25%	51 19%	47 26%	45 17%	54 23%	25 31%n	3 18%	- -	1 49%	3 37%
Few times a week	749 34%dm o	439 34%	112 30%	196 37%	155 27%	4 20%	* 16%	26 30%	569 37%zd	226 37%km	294 37%zk	98 29%	85 33%	45 25%	75 29%	59 25%	20 25%	7 36%	1 19%	1 51%	- -
Once a week	256 12%hj	162 13%	44 12%	51 10%	96 17%zh	- -	1 59%	13 14%	148 10%	59 10%	71 9%	52 15%ij	36 14%	37 20%zi	45 17%z	38 17%z	12 14%	2 9%	1 21%	- -	1 17%
1-3 times a month	206 9%h	114 9%	52 14%zac	39 7%	61 11%	7 36%	- -	12 13%	130 8%	49 8%	68 9%	44 13%zi	26 10%	17 9%	26 10%	29 13%	6 7%	2 9%	1 45%	- -	1 14%
Less often than this	181 8%hi	110 9%	35 10%	35 7%	70 12%zgh	2 12%	- -	4 4%	106 7%	36 6%	63 8%	30 9%	34 13%zij	17 9%	35 13%z	31 13%z	9 11%	- -	- -	- -	- -
Haven't used it at all in last year	162 7%chi j	94 7%c	46 13%zac	20 4%	72 12%zh	5 22%	- -	9 11%	82 5%	34 5%	45 6%	31 9%	30 11%zi	18 10%	36 14%z	21 9%	10 12%	5 28%	1 15%	- -	3 32%
Don't know	6 *	2 *	2 1%	1 *	- -	- -	- -	- -	6 *	2 *	4 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than once a week [NET]	1389 63%bd kimno	810 63%b	192 52%	386 73%zab	279 48%	6 31%	1 41%	50 57%	1068 69%zd g	439 71%zk lm	537 68%zk lm	183 54%	136 52%	93 51%	120 46%	113 49%	45 56%	10 54%	1 19%	1 100%	3 37%
Once a week or less [NET]	643 29%ch ij	386 30%c	131 35%zc	125 24%	227 39%zh	10 48%	1 59%	28 32%	384 25%	144 23%	202 26%	126 37%zi	96 37%zi	70 39%zi	107 41%z	98 42%z	26 32%	3 18%	2 66%	- -	3 31%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 357
FX06_1 - How often did you use your landline to make calls to other people?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Daily	640 29%ablm o	51 18%	51 22%	80 26%a	513 32%zab	634 29%flmo	312 27%mo	400 33%zefhi klmno	574 29%lmo	602 29%lmo	247 30%lmo	532 29%lmo	335 26%mo	134 19%	412 30%flmo	108 21%
Few times a week	749 34%abcf hkm	74 26%	64 27%	85 28%	586 37%zabc	736 34%fhkm	347 30%	459 37%zefhi jklmn	642 33%cf	702 34%fhkm	279 34%f	598 33%f	424 33%	219 31%	463 33%f	177 34%
Once a week	256 12%dg	50 17%zd	36 15%d	45 15%d	159 10%	251 12%g	162 14%zeghi kn	112 9%	232 12%g	246 12%g	87 11%	223 12%g	176 14%zeghi jn	97 13%gj	163 12%g	61 12%
1-3 times a month	206 9%g	37 13%	28 12%	26 9%	141 9%	201 9%g	106 9%	93 8%	191 10%g	193 9%g	85 10%g	168 9%g	137 11%gk	88 12%zefgh ikn	134 10%g	58 11%g
Less often than this	181 8%dg	29 10%	28 12%d	41 14%zd	106 7%	178 8%g	124 11%zeghi n	86 7%	171 9%g	168 8%g	79 10%g	162 9%zg	124 10%zegi	92 13%zeghi kln	113 8%	67 13%zeghi klmn
Haven't used it at all in last year	162 7%degi	45 16%zcd	30 13%zd	26 8%	89 6%	155 7%	93 8%gj	77 6%	156 8%zegijn	144 7%	49 6%	138 8%gj	98 8%	86 12%zefghi jkl	94 7%	50 10%egijn
Don't know	6 *k	-	-	-	6 *	6 *k	2 *	3 *	5 *	6 *k	2 *	3 *	2 *	2 *	3 *	2 *
More than once a week [NET]	1389 63%abcf hklmo	125 44%	115 48%	165 55%a	1100 69%zabc	1370 63%fhklm o	659 57%mo	859 70%zefhi jklmno	1216 62%flmo	1304 63%fhklm o	526 64%flmo	1130 62%flmo	759 59%mo	353 49%	875 63%flmo	285 55%mo
Once a week or less [NET]	643 29%dg	117 41%zd	92 39%zd	112 37%zd	406 25%	630 29%g	392 34%zeghi jkn	290 24%	594 30%zeg	608 29%g	251 30%g	553 30%zeg	437 34%zeghi jkn	277 39%zefgh ijkl	411 30%g	186 36%zeghi jkn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 358

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Daily	640 29%ahiq	435 26%	82 42%zaf	11 40%	9 53%	30 39%a	72 31%	334 40%zhi	146 22%	126 22%	4 28%	9 18%	36 26%	67 39%zkl pq	49 31%q	97 29%q	85 27%	43 20%	26 33%
Few times a week	749 34%a	532 32%	73 37%	8 28%	4 21%	28 36%	104 44%za	311 37%zi	221 33%	177 31%	7 42%	24 47%mp r	50 37%	51 30%	52 33%	111 33%	97 31%	75 35%	20 25%
Once a week	256 12%b	205 12%b	13 7%	4 16%	3 16%	6 8%	25 10%	85 10%	91 14%	71 12%	-	5 9%	17 13%	18 11%	27 17%z	40 12%	38 12%	26 12%	16 20%
1-3 times a month	206 9%g	165 10%	14 7%	1 3%	2 10%	5 6%	19 8%	52 6%	62 9%	74 13%zg	5 30%	8 15%nr	11 8%	16 9%	9 5%	40 12%n	27 9%	26 12%	2 3%
Less often than this	181 8%bfg	160 10%zbf	5 3%	1 5%	-	8 10%bf	6 3%	25 3%	91 14%zg	56 10%g	-	3 7%	13 9%	12 7%	7 4%	19 6%	35 11%no	27 13%zno	12 15%no
Haven't used it at all in last year	162 7%befg	146 9%zbf	7 4%	2 8%	-	1 1%	6 2%	19 2%	53 8%g	73 13%zgh	-	2 5%	11 8%	9 5%	14 9%	25 8%	29 9%	18 8%	4 5%
Don't know	6 *a	2 *	1 1%	-	-	-	3 1%za	4 *	-	2 *	-	-	-	-	-	-	2 1%	-	-
More than once a week [NET]	1389 63%ahiq	968 59%	155 79%za	19 68%	13 74%	58 75%za	176 75%za	645 78%zhi	367 55%	303 52%	11 70%	34 64%	86 63%	118 69%pq	101 64%	208 63%	182 58%	118 55%	46 57%
Once a week or less [NET]	643 29%bfg	530 32%zbf	33 17%	7 23%	5 26%	19 24%	50 21%	162 19%	244 37%zg	201 35%zg	5 30%	16 31%	41 30%	45 26%	42 27%	98 30%	101 32%	79 37%z	30 37%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 359
FX06_1 - How often did you use your landline to make calls to other people?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Daily	640 29% ^d	598 29%	38 24%	37 27%	41 22%	45 26%	72 39% ^{zc} dekmn o	47 28%	29 26%	67 30%	145 32% ^d	47 26%	37 35% ^d	47 25%	26 26%	530 29% ^d	411 31% ^{zqr}	218 26%	629 29%	541 30%	99 26%	640 29%
Few times a week	749 34% ^{be}	714 35% ^{zb}	33 21%	51 37%	62 34%	47 27%	60 33%	51 31%	48 43% ^e	85 38% ^e	152 34%	55 31%	38 35%	68 37% ^e	31 31%	612 34% ^e	442 33%	299 36%	741 34%	620 34%	129 34%	749 34%
Once a week	256 12% ^f	228 11%	28 18% ^{za}	15 11%	23 12%	29 17% ^{zfh} ilm	11 6%	28 17% ^{zfh} ilm	7 6%	16 7%	60 13% ^f	34 19% ^{zcf} hilmno	7 7%	15 8%	10 10%	224 12% ^f	141 11%	111 13%	252 12%	210 12%	46 12%	256 12%
1-3 times a month	206 9% ^g	183 9%	22 14% ^{za}	17 12% ^g	24 13% ^{gk}	21 12% ^g	17 9% ^g	4 2%	9 8% ^g	28 12% ^g	35 8% ^g	12 7%	11 10% ^g	19 10% ^g	11 11% ^g	165 9% ^g	134 10%	67 8%	201 9%	181 10%	24 7%	206 9%
Less often than this	181 8%	161 8%	20 13% ^{za}	12 9%	25 14% ^{zj} lo	19 11% ^{jl}	15 8%	13 8%	6 5%	17 7%	24 5%	19 11% ^{jl}	4 4%	19 10% ^{jl}	9 9%	149 8% ^j	110 8%	67 8%	177 8%	145 8%	36 10%	181 8%
Haven't used it at all in last year	162 7% ^{fs}	143 7%	17 11% ^z	7 5%	8 4%	14 8%	6 3%	23 14% ^{zcd} fijko	13 11% ^{df}	10 5%	34 8%	10 5%	9 8%	15 8%	14 14% ^{zcd} fiko	124 7%	92 7%	64 8%	156 7%	122 7%	40 11% ^{zsu}	162 7% ^s
Don't know	6 *	6 *	-	-	-	-	2 1% ^o	-	-	-	-	1 1%	1 1%	2 1% ^{zjo}	-	3 *	4 *	2 *	6 *	6 *	-	6 *
More than once a week [NET]	1389 63% ^{bde}	1313 65% ^{zb}	71 45%	88 63%	103 56%	93 53%	132 72% ^{zd} egkno	98 59%	76 69% ^e	152 68% ^{de}	297 66% ^{de}	102 58%	75 70% ^{de} kn	115 62%	57 56%	1142 63% ^{de}	853 64%	517 62%	1370 63%	1162 64%	227 61%	1389 63%
Once a week or less [NET]	643 29% ^{al}	572 28%	70 44% ^{za}	44 32% ^l	72 39% ^{zf} ghijlmo	69 39% ^{zf} ghijlmo	43 24%	44 27%	22 20%	61 27%	119 26%	64 36% ^{zf} hjlo	22 21%	53 29%	30 30%	538 30% ^l	385 29%	245 30%	630 29%	536 29%	106 28%	643 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 360

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Daily	640 29%bh	316 38%zb cdefg hij	336 24%	582 29%bh	640 29%bh	500 29%b	68 27%	539 29%b	252 27%b	120 26%	33 26%	478 28%	21 34%	103 33%	37 27%	500 29%	141 31%	582 29%	59 29%
Few times a week	749 34%bcgh kq	314 38%zb cdefg hi	421 30%	658 33%bh	749 34%bcg h	576 33%bh	75 30%	615 33%bh	279 29%	139 30%	56 hi	544 32%	31 50%zk	114 37%	59 43%zk	576 33%	173 39%zo	658 33%	91 45%zq
Once a week	256 12%a	75 9%	188 13%zac deg	232 12%a	256 12%a	203 12%a	29 11%	222 12%a	124 13%a	53 12%	21 16%a	199 12%	4 6%	33 10%	21 15%	203 12%	54 12%	232 12%	25 12%
1-3 times a month	206 9%a	50 6%	163 12%zac deg	195 10%a	206 9%a	168 10%a	25 10%a	183 10%a	101 11%a	53 12%a	10 8%	167 10%	1 2%	28 9%	10 7%	168 10%	38 8%	195 10%	11 6%
Less often than this	181 8%ampr	47 6%	150 11%zacd egj	172 9%a	181 8%a	160 9%zacd	33 13%zacd gj	169 9%zacd	106 11%za cdegj	52 11%zac dj	5 4%	157 9%zmn	3 4%	15 5%	6 4%	160 9%zp	21 5%	172 9%r	9 4%
Haven't used it at all in last year	162 7%ajmpr	21 3%	151 11%zacd egj	157 8%zacd j	162 7%aj	143 8%zacdj	24 9%aj	156 8%zacdj	87 9%zac j	40 9%aj	2 2%	141 8%zn	1 2%	16 5%	4 3%	143 8%zp	19 4%	157 8%zr	5 3%
Don't know	6 *cegoq	3 *	2 *	3 *	6 *ceg	1 *	- -	3 *e	- -	- -	1 1%eh	- -	1 2%zk	3 1%zk	1 1%k	1 *	4 1%zo	3 *	2 1%zq
More than once a week [NET]	1389 63%abcef ghikoq	631 76%zb cdefg hi	757 54%	1240 62%bh i	1389 63%abce fghi	1075 61%bhi	144 56%	1154 61%bh	530 56%	259 57%	89 69%bhi	1023 61%	52 84%zkm	217 70%zk	97 70%k	1075 61%	314 70%zo	1240 62%	149 74%zq
Once a week or less [NET]	643 29%almp r	172 21%	501 36%zac deg	598 30%a	643 29%a	530 30%a	87 34%a	574 30%zacd	331 35%za cdeg	158 35%za cd	36 28%	523 31%zlm	8 12%	75 24%	37 27%l	530 30%p	112 25%	598 30%r	44 22%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 361

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Daily	640 29%hp	299 33%zhp	15 30%	2 100%	8 30%	8 37%	16 27%	1 33%	71 19%	94 34%hp	1 14%	2 100%	96 24%	26 49%zafhp
Few times a week	749 34%p	350 39%zhp	16 32%	-	11 42%	8 37%	18 31%	1 40%	117 31%	106 38%p	4 64%	-	102 25%	13 25%
Once a week	256 12%l	90 10%	5 10%	-	2 6%	-	11 18%l	-	68 18%zal	20 7%	-	-	55 14%l	5 9%
1-3 times a month	206 9%a	67 7%	3 5%	-	2 6%	4 20%	4 8%	1 27%	50 13%zal	21 8%	-	-	47 12%a	4 8%
Less often than this	181 8%aq	53 6%	6 11%q	-	3 10%	1 6%	2 3%	-	36 10%aq	18 6%	-	-	62 15%zafhlq	-
Haven't used it at all in last year	162 7%a	45 5%	6 12%a	-	1 5%	-	7 12%	-	34 9%a	18 7%	1 22%	-	44 11%za	5 9%
Don't know	6 *	3 *	-	-	-	-	-	-	2 *	-	-	-	-	-
More than once a week [NET]	1389 63%hp	649 71%zhp	31 62%	2 100%	18 72%	15 74%	34 59%	3 73%	188 50%	200 72%zhp	5 78%	2 100%	198 49%	40 74%hp
Once a week or less [NET]	643 29%al	211 23%	14 27%	-	6 23%	5 26%	17 29%	1 27%	155 41%zalq	59 21%	-	-	164 40%zalq	9 17%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 362

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Daily	640 29%	3 34%	-	63 39%zp	-	-	3 24%	-	1 12%	-	1 42%	3 21%	-	24 20%
Few times a week	749 34%	4 44%	-	65 40%	-	2 100%	4 29%	-	4 58%	1 45%	-	10 62%	-	37 31%
Once a week	256 12% ^d	2 22%	-	9 6%	1 100%	-	1 10%	1 100%	-	1 55%	-	2 14%	-	19 16% ^d
1-3 times a month	206 9%	-	-	10 6%	-	-	-	-	* 6%	-	1 58%	-	-	19 16% ^{zd}
Less often than this	181 8%	-	1 100%	7 4%	-	-	1 12%	-	1 18%	-	-	1 4%	1 56%	6 5%
Haven't used it at all in last year	162 7%	-	-	7 4%	-	-	2 20%	-	* 5%	-	-	-	1 44%	13 11%
Don't know	6 *	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
More than once a week [NET]	1389 63% ^p	8 78%	-	128 79%zpy	-	2 100%	7 53%	-	5 71%	1 45%	1 42%	13 83%	-	61 52%
Once a week or less [NET]	643 29% ^{ds}	2 22%	1 100%	26 16%	1 100%	-	3 22%	1 100%	2 24%	1 55%	1 58%	3 17%	1 56%	44 37% ^{ds}

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 362

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Daily	640	30	-	-	-	3	29	-	5
	29%	40%p	-	-	-	48%	28%	-	48%
Few times a week	749	30	1	1	-	2	32	1	3
	34%	39%	49%	59%	-	36%	31%	100%	30%
Once a week	256	5	-	-	2	-	14	-	1
	12%d	7%	-	-	100%	-	13%	-	7%
1-3 times a month	206	4	-	1	-	-	8	-	1
	9%	6%	-	41%	-	-	8%	-	15%
Less often than this	181	2	1	-	-	-	8	-	-
	8%	3%	51%	-	-	-	8%	-	-
Haven't used it at all in last year	162	4	-	-	-	1	12	-	-
	7%	5%	-	-	-	16%	12%d	-	-
Don't know	6	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
More than once a week [NET]	1389	59	1	1	-	5	61	1	7
	63%p	79%zpy	49%	59%	-	84%	59%	100%	78%
Once a week or less [NET]	643	12	1	1	2	-	30	-	2
	29%ds	16%	51%	41%	100%	-	29%d	-	22%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 363

FX06_1 - How often did you use your landline to make calls to other people?

BASE: All landline bill payers

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Daily	640 29%jrt	357 27%jrt	283 31%jrt	146 32%ajrt	11 29%	5 46%	2 32%	13 33%	-	48 18%	62 32%jrt	-	1 100%	53 21%	16 59%	91 19%	12 24%
Few times a week	749 34%ajrt	410 32%rt	339 38%zajrtu	165 37%ajrt	12 33%	3 25%	4 54%	10 25%	1 100%	75 28%	73 38%jrt	3 70%	-	58 23%	4 17%	135 28%	10 22%
Once a week	256 12%cn	155 12%cn	101 11%	41 9%	4 11%	1 10%	-	6 14%	-	52 19%zabcn	13 6%	-	-	35 14%cn	4 16%	79 16%zabcn	12 25%zabcn
1-3 times a month	206 9%	134 10%	71 8%	36 8%	3 7%	1 11%	1 14%	4 11%	-	38 14%zbc	17 9%	-	-	34 13%zb	-	66 13%zabc	6 12%
Less often than this	181 8%b	134 10%zbc	47 5%	34 8%	4 11%	-	-	1 3%	-	29 11%b	15 8%	-	-	50 19%zabcjntu	-	68 14%zabcu	* 1%
Haven't used it at all in last year	162 7%	107 8%	54 6%	28 6%	4 9%	1 8%	-	6 14%	-	25 9%	14 7%	1 30%	-	27 11%b	2 8%	49 10%zbc	8 17%zbc
Don't know	6 *	2 *	4 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -
More than once a week [NET]	1389 63%ajrtu	767 59%jrt	622 69%zajrtu	311 69%zajrtu	23 62%r	8 70%	6 86%	23 58%	1 100%	124 46%	135 70%ajrtu	3 70%	1 100%	112 43%	20 76%	226 46%	22 46%
Once a week or less [NET]	643 29%bcn	424 33%zbcn	219 24%	111 25%	11 28%	2 21%	1 14%	11 28%	-	119 44%zabcn	45 23%	-	-	119 46%zabcn	4 16%	213 44%zabcn	18 38%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 364

FX06_1 - How often did you use your landline to make calls to other people?**BASE:** All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Daily	640 29%ce hinop qstuv	55 28% c	50 27% c	5 10%	188 28% e	120 24%	36 22%	640 46% zh	- -	360 25%	159 41% zi	23 24%	80 28%	204 30% nop q	87 18%	46 22%	78 21% nq	64 17%	182 32% stu v	82 18%	45 19%	81 21% sv	65 17%
Few times a week	749 34%hi kopqs tv	61 30%	56 31%	13 23%	238 36%	177 35%	46 28%	749 54% zh	- -	450 31%	152 39% i	22 23%	96 33%	239 36% opq	160 32% pq	57 27%	99 27%	93 25%	209 37% stv	138 30%	61 26%	119 32% t	106 28%
Once a week	256 12%gj	21 11%	21 11%	8 14%	94 14%	76 15% z	24 15%	- -	256 40% zj	192 13% zj	33 9%	11 12%	30 10%	84 13%	84 17% zm	40 19% zm	66 18% zm	68 18% zm	66 12%	77 17% zr	43 18% zr	57 15% z	57 15%
1-3 times a month	206 9%gi	21 10%	19 10%	10 18%	70 11%	52 10%	15 9%	- -	206 32% zj	172 12% zj	20 5%	17 18% z	32 11%	79 12% z	80 16% zm	32 15% z	54 15% z	69 19% zmp u	60 11%	88 19% zr	39 16% zr	51 14% z	72 19% zru
Less often than this	181 8%gi	23 11%	20 11%	12 21% z	48 7%	47 9% d	28 17% zde	- -	181 28% zj	148 10% zj	21 5%	10 10%	30 10%	63 9%	84 17% zm	38 18% zm	68 19% zm	74 20% zm	53 9%	79 17% zr	46 20% zr	68 18% zr	79 21% zrs
Haven't used it at all in last year	162 7% dgh jmnop qrstu v	19 9%	16 9%	8 14%	30 4%	29 6%	13 8% d	- -	- -	145 10% zj	7 2%	13 13%	20 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	6 *	-	-	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	1389 63% cf hikno pqstu v	116 58% c	106 59% c	19 33%	426 64% ef	297 59% f	82 50%	1389 100% zh	- -	809 55%	311 79% zi	45 47%	176 61% k	442 66% nop q	247 50% q	103 48%	177 48% q	158 43%	391 69% zst uv	220 47%	106 45%	199 53% stv	171 45%
Once a week or less [NET]	643 29% gi	65 32%	59 33%	31 53% za b	212 32%	175 35% z	68 42% zd	- -	643 100% zj	512 35% zj	74 19%	38 40% z	92 32%	227 34% z	248 50% zm	111 52% zm	188 52% zm	210 57% zmn p	178 31% u	245 53% zr	128 55% zru	177 47% zr	207 55% zru

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 365

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1912	1029	883	1	46	226	325	357	392	357	208	47	551	749	565	514	622	346	430	511	881	423
Weighted Base	1999	1034	965	1**	45*	269	363	423	364	337	196	46*	632	787	534	637	575	399	387	458	942	502
Daily	1105 55%hij nu	589 57%	516 53%	1 100%	37 81%zgh ijmn	223 83%zfg hijlmn	261 72%zgh ijmn	264 62%zhi jmn	180 49%ijn	105 31%jn	34 18%	38 82%zgh ijmn	484 77%zfg hijmn	444 56%hij n	140 26%j	351 55%	333 58%	216 54%	205 53%	297 65%zt u	508 54%	241 48%
Few times a week	363 18%efl os	205 20%	157 16%	- -	4 9%	24 9%	49 14%	87 20%efl	78 21%efl	81 24%zde fkl	39 20%el	4 9%	74 12%	165 21%zef l	120 23%zd efkl	96 15%	110 19%	76 19%	80 21%o	68 15%	181 19%	87 17%
Once a week	112 6%afis	46 4%	66 7%a	- -	* 1%	8 3%	11 3%	25 6%l	34 9%zefl	23 7%fl	11 5%	* 1%	19 3%	59 8%zefl	33 6%l	46 7%p	24 4%	20 5%	22 6%	17 4%	53 6%	40 8%zs
1-3 times a month	104 5%el	50 5%	54 6%	- -	2 4%	4 1%	13 4%	16 4%	14 4%	37 11%zefg hlm	18 9%zefg hlm	2 4%	17 3%	31 4%	54 10%zef ghlm	31 5%	29 5%	23 6%	20 5%	17 4%	45 5%	37 7%zs
Less often than this	176 9%eglm	85 8%	92 10%	- -	1 1%	7 2%	22 6%	17 4%	37 10%egl m	46 14%zde fgklm	47 24%zdef ghiklmn	1 1%	28 4%	55 7%eg	93 17%zde fghikl m	58 9%	48 8%	35 9%	35 9%	35 8%	87 9%	49 10%
Haven't used it at all in last year	134 7%efgl ms	58 6%	76 8%	- -	2 4%	3 1%	6 2%	12 3%	21 6%efl	46 14%zef ghlm	46 23%zdef ghiklmn	2 4%	9 1%	33 4%el	91 17%zde fghikl m	53 8%	30 5%	28 7%	23 6%	21 5%	65 7%	48 10%zs
Don't know	5 *	1 *	4 *	- -	- -	1 *	1 *	2 *	- -	- -	1 1%	- -	2 *	2 *	1 *	2 *	- -	1 *	2 1%	3 1%	2 *	- -
More than once a week [NET]	1467 73%bijn u	794 77%zb	673 70%	1 100%	41 90%zhi jn	247 92%zfg hijlmn	310 85%zhi jmn	351 83%zhi jmn	258 71%ijn	186 55%jn	74 38%	42 90%zhi jmn	557 88%zfg hijmn	608 77%zhi jn	260 49%j	447 70%	444 77%zo	292 73%	285 74%	365 80%zt u	689 73%u	328 65%
Once a week or less [NET]	392 20%ade fgkls	180 17%	212 22%za	- -	3 6%	18 7%	46 13%el	59 14%e	86 24%zde fgklm	106 31%zde fghklm	75 38%zdef ghklm	3 6%	64 10%e	144 18%def gkl	181 34%zd efghk lm	136 21%	102 18%	78 19%	77 20%	69 15%	185 20% s	126 25%zs

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 366

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1912	128	191	551	115	34	686	184	149	72	26	56	648	91	1536	376	821	141	141	42	16	45	626	80
Weighted Base	1999	159	241	621	125*	43**	795	226	168	67*	22**	49*	595	77*	1558	441	955	158	157	34*	12**	39*	575	67*
Daily	1105 55%lv c	124 78%zb	153 64%z	424 68%z	80 64%	21 49%	554 70%zh lm	147 65%zl m	102 60%l	49 73%zl m	18 81%	31 64%l	166 28%	38 50%l	852 55%	253 57%	657 69%zq v	91 57%v	97 62%v	22 65%v	11 91%	23 59%v	163 28%	40 59%v
Few times a week	363 18%fp	19 12%	38 16%	97 16%	20 16%	11 25%	122 15%	32 14%	31 19%	9 14%	2 11%	12 24%	138 23%zf g	15 20%	291 19%	71 16%	148 15%	31 19%	23 15%	5 16%	- -	12 30%zp r	130 23%zp	14 21%
Once a week	112 6%f	4 2%	13 5%	29 5%	11 9%	2 6%	33 4%	13 6%	14 8%	3 4%	* 2%	1 3%	40 7%f	7 9%f	80 5%	32 7%	43 5%	7 4%	14 9%p	3 8%	* 3%	1 2%	40 7%	4 6%
1-3 times a month	104 5%fp	5 3%	9 4%	24 4%	3 3%	2 5%	27 3%	11 5%	5 3%	1 2%	1 4%	- -	56 9%zf h ik	3 4%	81 5%	22 5%	33 3%	10 6%	8 5%	* 1%	- -	- -	52 9%zpu w	1 1%
Less often than this	176 9%acf hpr	5 3%	19 8%	29 5%	5 4%	2 4%	41 5%	11 5%	7 4%	4 6%	- -	4 9%	100 17%zf ghi	9 12%fgh	140 9%	37 8%	50 5%	8 5%	6 4%	3 9%	- -	3 9%	99 17%zp qr	7 10%
Haven't used it at all in last year	134 7%acf p	1 1%	9 4%	18 3%	3 3%	5 11%	17 2%	10 5%	8 5%	1 1%	1 3%	- -	93 16%zf hikm	4 5%	109 7%	26 6%	23 2%	11 7%p	8 5%	* 1%	1 5%	- -	90 16%zpq rsuw	2 2%
Don't know	5 *	2 1%	-	1 *	1 1%	-	2 *	1 *	1 1%	-	-	-	1 *	-	5 *	-	2 *	1 *	1 1%	-	-	-	1 *	-
More than once a week [NET]	1467 73%lv	143 90%zb	191 79%	521 84%z	101 81%	32 74%	676 85%zl m	180 80%l	133 79%l	58 87%zl m	20 91%	43 88%zl m	304 51%	53 69%l	1144 73%	324 74%	805 84%zq nv	121 77%v	120 76%v	28 81%v	11 91%	35 90%zv	293 51%	54 81%v
Once a week or less [NET]	392 20%acf p	13 8%	41 17%a	81 13%	20 16%	6 15%	100 13%	35 15%	26 15%	8 12%	1 6%	6 12%	196 33%zf ghik	20 26%fi	301 19%	91 21%	126 13%	25 16%	28 18%	6 18%	* 3%	4 10%	191 33%zp gruw	11 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 367

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1912	1158	317	434	510	19	3	79	1329	498	718	292	224	172	237	197	70	20	5	2	8
Weighted Base	1999	1235	334	427	568	21**	2**	88*	1348	490	734	332	259	176	261	229	77*	18**	3**	1**	8**
Daily	1105 55%ch ij	735 60%zc	195 59%c	174 41%	424 75%zh	15 71%	1 59%	57 65%h	628 47%	204 42%	353 48%ai	230 69%zi j	189 73%zi j	124 71%zi j	195 75%z	169 74%z	58 76%z	13 73%	2 50%	1 100%	6 77%
Few times a week	363 18%dn p	213 17%	62 19%	86 20%	76 13%	2 10%	1 25%	12 13%	278 21%zd	103 21%km	146 20%km	47 14%	43 17%	22 12%	34 13%	38 17%p	3 4%	4 24%	1 19%	- -	1 16%
Once a week	112 6%do	67 5%	19 6%	25 6%	17 3%	- -	- -	5 5%	90 7%zd	29 6%l	56 8%zkl	12 3%	5 2%	8 5%	9 4%	2 1%	5 7%o	- -	1 21%	- -	1 8%
1-3 times a month	104 5%dl	56 4%	14 4%	34 8%za	15 3%	- -	* 16%	5 5%	85 6%zd	35 7%zl	45 6%l	12 4%	5 2%	6 4%	7 3%	6 3%	2 2%	* 2%	- 10%	- -	- -
Less often than this	176 9%adl no	94 8%	21 6%	60 14%zab	20 3%	3 13%	- -	7 8%	149 11%zd	68 14%zj klm	70 10%l	20 6%	10 4%	8 5%	11 4%	6 2%	5 7%	- -	- -	- -	- -
Haven't used it at all in last year	134 7%adk ln	69 6%	19 6%	47 11%zab	16 3%	1 6%	- -	3 3%	115 9%zd	50 10%zkl m	62 8%zkl	9 3%	6 2%	7 4%	4 1%	9 4%	3 4%	- -	- -	- -	- -
Don't know	5 *	1 *	2 1%	1 *	1 *	- -	- -	- -	4 *	1 *	2 *	2 1%	- -	- -	1 *	- -	- -	- -	- -	- -	- -
More than once a week [NET]	1467 73%ch ij	949 77%zc	257 77%c	259 61%	500 88%zgh	17 81%	2 84%	69 78%	906 67%	307 63%	499 68%	277 83%zi j	233 90%zi j	146 83%zi j	228 88%z	206 90%zp	62 80%	17 98%	2 69%	1 100%	8 92%
Once a week or less [NET]	392 20%ad klmno	217 18%	55 16%	119 28%zab	52 9%	3 13%	* 16%	16 19%d	324 24%zd	132 27%zk lm	171 23%zk lm	44 13%	20 8%	23 13%	27 10%	13 6%	12 16%o	* 2%	1 31%	- -	1 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 368

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1912	256	211	274	1381	1878	1033	1069	1833	1802	730	1648	1164	607	1220	448
Weighted Base	1999	282	231	297	1409	1965	1088	1114	1923	1883	796	1743	1265	702	1304	519
Daily	1105 55% ^{dgi}	219 78% ^{zd}	169 73% ^{zd}	215 72% ^{zd}	667 47%	1083 55% ^g	685 63% ^{zeghi jkn}	545 49%	1068 56% ^{gi}	1029 55% ^g	458 58% ^g	997 57% ^{zeghi n}	784 62% ^{zeghi ijkno}	483 69% ^{zefgh ijkno}	711 55% ^g	321 62% ^{zeghikn}
Few times a week	363 18% ^{afim}	33 12%	36 16%	43 15%	283 20% ^{za}	357 18% ^{flm}	165 15%	209 19% ^{flm}	348 18% ^{flm}	347 18% ^{flm}	139 18% ^{fm}	308 18% ^{flm}	202 16%	99 14%	224 17% ^{fm}	94 18% ^m
Once a week	112 6% ^{ac}	8 3%	6 3%	8 3%	95 7% ^{zabc}	112 6% ^o	58 5%	72 6% ^o	105 5%	108 6% ^o	48 6% ^o	105 6% ^{ho}	70 6%	33 5%	86 7% ^{zefhmo}	19 4%
1-3 times a month	104 5% ^{al}	3 1%	6 3%	10 3%	89 6% ^{zab}	101 5%	47 4%	70 6% ^{zefjkl m}	103 5% ^{fjl}	101 5% ^{fjl}	31 4%	86 5%	55 4%	30 4%	76 6% ^{fjl}	22 4%
Less often than this	176 9% ^{abcfkl lm}	10 3%	5 2%	13 5%	154 11% ^{zabc}	175 9% ^{flkm}	78 7% ^m	117 10% ^{zefhij klmo}	168 9% ^{flkm}	169 9% ^{flkmo}	65 8% ^m	139 8% ^{lm}	81 6%	34 5%	117 9% ^{flmo}	34 6%
Haven't used it at all in last year	134 7% ^{acfk lm}	9 3%	9 4%	8 3%	118 8% ^{zabc}	131 7% ^{flkm}	55 5% ^m	98 9% ^{zefhij klmno}	126 7% ^{flkm}	126 7% ^{flkm}	54 7% ^{fm}	104 6% ^m	71 6% ^m	20 3%	87 7% ^{fm}	28 5% ^m
Don't know	5 *	1 *	- -	- -	4 *	5 *	2 *	2 *	5 *	4 *	- -	4 *	3 *	2 *	3 *	2 *
More than once a week [NET]	1467 73% ^{dgn}	252 89% ^{zd}	205 89% ^{zd}	258 87% ^{zd}	950 67%	1441 73% ^g	849 78% ^{zeghi jkn}	755 68%	1415 74% ^{gn}	1375 73% ^g	597 75% ^{gn}	1305 75% ^{zeghi n}	986 78% ^{zeghi kn}	583 83% ^{zefgh ijkln}	935 72% ^g	415 80% ^{zeghijkn}
Once a week or less [NET]	392 20% ^{abcf lmo}	20 7%	17 7%	31 11%	338 24% ^{zabc}	388 20% ^{flmo}	183 17% ^m	258 23% ^{zefhi jklmo}	377 20% ^{flmo}	378 20% ^{flkmo}	144 18% ^{mo}	331 19% ^{flmo}	206 16%	97 14%	279 21% ^{zefhj klmo}	74 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 369

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1912	1475	199	18	16	65	139	756	512	528	11	46	106	151	148	316	278	169	59
Weighted Base	1999	1594	184	17**	16**	62*	125	714	646	518	15**	44*	106*	144	141	324	306	210	80*
Daily	1105	977	72	8	5	18	25	278	425	334	2	18	47	62	89	164	190	135	57
		55%befglm	61%zbef	47%	32%	28%	20%	39%	66%zg	65%zg	16%	42%	44%	43%	63%klm o	51%	62%zkl mo	64%zklm o	71%zklmo
Few times a week	363	264	45	3	6	19	25	138	108	81	7	12	25	26	16	71	40	40	9
		18%anp	17%	24%za	20%	39%	32%za	19%	17%	16%	45%	28%np	24%np	18%	12%	22%np	13%	19%	12%
Once a week	112	87	18	-	-	2	4	51	35	22	1	5	7	15	6	15	18	12	6
	6%	5%	10%zaf	-	-	4%	3%	7%z	5%	4%	10%	11%	7%	10%zo	4%	5%	6%	6%	7%
1-3 times a month	104	68	12	2	1	3	18	56	20	23	-	2	7	5	8	20	19	6	3
		5%ah	4%	7%	12%	4%	5%	14%zab	8%zhi	3%	4%	5%	7%	4%	6%	6%	6%	3%	4%
Less often than this	176	111	22	4	1	8	30	97	36	36	1	2	9	20	11	33	20	13	3
		9%ah	7%	12%a	22%	3%	14%	14%zhi	6%	7%	5%	6%	8%	14%pq	8%	10%	7%	6%	4%
Haven't used it at all in last year	134	83	15	-	3	11	23	92	21	18	4	3	11	15	9	22	19	4	1
		7%ahiq	5%	8%	21%	17%za	18%zab	13%zhi	3%	3%	24%	8%	10%q	11%qr	7%q	7%q	6%	2%	2%
Don't know	5	4	-	-	-	-	1	1	-	4	-	-	-	1	1	-	2	-	-
	*	*	-	-	-	-	1%	*	-	1%	-	-	-	1%	1%	-	1%	-	-
More than once a week [NET]	1467	1241	116	12	12	37	49	416	533	415	9	30	72	88	105	235	230	175	66
		73%befglm	78%zbef	63%f	67%	60%f	39%	58%	83%zg	80%zg	61%	70%	68%	61%	75% _m	73% _m	75% _m	83% _z lmo	83% _m
Once a week or less [NET]	392	266	53	6	1	14	52	205	92	81	2	10	23	40	26	68	56	31	12
		20%ahi	17%	29%za	33%	7%	23%	29%zhi	14%	16%	15%	22%	22%	27%zpq	18%	21%	18%	15%	16%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 370
FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?
BASE: All who have a mobile phone

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1912	1705	199	158	190	183	162	126	71	136	278	191	105	215	97	1495	1163	717	1880	1603	309	1912
Weighted Base	1999	1843	149	126	172	168	170	146	99*	201	406	160	78*	176	97*	1648	1170	794	1964	1649	349	1999
Daily	1105 55%ac	983 53%	120 80%za	55 44%	92 53%	95 56%ca	100 59%ca	86 59%ca	58 59%ca	108 54%	203 50%	117 73%zc defgh ijklmn o	42 54%	91 52%	58 60%ca	914 55%ca	624 53%	462 58%	1086 55%pa	905 55%	200 57%	1105 55%
Few times a week	363 18%b	347 19%zb	14 10%	25 20%	34 20%	21 13%	21 12%	21 15%	18 18%	36 18%	91 23%efk o	21 13%	12 15%	35 20%	27 28%ze fgklo	289 18%	209 18%	147 18%	356 18%	297 18%	66 19%	363 18%
Once a week	112 6%b	108 6%	3 2%	11 8%hkn	7 4%	14 8%cn	8 5%	12 8%	1 1%	9 5%	28 7%	5 3%	4 6%	11 6%	2 2%	95 6%	71 6%	38 5%	109 6%	94 6%	18 5%	112 6%
1-3 times a month	104 5%b	101 5%	3 2%	10 8%gk	6 4%	11 7%	11 6%	3 2%	3 3%	12 6%	24 6%	4 3%	5 6%	10 5%	4 4%	86 5%	61 5%	40 5%	101 5%	84 5%	20 6%	104 5%
Less often than this	176 9%bk	169 9%b	6 4%	15 12%k	23 13%zko	12 7%	20 12%k	11 8%k	11 11%k	15 7%	35 9%k	4 2%	5 7%	19 11%k	6 6%	146 9%k	109 9%	64 8%	173 9%	148 9%	29 8%	176 9%
Haven't used it at all in last year	134 7%bn	130 7%b	3 2%	10 8%cn	10 6%cn	15 9%cn	10 6%cn	12 8%cn	7 7%cn	21 11%kn	25 6%cn	6 4%cn	10 13%zdf jkmno	9 5%cn	-	115 7%cn	90 8%	44 6%	134 7%	118 7%	16 5%	134 7%
Don't know	5 *	5 *	-	-	-	-	-	-	-	-	-	3 2%zjo	-	2 1%	-	3 *	5 *	-	5 *	5 *	-	5 *
More than once a week [NET]	1467 73%ac p	1330 72%	134 90%za	80 64%	126 73%	116 69%	121 71%	107 74%	76 77%	144 72%	295 73%	137 86%zc defgi jlmo	53 69%	126 72%	85 88%zc defgi jlmo	1203 73%ca	833 71%	609 77%zpr	1442 73%pa	1202 73%	266 76%	1467 73%
Once a week or less [NET]	392 20%bk	378 21%zb	12 8%	36 29%zh ikno	36 21%k	37 22%k	40 23%kn	27 18%k	16 16%	36 18%k	86 21%k	13 8%	14 19%k	39 22%kn	12 12%	326 20%k	242 21%	141 18%	383 19%	325 20%	67 19%	392 20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 371

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**BASE:** All who have a mobile phone

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1912	841	1305	1912	1912	1591	223	1717	854	397	-	1591	-	321	-	1591	321	1912	-
Weighted Base	1999	827	1410	1999	1999	1687	251	1821	924	451	-**	1687	-**	312	-**	1687	312	1999	-**
Daily	1105 55%amp	283 34%	957 68%zac deg hi	1105 55%a	1105 55%a	991 59%zac d	164 65%zac dg	1071 59%zac d	588 64%za cdeg	277 61%zac d	-	991 59%zm	-	114 36%	-	991 59%zp	114 36%	1105 55%	-
Few times a week	363 18%bh	182 22%zb cdeg hi	215 15%	363 18%bh	363 18%bh	292 17%b	42 17%	322 18%bh	143 15%	78 17%	-	292 17%	-	70 23%zk	-	292 17%	70 23%zo	363 18%	-
Once a week	112 6%b	71 9%zbc deg hi	61 4%	112 6%b	112 6%b	98 6%b	13 5%	103 6%b	46 5%	25 5%	-	98 6%	-	13 4%	-	98 6%	13 4%	112 6%	-
1-3 times a month	104 5%bfgh	70 8%zbc deg hi	48 3%f	104 5%bfgh	104 5%bfgh	80 5%bf	2 1%	84 5%bf	36 4%f	19 4%f	-	80 5%	-	24 8%	-	80 5%	24 8%	104 5%	-
Less often than this	176 9%begi ko	122 15%zbc deg hi	75 5%	176 9%beg i	176 9%begi	125 7%b	17 7%	135 7%b	71 8%b	27 6%	-	125 7%	-	51 16%zk	-	125 7%	51 16%zo	176 9%	-
Haven't used it at all in last year	134 7%begh ko	96 12%zbc deg hi	52 4%	134 7%beg h	134 7%begh	98 6%bh	13 5%	102 6%bh	39 4%	26 6%b	-	98 6%	-	37 12%zk	-	98 6%	37 12%zo	134 7%	-
Don't know	5 *eko	4 *e	3 *	5 *e	5 *e	2 *	-	5 *e	-	-	-	2 *	-	3 1%zk	-	2 *	3 1%zo	5 *	-
More than once a week [NET]	1467 73%amp	465 56%	1171 83%zac deg hi	1467 73%a	1467 73%a	1284 76%zac d	206 82%zac deg	1393 76%zac d	731 79%za cdeg	355 79%zac d	-	1284 76%zm	-	184 59%	-	1284 76%zp	184 59%	1467 73%	-
Once a week or less [NET]	392 20%bdefg hiko	263 32%zb cdeg hi	184 13%	392 20%be fghi	392 20%bef ghi	303 18%b	32 13%	322 18%b	153 17%b	70 16%	-	303 18%	-	88 28%zk	-	303 18%	88 28%zo	392 20%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1912	744	51	25	17	45	3	348	263	6	2	353	49
Weighted Base	1999	800	49*	21**	17**	58*	2**	359	256	6**	2**	374	50*
Daily	1105 55%a	385 48%	32 65%a	12 58%	8 49%	31 54%	2 100%	250 70%zalpq	134 53%	2 37%	1 53%	221 59%a	22 45%
Few times a week	363 18%	163 20%	6 13%	3 17%	5 29%	13 23%	-	53 15%	39 15%	3 47%	-	65 17%	11 22%
Once a week	112 6%	58 7%zh	3 6%	-	1 8%	4 7%	-	12 3%	13 5%	-	-	19 5%	1 2%
1-3 times a month	104 5%h	50 6%h	2 5%	1 4%	1 4%	3 5%	-	10 3%	15 6%	1 16%	-	18 5%	3 7%
Less often than this	176 9%h	81 10%h	4 7%	1 4%	1 6%	3 5%	-	17 5%	33 13%zh	-	-	32 9%	5 11%
Haven't used it at all in last year	134 7%h	61 8%h	2 4%	4 17%	1 4%	3 6%	-	14 4%	22 9%h	-	1 47%	19 5%	7 14%h
Don't know	5 *	3 *	-	-	-	-	-	2 1%	-	-	-	-	-
More than once a week [NET]	1467 73%al	547 68%	38 78%	15 75%	13 78%	44 77%	2 100%	303 85%zalpq	174 68%	5 84%	1 53%	286 76%al	33 67%
Once a week or less [NET]	392 20%h	189 24%zh	9 18%	2 8%	3 18%	10 17%	-	39 11%	60 24%h	1 16%	-	69 18%h	9 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 373

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1912	10	1	138	1	1	14	1	7	2	3	15	2	106
Weighted Base	1999	10**	1**	152	1**	2**	12**	1**	6**	3**	3**	16**	2**	113*
Daily	1105 55%	5 51%	1 100%	85 56%	-	-	9 71%	1 100%	5 80%	-	1 31%	5 33%	2 100%	94 83%zdsy
Few times a week	363 18%p	3 29%	-	37 25%p	-	2 100%	1 11%	-	* 7%	3 100%	1 27%	5 31%	-	10 9%
Once a week	112 6%	1 7%	-	8 5%	-	-	1 7%	-	-	-	-	1 4%	-	5 4%
1-3 times a month	104 5%p	-	-	6 4%	1 100%	-	1 6%	-	-	-	1 42%	-	-	-
Less often than this	176 9%p	1 13%	-	8 5%	-	-	1 5%	-	1 13%	-	-	1 8%	-	2 2%
Haven't used it at all in last year	134 7%	-	-	8 5%	-	-	-	-	-	-	-	4 25%	-	2 2%
Don't know	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	1467 73%	8 80%	1 100%	122 81%	-	2 100%	10 82%	1 100%	5 87%	3 100%	1 58%	10 63%	2 100%	104 92%zdsy
Once a week or less [NET]	392 20%py	2 20%	-	22 14%	1 100%	-	2 18%	-	1 13%	-	1 42%	2 11%	-	7 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 373

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1912	67	2	2	1	6	88	1	8
Weighted Base	1999	71*	2**	2**	2**	6**	97*	1**	6**
Daily	1105	34	1	1	-	5	59	-	3
	55%	48%	49%	59%	-	77%	61%	-	46%
Few times a week	363	16	1	-	-	-	20	-	1
	18%p	23%p	51%	-	-	-	20%p	-	11%
Once a week	112	3	-	-	-	-	4	-	-
	6%	5%	-	-	-	-	4%	-	-
1-3 times a month	104	4	-	-	2	-	2	-	2
	5%p	6%p	-	-	100%	-	2%	-	29%
Less often than this	176	6	-	1	-	1	3	-	1
	9%p	9%p	-	41%	-	13%	3%	-	13%
Haven't used it at all in last year	134	6	-	-	-	1	9	1	-
	7%	9%	-	-	-	9%	10%p	100%	-
Don't know	5	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
More than once a week [NET]	1467	51	2	1	-	5	79	-	4
	73%	72%	100%	59%	-	77%	81%	-	57%
Once a week or less [NET]	392	14	-	1	2	1	9	-	3
	20%py	20%p	-	41%	100%	13%	9%	-	43%

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Table 374

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1912	1195	717	391	38	12	7	31	2	254	192	4	1	237	26	451	44
Weighted Base	1999	1261	738	434	38*	10**	7**	39**	1**	264	186	5**	1**	249	26**	480	48*
Daily	1105 55%cn	716 57%cn	389 53%	218 50%	24 65%	7 72%	4 60%	23 58%	1 100%	181 69%zabcn	91 49%	1 14%	1 100%	154 62%zbcn	10 37%	314 65%zab cn	31 65%
Few times a week	363 18%	213 17%	150 20%	75 17%	5 13%	1 15%	2 30%	8 21%	-	42 16%	31 17%	3 63%	-	38 15%	7 26%	74 15%	8 16%
Once a week	112 6%	77 6%j	34 5%	38 9%zabj	2 6%	-	1 9%	4 9%	-	9 3%	11 6%	-	-	12 5%	1 3%	33 7%j	6 12%j
1-3 times a month	104 5%	67 5%t	36 5%	30 7%t	1 3%	1 8%	-	3 7%	-	10 4%	10 5%	1 22%	-	10 4%	2 8%	16 3%	3 5%
Less often than this	176 9%jt	112 9%jt	64 9%	44 10%ju	3 8%	-	-	2 4%	-	12 5%	26 14%zabjtu	-	-	25 10%jtu	1 4%	30 6%	-
Haven't used it at all in last year	134 7%ajt	72 6%jt	63 9%zajrt	29 7%t	2 5%	* 4%	-	-	-	8 3%	18 10%ajrt	-	-	9 4%	5 21%	12 3%	1 3%
Don't know	5 *	4 *	1 *	1 *	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
More than once a week [NET]	1467 73%cn	929 74%cn	539 73%	293 67%	29 78%	8 88%	6 91%	31 79%	1 100%	223 84%zabcn	122 65%	4 78%	1 100%	193 77%cn	17 64%	388 81%zab cn	38 80%
Once a week or less [NET]	392 20%j	257 20%jt	135 18%j	111 26%zabjt	7 17%	1 8%	1 9%	8 21%	-	31 12%	46 25%jt	1 22%	-	47 19%j	4 16%	80 17%j	8 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 375

FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?

BASE: All who have a mobile phone

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1912	177	156	47	597	453	141	1200	566	1386	388	87	254	568	440	193	332	334	496	424	215	337	340
Weighted Base	1999	189	176	57*	636	493	159	1240	598	1467	392	96*	284	597	484	208	355	358	518	455	229	368	367
Daily	1105 55% dgjm	114 61%	113 64% z	38 67%	324 51%	288 59% d	112 70% zde	547 44%	426 71% zg	1105 75% zj	-	64 67% z	183 64% z	307 51%	357 74% zm	148 71% zm	259 73% zm	264 74% zm	265 51%	336 74% zr	168 73% zr	260 71% zr	272 74% zr
Few times a week	363 18% abfhnpsu	23 12%	18 10%	6 11%	113 18% f	84 17% f	16 10%	262 21% zh	86 14%	363 25% zj	-	19 20%	49 17%	115 19% npq	69 14%	32 15%	49 14%	51 14%	102 20% suv	64 14%	36 16%	50 14%	53 14%
Once a week	112 6% hin	14 7%	15 9%	-	41 6%	29 6%	12 8%	90 7% zh	20 3%	-	112 28% zi	2 2%	13 5%	29 5%	15 3%	6 3%	15 4%	12 3%	36 7% sv	17 4%	13 6%	17 5%	15 4%
1-3 times a month	104 5% intv	11 6%	9 5%	3 5%	40 6% f	28 6% f	3 2%	79 6% z	25 4%	-	104 27% zi	2 3%	14 5%	39 7% nq	13 3%	8 4%	15 4%	13 4%	29 6% tv	15 3%	5 2%	16 4% tv	9 2%
Less often than this	176 9% hinpqstuv	12 6%	8 5%	6 11%	64 10% e	38 8%	11 7%	142 11% zh	29 5%	-	176 45% zi	4 4%	18 6%	53 9% npq	16 3%	11 5% q	13 4%	9 3%	37 7% stuv	15 3%	5 2%	14 4%	12 3%
Haven't used it at all in last year	134 7% hijnopqstuv	15 8%	13 7%	4 6%	53 8% ef	25 5%	4 3%	117 9% zh	12 2%	-	-	4 4%	7 2%	52 9% znopq	14 3% p	4 2%	5 2%	8 2%	46 9% zstuv	9 2%	2 1%	11 3% t	7 2%
Don't know	5 *	-	-	-	1 *	1 *	-	3 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-
More than once a week [NET]	1467 73% dgj	137 73%	131 74%	45 78%	437 69%	372 76% d	128 81% d	809 65%	512 85% zg	1467 100% zj	-	83 87% z	231 82% z	422 71%	426 88% zm	179 86% zm	308 87% zm	315 88% zm	368 71%	400 88% zr	204 89% zru	309 84% zr	325 88% zru
Once a week or less [NET]	392 20% hiknopqstuv	37 20% hi	32 18%	9 15%	145 23% ze	95 19%	27 17%	311 25% zh	74 12%	-	392 100% zi	9 9%	45 16%	121 20% nopq	45 9%	25 12%	42 12% n	34 10%	103 20% stu	47 10%	23 10%	47 13% sv	36 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 376

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	402	228	174	1	13	51	99	99	70	49	20	14	150	169	69	165	136	56	45	128	161	99
Weighted Base	457	256	201	1**	13**	64*	114*	129*	66*	50*	20**	14**	178	195	69*	219	129	69*	40*	117	188	138*
Daily	41 9%	29 11%	12 6%	-	1 8%	8 12%	10 9%	14 11%	4 6%	4 7%	-	1 7%	18 10%	18 9%	4 5%	19 9%	15 12%	3 4%	3 9%	12 10%	20 11%	8 6%
Few times a week	55 12% ^m	27 11%	28 14%	-	4 30%	12 19% ^{gm}	13 11%	9 7%	7 10%	7 15%	3 16%	4 28%	25 14%	15 8%	11 15%	28 13%	17 13%	8 11%	2 6%	15 13%	23 12%	16 11%
Once a week	76 17%	35 14%	42 21%	-	1 12%	18 28% ⁱⁿ	20 18%	21 16%	9 13%	4 8%	3 14%	1 11%	38 21%	30 15%	7 10%	28 13%	24 18%	17 24%	8 20%	24 20%	27 14%	22 16%
1-3 times a month	91 20% ⁱⁿ	57 22%	34 17%	1 100%	3 24%	12 19%	21 19%	29 22%	18 27% ⁱⁿ	4 8%	2 12%	4 30%	33 19%	46 24% ⁱⁿ	6 9%	46 21%	29 23%	11 16%	5 12%	22 19%	32 17%	34 24%
Less often than this	122 27%	70 27%	52 26%	-	2 16%	11 17%	36 32%	28 22%	19 29%	18 35%	7 38%	2 15%	47 27%	47 24%	25 36% ^e	63 29%	29 23%	13 19%	17 42% ^q	34 29%	45 24%	39 28%
Haven't used it at all in last year	72 16% ^{els}	38 15%	34 17%	-	1 10%	3 5%	13 11%	28 22% ^{el}	10 15%	13 26% ^{efl}	4 20%	1 9%	16 9%	38 20% ^{el}	17 24% ^{efl}	35 16%	15 12%	17 25% ^p	5 12%	11 10%	41 22% ^{zs}	19 14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%	56 22%	39 20%	-	5 38%	20 31%	23 20%	23 18%	10 16%	11 22%	3 16%	5 35%	43 24%	33 17%	14 21%	47 21%	32 25%	11 16%	6 15%	27 23%	42 23%	24 18%
Once a week or less [NET]	289 63% ^t	161 63%	128 64%	1 100%	7 52%	41 64%	78 68%	78 61%	45 69%	26 52%	13 63%	8 56%	119 67%	124 63%	38 55%	137 62%	82 63%	41 59%	30 74%	79 68%	104 55%	95 69%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 377
FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?
BASE: All who have VoIP

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	402	35	73	124	38	9	189	43	47	9	11	10	83	10	304	98	226	28	43	3	6	9	78	9
Weighted Base	457	47*	98*	143	41*	12**	229	59*	52*	7**	9**	9**	82*	9**	336	121*	274	32**	52*	1**	5**	8**	76*	8**
Daily	41 9%	12 25%zbc	7 7%	11 8%	4 9%	- -	26 12%	3 6%	4 7%	- -	1 10%	1 17%	4 5%	1 11%	36 11%	5 4%	27 10%	3 10%	4 7%	- -	- -	1 18%	5 6%	1 6%
Few times a week	55 12%bf	4 9%	4 4%	19 13%	5 13%	4 36%	19 8%	8 14%	10 18%	* 6%	3 37%	* 5%	13 16%	1 9%	36 11%	19 16%	26 9%	3 10%	9 17%	* 31%	2 51%	- -	13 17%	1 9%
Once a week	76 17%lv	8 16%	17 17%	25 17%	13 32%z	- -	40 17%	10 16%	13 25%l	1 21%	2 25%	1 14%	7 8%	2 28%	51 15%	25 21%	48 17%	3 8%	14 28%v	- -	2 35%	1 15%	7 9%	2 29%
1-3 times a month	91 20%	6 14%	32 32%zc	21 15%	9 22%	1 10%	42 18%	17 29%	10 19%	2 25%	2 28%	3 39%	12 15%	2 18%	63 19%	28 23%	54 20%	11 33%	10 19%	1 69%	1 13%	3 41%	10 13%	2 18%
Less often than this	122 27%	9 20%	30 30%	38 26%	8 20%	1 12%	64 28%	13 22%	10 18%	3 48%	- -	2 25%	27 33%	3 35%	95 28%	27 22%	77 28%	6 17%	9 17%	- -	- -	2 26%	25 33%	3 37%
Haven't used it at all in last year	72 16%d	8 17%	9 9%	30 21%	1 3%	5 42%	38 17%	8 14%	6 12%	- -	- -	- -	19 24%	- -	55 17%	17 14%	42 15%	7 21%	6 12%	- -	- -	- -	17 22%	- -
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%b	16 34%b	11 11%	30 21%	9 22%	4 36%	45 20%	11 19%	13 25%	* 6%	4 47%	2 22%	17 21%	2 20%	72 21%	24 20%	53 19%	7 21%	12 24%	* 31%	2 51%	1 18%	18 23%	1 16%
Once a week or less [NET]	289 63%	23 49%	78 80%za	84 58%	30 74%	3 22%	146 63%	40 67%	33 63%	7 94%	5 53%	7 78%	46 55%	7 80%	209 62%	80 66%	179 65%	19 58%	33 64%	1 69%	2 49%	7 82%	41 54%	7 84%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 378

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	402	279	63	60	131	7	-	30	246	68	156	69	66	43	54	64	16	3	-	-	-
Weighted Base	457	321	71*	65*	155	8**	-**	37**	270	74*	172	82*	84*	45*	65*	76*	19**	2**	-**	-**	-**
Daily	41	29	7	5	15	3	-	1	22	6	17	6	5	7	5	7	3	1	-	-	-
	9%	9%	10%	7%	10%	35%	-	3%	8%	8%	10%	8%	6%	16%	8%	9%	15%	34%	-	-	-
Few times a week	55	40	5	11	20	1	-	2	32	9	23	9	9	4	8	12	1	*	-	-	-
	12%	12%	6%	16%	13%	15%	-	5%	12%	12%	13%	11%	11%	9%	12%	16%	5%	24%	-	-	-
Once a week	76	50	15	12	28	1	-	6	45	9	23	21	12	11	15	14	2	1	-	-	-
	17%	16%	21%	18%	18%	12%	-	16%	16%	12%	13%	26% ^j	15%	25%	23%	19%	10%	42%	-	-	-
1-3 times a month	91	71	11	9	33	-	-	15	46	8	33	23	18	9	14	14	5	-	-	-	-
	20%	22%	15%	13%	21%	-	-	41%	17%	11%	19%	28% ⁱ	21%	20%	21%	18%	27%	-	-	-	-
Less often than this	122	79	25	18	33	3	-	7	81	28	50	19	22	3	13	17	3	-	-	-	-
	27% ^m	25%	36%	27%	21%	38%	-	19%	30%	38% ^{zm}	29% ^m	23% ^m	26% ^m	6%	19%	23%	17%	-	-	-	-
Haven't used it at all in last year	72	52	9	11	26	-	-	5	44	13	27	3	17	11	11	12	5	-	-	-	-
	16% ^k	16%	13%	18%	17%	-	-	14%	16%	18% ^k	16% ^k	4%	20% ^k	25% ^k	17%	16%	26%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96	69	11	15	35	4	-	3	54	15	40	15	14	11	12	19	4	1	-	-	-
	21%	22%	16%	24%	22%	50%	-	9%	20%	20%	23%	19%	17%	25%	19%	25%	20%	58%	-	-	-
Once a week or less [NET]	289	200	51	38	94	4	-	28	172	46	105	64	52	22	41	45	10	1	-	-	-
	63%	62%	71%	59%	61%	50%	-	77%	64%	62%	61%	77% ^{az}	62%	50%	64%	60%	54%	42%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 379

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	402	64	58	67	265	395	269	223	395	390	208	394	322	197	305	182
Weighted Base	457	74*	68*	80*	296	447	301	256	450	445	248	444	371	243	358	222
Daily	41 9%	10 13%	10 14%	6 8%	26 9%	40 9%	25 8%	20 8%	41 9%	41 9%	24 10%	41 9%	33 9%	23 10%	32 9%	24 11%
Few times a week	55 12%k	10 13%	9 13%	10 13%	34 12%	52 12%k	39 13%	28 11%	53 12%k	54 12%k	30 12%	50 11%	45 12%	26 11%	42 12%	28 12%
Once a week	76 17%no	15 20%	8 11%	15 19%	45 15%	76 17%no	55 18%no	36 14%	75 17%no	73 16%o	37 15%	76 17%no	64 17%no	44 18%o	52 14%	23 11%
1-3 times a month	91 20%	17 24%	10 14%	14 18%	58 20%	91 20%	54 18%	59 23%	90 20%	88 20%	45 18%	89 20%	79 21%	53 22%	75 21%	46 21%
Less often than this	122 27%	12 17%	22 32%a	15 19%	89 30%	117 26%	83 28%	61 24%	119 26%	117 26%	65 26%	121 27%ze	93 25%	59 24%	101 28%	61 28%
Haven't used it at all in last year	72 16%k	10 14%	11 16%	19 23%	45 15%	70 16%	44 15%	51 20%zehkl n	72 16%	72 16%k	46 18%	68 15%	57 15%	38 16%	57 16%	40 18%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%k	19 26%	19 27%	17 21%	60 20%	92 21%	65 21%	49 19%	94 21%	95 21%	54 22%	91 20%	78 21%	49 20%	74 21%	52 23%
Once a week or less [NET]	289 63%	45 60%	39 57%	44 56%	192 65%	284 64% i	192 64%	156 61%	284 63%	278 62%	148 60%	285 64%zhi	236 64%	156 64%	228 64%	131 59%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 380

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	402	377	22	1	1	-	1	147	147	92	1	9	12	14	34	61	83	80	22
Weighted Base	457	434	19**	1**	1**	-**	2**	146	195	98*	4**	9**	11**	15**	31**	64*	97*	106*	29**
Daily	41 9%	41 9%	-	-	-	-	-	11 8%	15 8%	13 14%	-	1 17%	-	2 16%	3 9%	4 7%	8 8%	17 16% ^z	2 6%
Few times a week	55 12%	52 12%	3 15%	-	-	-	-	19 13%	20 10%	15 16%	-	1 8%	1 8%	* 3%	2 6%	10 16%	21 22% ^{zq}	8 8%	1 4%
Once a week	76 17% ^g	73 17%	3 18%	-	-	-	-	17 11%	34 17%	21 22%	-	3 33%	2 14%	2 14%	4 14%	9 15%	13 13%	14 13%	3 9%
1-3 times a month	91 20% ⁱ	84 19%	6 30%	1 100%	-	-	-	34 24% ⁱ	39 20%	11 11%	4 100%	-	-	2 12%	5 17%	17 26%	20 20%	17 16%	13 45%
Less often than this	122 27%	116 27%	3 16%	-	1 100%	-	2 100%	39 27%	51 26%	27 28%	-	2 25%	6 57%	2 12%	11 34%	14 22%	20 20%	35 33%	6 21%
Haven't used it at all in last year	72 16%	68 16%	4 20%	-	-	-	-	26 18%	35 18%	10 10%	-	2 17%	2 21%	6 43%	6 19%	9 14%	16 17%	16 15%	4 14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%	93 21%	3 15%	-	-	-	-	30 20%	35 18%	29 29% ^z	-	2 25%	1 8%	3 18%	5 15%	15 23%	29 29%	25 24%	3 10%
Once a week or less [NET]	289 63%	273 63%	12 64%	1 100%	1 100%	-	2 100%	90 62%	124 64%	59 60%	4 100%	5 58%	8 71%	6 38%	20 65%	40 63%	52 54%	65 61%	22 76%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 381
FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?
BASE: All who have VoIP

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	402	348	50	28	42	30	31	28	7	24	67	40	20	71	14	297	221	170	391	316	86	402
Weighted Base	457	413	41*	24**	42*	31**	36**	34**	10**	41**	113*	33*	15**	65*	14**	363	247	198	444	354	103*	457
Daily	41 9%	34 8%	5 13%	1 5%	4 11%	5 15%	4 12%	2 5%	- -	4 10%	11 10%	2 6%	1 5%	6 9%	1 7%	33 9%	22 9%	19 10%	41 9%	35 10%	6 6%	41 9%
Few times a week	55 12%	46 11%	8 20%	6 25%	6 15%	1 4%	4 10%	5 15%	2 19%	8 20%	13 11%	2 6%	2 12%	5 8%	1 7%	47 13%	24 10%	29 14%	53 12%	38 11%	17 16%	55 12%
Once a week	76 17%	67 16%	10 24%	4 18%	4 9%	6 20%	7 20%	10 30%	2 16%	2 5%	12 11%	9 27% _j	2 12%	14 22%	4 29%	57 16%	49 20%	27 14%	76 17%	65 18%	11 11%	76 17%
1-3 times a month	91 20% _{ps}	85 21%	5 13%	4 15%	10 25%	8 26%	3 9%	3 8%	- -	1 3%	31 27% _o	6 19%	6 44%	15 23%	3 21%	66 18%	39 16%	48 24%	87 20% _p	61 17%	30 29% _{zsu}	91 20% _s
Less often than this	122 27%	111 27%	10 24%	5 23%	10 24%	9 29%	14 38%	8 24%	2 22%	12 30%	30 26%	7 23%	3 17%	18 27%	4 29%	98 27%	75 30%	44 22%	119 27%	95 27%	26 26%	122 27%
Haven't used it at all in last year	72 16%	70 17%	2 6%	4 15%	7 16%	2 7%	4 11%	6 18%	4 43%	13 32%	17 15%	6 19%	2 11%	7 11%	1 7%	63 17%	38 15%	31 16%	69 15%	59 17%	13 13%	72 16%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%	80 19%	14 33% _{za}	7 29%	10 25%	6 19%	8 23%	7 20%	2 19%	12 30%	23 21%	4 12%	2 17%	11 17%	2 14%	80 22%	46 19%	48 24%	93 21%	73 21%	23 22%	96 21%
Once a week or less [NET]	289 63%	263 64%	25 61%	13 56%	24 58%	23 74%	24 67%	21 62%	4 37%	16 38%	73 64%	22 69%	11 73%	47 72%	11 79%	220 61%	163 66%	119 60%	282 63%	222 63%	67 65%	289 63%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 382

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	402	139	352	397	402	388	72	398	251	402	-	383	5	14	-	388	14	397	5
Weighted Base	457	147	405	451	457	441	88*	452	277	457	-**	436	5**	15**	-**	441	15**	451	5**
Daily	41 9%	11 7%	39 10%	41 9%	41 9%	41 9%	10 12%	41 9%	27 10%	41 9%	-	41 9%	-	-	-	41 9%	-	41 9%	-
Few times a week	55 12%eo	15 10%	51 13%	55 12%e	55 12%e	50 11%	10 11%	55 12%e	33 12%	55 12%e	-	50 11%	-	5	-	50 11%	5 32%	55 12%	-
Once a week	76 17%	21 14%	69 17%	75 17%	76 17%	76 17%	17 19%	76 17%	49 18%	76 17%	-	75 17%	2 36%	-	-	76 17%	-	75 17%	2 36%
1-3 times a month	91 20%	30 20%	84 21%	90 20%	91 20%	89 20%	17 19%	90 20%	50 18%	91 20%	-	88 20%	1 13%	2 13%	-	89 20%	2 13%	90 20%	1 13%
Less often than this	122 27%	37 25%	104 26%	119 26%	122 27%	117 26%	22 24%	121 27%	71 26%	122 27%	-	114 26%	3 52%	5 32%	-	117 26%	5 32%	119 26%	3 52%
Haven't used it at all in last year	72 16%g	33 22%zb cdegi	59 14%	72 16%bg	72 16%g	69 16%	12 14%	69 15%	45 16%	72 16%g	-	69 16%	-	4 23%	-	69 16%	4 23%	72 16%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%	26 18%	90 22%	96 21%	96 21%	91 21%	21 23%	96 21%	60 22%	96 21%	-	91 21%	-	5 32%	-	91 21%	5 32%	96 21%	-
Once a week or less [NET]	289 63%	88 60%	257 63%	284 63%	289 63%	282 64%	55 63%	287 64%	171 62%	289 63%	-	277 63%	5 100%	7 45%	-	282 64%	7 45%	284 63%	5 100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 383

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	402	156	15	9	2	10	80	36	3	1	80	10
Weighted Base	457	187	14**	8**	2**	15**	89*	38*	3**	1**	90*	11**
Daily	41 9%a	9 5%	1 6%	1 8%	1 33%	-	8 9%	5 14%	-	-	17 19%za	-
Few times a week	55 12%	24 13%	-	* 6%	-	-	15 17%	2 7%	1 28%	-	12 13%	1 6%
Once a week	76 17%	33 18%	1 4%	2 26%	-	1 7%	17 20%	11 30%zp	-	-	9 10%	2 17%
1-3 times a month	91 20%	45 24%	5 32%	3 35%	-	5 33%	12 14%	4 12%	1 33%	-	14 16%	2 19%
Less often than this	122 27%	46 25%	5 32%	2 26%	1 67%	7 49%	25 28%	13 34%	-	1 100%	19 21%	3 23%
Haven't used it at all in last year	72 16%	30 16%	4 26%	-	-	2 11%	11 13%	2 4%	1 39%	-	19 22%l	4 35%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%	33 18%	1 6%	1 13%	1 33%	-	23 26%	8 20%	1 28%	-	28 31%za	1 6%
Once a week or less [NET]	289 63%p	124 66%p	10 68%	7 87%	1 67%	13 89%	55 62%	29 75%p	1 33%	1 100%	42 47%	7 58%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 384

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)										
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (i)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	402	3	26	1	1	1	1	1	13	6	21	2
Weighted Base	457	4**	27**	2**	1**	1**	1**	1**	14**	8**	26**	1**
Daily	41	2	*	2	-	-	-	-	1	2	4	1
	9%	47%	2%	100%	-	-	-	-	11%	32%	14%	50%
Few times a week	55	-	2	-	-	-	1	1	1	1	1	1
	12%	-	8%	-	-	-	100%	9%	17%	3%	50%	50%
Once a week	76	1	8	-	-	1	-	-	5	3	6	-
	17%	31%	31%	-	-	100%	-	-	40%	39%	24%	-
1-3 times a month	91	1	7	-	-	-	-	1	-	-	5	-
	20%	22%	27%	-	-	-	-	6%	-	-	19%	-
Less often than this	122	-	5	-	1	-	-	3	1	1	8	-
	27%	-	20%	-	100%	-	-	20%	12%	29%	-	-
Haven't used it at all in last year	72	-	4	-	-	-	1	-	2	-	3	-
	16%	-	13%	-	-	-	100%	-	14%	-	11%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96	2	3	2	-	-	-	1	3	4	4	1
	21%	47%	9%	100%	-	-	-	100%	20%	49%	17%	100%
Once a week or less [NET]	289	2	21	-	1	1	-	-	9	4	19	-
	63%	53%	78%	-	100%	100%	-	-	66%	51%	72%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 385

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	402	325	77	116	15	8	1	10	70	30	2	64	9	139	20
Weighted Base	457	370	87*	145*	14**	6**	1**	15**	77*	29**	2**	70*	11**	157	23**
Daily	41 9% _c	28 8%	13 15% _c	5 4%	1 6%	1 9%	-	-	7 8%	2 6%	-	13 18% _{zac}	-	17 11% _c	2 8%
Few times a week	55 12%	46 12%	9 10%	20 14%	-	* 7%	-	-	13 17%	1 4%	1 42%	11 15%	-	25 16%	3 11%
Once a week	76 17% _{ar}	52 14%	24 28% _{zac} r	20 14%	1 4%	2 32%	-	1 7%	14 18%	7 24%	-	6 8%	2 18%	26 16% _r	1 4%
1-3 times a month	91 20%	76 20%	15 17%	33 23%	5 32%	3 43%	-	5 33%	12 16%	4 15%	-	12 17%	2 20%	26 16%	6 25%
Less often than this	122 27%	105 28% _r	17 20%	41 28%	5 32%	1 9%	1 100%	7 49%	22 29%	13 45%	-	12 18%	3 24%	35 22%	3 14%
Haven't used it at all in last year	72 16%	63 17%	9 10%	25 18%	4 26%	-	-	2 11%	9 12%	2 6%	1 58%	17 24% _b	4 38%	28 18%	9 39%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96 21%	74 20%	22 25%	25 17%	1 6%	1 16%	-	-	20 26%	3 10%	1 42%	24 34% _{zac}	-	42 27% _a	4 19%
Once a week or less [NET]	289 63% _{rt}	232 63% _{rt}	56 65% _r	94 65% _r	10 68%	5 84%	1 100%	13 89%	48 62% _r	24 85%	-	29 42%	7 62%	87 55% _r	10 43%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 386

FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?

BASE: All who have VoIP

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	402	36	33	13	149	123	33	231	137	316	61	87	259	135	131	71	95	107	103	117	76	96	104
Weighted Base	457	37*	35**	13**	179	151*	41**	259	158	355	70*	96*	289	148	159	77*	105*	122*	120*	137*	83*	111*	120*
Daily	41	6	5	3	13	16	8	20	12	36	4	41	-	6	12	10	12	13	9	12	11	10	11
	9%lm	17%	14%	26%	7%	10%	19%	8%	7%	10%	5%	43%zl	-	4%	8%	13%lm	12%lm	11%lm	8%	9%	14%	9%	10%
Few times a week	55	5	4	1	21	16	3	24	26	47	5	55	-	23	26	15	11	14	18	17	13	10	13
	12%l	12%	10%	6%	12%	11%	7%	9%	17%	13%	7%	57%zl	-	16%	16%pq	20%pq	10%	11%	15%	13%	16%u	9%	11%
Once a week	76	7	7	2	24	22	12	45	25	66	7	-	76	32	34	22	26	26	20	29	24	29	28
	17%k	18%	19%	14%	13%	15%	29%	17%	16%	19%	11%	-	26%zk	21%	21%	29%z	25%z	21%	17%	21%	28%zr	26%z	23%
1-3 times a month	91	5	5	1	38	41	5	53	34	74	12	-	91	29	23	9	15	18	23	24	11	21	22
	20%k	14%	15%	6%	21%	27%zd	13%	21%	21%	21%	18%	-	31%zk	20%	14%	12%	15%	15%	19%	18%	13%	19%	18%
Less often than this	122	11	11	3	48	36	9	78	34	91	25	-	122	34	34	13	26	31	31	32	16	25	26
	27%k	30%	32%	22%	27%	24%	23%	30%	21%	26%	36%	-	42%zk	23%	21%	17%	24%	26%	26%	23%	19%	23%	21%
Haven't used it at all in last year	72	4	4	3	35	21	4	38	28	41	16	-	-	24	30	8	15	19	18	23	8	16	20
	16%kl	10%	11%	26%	20%e	14%	9%	15%	18%	12%	23%l	-	-	16%	19%o	10%	15%	16%	15%	17%t	10%	14%	17%t
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96	11	8	4	34	32	11	45	38	83	9	96	-	29	38	25	23	26	28	29	25	20	24
	21%gl	29%	24%	32%	19%	21%	26%	17%	24%	23%z	12%	100%zl	-	20%	24%	32%zmp	22%	22%	23%	21%	30%sv	18%	20%
Once a week or less [NET]	289	23	23	5	110	98	27	176	92	231	45	-	289	95	90	45	67	76	74	85	50	75	75
	63%kl	61%	65%	42%	61%	65%	65%	68%z	58%	65%	65%	-	100%zk	64%	57%	58%	64%	62%	62%	62%	61%	68%	63%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 387

FX06 - How often did you use to make calls to other people: SUMMARY**BASE: All landline bill payers/ All who have a mobile phone/ All who have VoIP**

	Landline	Mobile phone	VoIP
Unweighted Base	2137	1912	402
Weighted Base	2199	1999	457
Daily	640 29%	1105 55%	41 9%
Few times a week	749 34%	363 18%	55 12%
Once a week	256 12%	112 6%	76 17%
1-3 times a month	206 9%	104 5%	91 20%
Less often than this	181 8%	176 9%	122 27%
Haven't used it at all in last year	162 7%	134 7%	72 16%
Don't know	6 *	5 *	- -
More than once a week [NET]	1389 63%	1467 73%	96 21%
Once a week or less [NET]	643 29%	392 20%	289 63%

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Table 388

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Convenience/ease of use	522 26%efl	262 26%	259 26%	1 100%	5 16%	35 17%	55 16%	118 29%efl	97 25%efl	112 30%efl	99 33%zef hl	7 19%	89 17%	215 27%efl	210 31%ze fhl	159 25%	144 25%	110 27%	109 25%	119 27%	247 25%	130 25%
Price	497 24%a	228 22%	269 27%a	1 100%	5 14%	46 22%	75 23%	87 22%	100 26%	110 29%zgl	74 25%	6 17%	121 22%	187 24%	184 27%z	138 22%	142 25%	116 29%o	101 23%	103 24%	258 26%	110 21%
Always used it	256 13%efg lm	114 11%	142 14%	1 100%	3 9%	7 4%	14 4%	32 8%l	46 12%efl	64 17%zef ghikim n	88 30%zef ghikim n	4 12%l	22 4%	78 10%efl	152 23%ze fghilm m	73 12%	68 12%	54 14%	61 14%	46 10%	122 12%	77 15%
Reliability/ quality of service/coverage	241 12%er	134 13%	107 11%	- -	6 17%	10 5%	41 12%el	53 13%e	55 14%el	49 13%e	28 9%	6 16%e	51 9%e	108 14%el	76 11%e	91 14%qr	75 13%	35 9%	40 9%	41 9%	114 12%	80 15%zs
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%gin	122 12%	106 11%	- -	5 16%	30 14%gj	51 15%zgjm n	30 8%	51 13%gjm n	47 13%gin	13 4%	5 16%j	81 15%zgj mn	81 10%gj	60 9%j	61 10%	76 13%	49 12%	41 10%	56 13%	117 12%	52 10%
It's part of a product bundle	178 9%j	99 10%	79 8%	- -	4 11%	24 12%j	33 10%	33 8%	33 8%	36 10%	16 5%	4 11%	57 11%j	65 8%	52 8%j	46 7%	46 8%	36 9%	51 12%zo	42 10%	85 9%	40 8%
Quality of sound	167 8%r	84 8%	82 8%	- -	- 7%	15 7%	21 6%	47 12%zfk	28 7%	31 8%	24 8%	- -	36 7%	76 10%h	55 8%	58 9%	58 10%zqr	25 6%	26 6%	34 8%	78 8%	49 9%
When phone is next to me	135 7%np	77 7%	59 6%	- -	1 3%	19 9%	30 9%n	28 7%	25 6%	19 5%	15 5%	1 3%	49 9%zin	52 7%	34 5%	32 5%	27 5%	27 7%	48 11%zo p	42 10%ztu	56 6%	28 5%
When the call is urgent	92 5%bhou	59 6%zb	33 3%	- -	2 7%	15 7%h	16 5%	26 7%hm	8 2%	14 4%	11 4%	2 7%	31 6%h	34 4%h	25 4%	15 2%	31 5%o	20 5%o	25 6%o	30 7%zu	53 5%u	9 2%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%r	44 4%	41 4%	- -	3 8%	14 7%in	22 7%zhij mn	15 4%	12 3%	9 2%	8 3%	3 8%	37 7%zhij mn	27 3%	17 3%	17 3%	29 5%o	14 3%	25 6%o	30 7%ztu	35 4%	15 3%
Somebody else pays for this service / it's free	66 3%j	33 3%	33 3%	- -	* 1%	5 2%	14 4%j	17 4%j	14 4%j	11 3%	3 1%	* 1%	19 3%	32 4%j	15 2%	17 3%	29 5%zor	10 3%	9 2%	14 3%	37 4%	11 2%
The number is stored on the handset	50 2%	27 3%	23 2%	- -	1 3%	6 3%	7 2%	8 2%	10 2%	11 3%	7 2%	1 3%	14 3%	17 2%	18 3%	15 2%	18 3%	6 1%	11 3%	14 3%	18 2%	17 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 388

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
I do not use / often	32 2%	19 2%	13 1%	-	1 3%	3 2%	7 2%	8 2%	3 1%	7 2%	3 1%	1 3%	10 2%	10 1%	11 2%	8 1%	15 3%zr	6 2%	3 1%	4 1%	19 2%	9 2%
When the signal is poor	31 2%jl	18 2%	13 1%	-	2 5%	3 2%	6 2%j	7 2%j	6 2%j	7 2%jn	-	2 5%j	9 2%j	13 2%j	7 1%	14 2%	8 1%	6 2%	3 1%	6 1%	8 1%	16 3%zt
Someone else using other line	31 2%bo	24 2%zb	7 1%	-	1 4%	8 4%zgimn	6 2%	3 1%	6 2%	3 1%	3 1%	1 4%	14 3%	9 1%	6 1%	2 *	7 1%	9 2%o	13 3%zo	6 1%	12 1%	10 2%
Tied into contract	27 1%	12 1%	15 1%	-	2 6%	4 2%	4 1%	5 1%	7 2%	4 1%	1 *	2 5%jn	8 1%	12 2%	5 1%	5 1%	9 2%	5 1%	8 2%	6 1%	10 1%	8 1%
For calling 0800 numbers that are free	26 1%in	15 1%	11 1%	-	-	6 3%ijn	9 3%zijn	5 1%n	6 2%ijn	-	-	-	15 3%zijn	11 1%in	-	9 1%	9 2%	2 *	6 1%	2 1%	12 1%	9 2%
To call premium numbers / 0845 numbers	20 1%	12 1%	8 1%	-	-	1 *	7 2%jn	3 1%	6 1%j	3 1%	-	-	8 1%	9 1%	3 *	8 1%	6 1%	3 1%	3 1%	4 1%	10 1%	4 1%
I use my mobile	16 1%mn	11 1%	5 1%	-	-	5 3%zghimn	6 2%mn	1 *	1 *	1 *	2 1%	-	11 2%zghmn	2 *	3 *	2 *	7 1%	5 1%	3 1%	2 1%	12 1%	2 *
To call / receive calls from family members	15 1%ant	3 *	11 1%	-	-	5 2%zin	2 1%	4 1%	3 1%	1 *	1 *	-	7 1%n	6 1%	1 *	6 1%	7 1%	2 *	1 *	10 2%ztu	2 *	2 *
For making / receiving calls / messages	15 1%	7 1%	7 1%	-	-	3 2%	3 1%	2 1%	5 1%	1 *	1 *	-	6 1%	7 1%	2 *	2 *	4 1%	4 1%	5 1%	1 *	12 1%z	1 *
For international calls	14 1%	7 1%	6 1%	-	-	1 1%	-	6 2%j	3 1%	3 1%	-	-	1 *	9 1%	3 *	5 1%	7 1%	1 *	1 *	4 1%	4 *	4 1%
Habit	12 1%t	4 *	8 1%	-	-	-	3 1%	2 1%	2 1%	4 1%	1 *	-	3 1%	5 1%	5 1%	10 2%zqr	2 *	-	-	4 1%	2 *	6 1%t
Difficult to switch	11 1%	5 *	6 1%	-	-	3 1%	2 1%	1 *	3 1%	2 1%	1 *	-	5 1%	4 *	3 *	3 *	2 *	3 1%	4 1%	3 1%	4 *	3 1%
No mobile	10 *	5 1%	5 *	-	-	-	1 *	1 *	2 *	3 1%	4 1%l	-	1 *	3 *	6 1%	4 1%	1 *	2 *	3 1%	1 *	7 1%	3 1%
For using the internet	9 *	3 *	6 1%	-	-	3 1%n	3 1%n	3 1%	1 *	-	-	-	6 1%n	4 *	-	2 *	6 1%z	-	2 *	2 *	4 *	3 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 388

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
When landline / mobile phone is not working	6*	5*	1*	-	1% 2%	5% 2%zlfgh ijmn	-	-	-	-	-	1% 2%fghi jmn	5% 1%zmn	-	-	5% 1%	1*	-	*	2% 1%	3*	-
For business / work use	6*	4*	2*	-	-	-	1*	2*	3% 1%n	-	-	-	1*	5% 1%	-	1*	1*	2*	1*	-	3*	2*
Video messaging	6*	6% 1%b	-	-	-	1*	1*	1*	*	2*	-	-	2*	1*	2*	2*	4% 1%	-	-	-	2*	2*
When making long calls	5*	4*	1*	-	-	-	-	-	4% 1%zl	1*	-	-	-	4*	1*	1*	3*	1*	-	1*	1*	2*
For calling other landline	5*	3*	2*	-	-	2% 1%	-	-	1*	1*	1*	-	2*	1*	1*	-	2*	3% 1%	-	1*	3*	1*
For people not on VoIP	4*	3*	2*	-	-	-	3% 1%n	1*	1*	-	-	-	3% 1%	2*	-	2*	2*	1*	-	2*	1*	2*
For calling people without a mobile phone	4*	1*	3*	-	-	-	2% 1%	1*	1*	*	-	-	2*	2*	*	-	2*	-	2*	1*	2*	1*
Free at weekends	4*	1*	3*	-	-	-	2% 1%	2*	-	-	-	-	2*	2*	-	1*	2*	-	1*	2*	1*	-
For emergencies	3*	2*	1*	-	-	-	-	2*	*	1*	-	-	-	2*	1*	-	*	2% 1%	-	-	3*	-
Picture messaging	2*	2*	*	-	-	1*	-	1*	-	-	-	-	1*	1*	-	-	2*	-	*	*	1*	-
Poor eyesight / numbers are bigger	2*	-	2*	-	-	-	-	-	-	-	2% 1%zm	-	-	-	2*	1*	1*	-	-	-	2*	-
Other	79% 4%int	35% 3%	44% 4%	-	2% 5%	10% 5%	9% 3%	27% 7%zfil n	16% 4%	6% 2%	10% 3%	2% 5%	18% 3%	43% 5%zin	17% 2%	27% 4%	26% 5%	13% 3%	12% 3%	11% 3%	24% 2%	41% 8%zst
Don't know	39% 2%	25% 2%	14% 1%	-	-	4% 2%	7% 2%	11% 3%	5% 1%	8% 2%	4% 1%	-	11% 2%	16% 2%	12% 2%	15% 2%	6% 1%	8% 2%	10% 2%	9% 2%	18% 2%	10% 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 389

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Convenience/ease of use	522 26%cn	47 32%cn	51 23%	113 20%	33 28%	7 16%	156 22%	55 25%	40 25%	19 30%	4 23%	13 31%	217 29%zf	18 22%	391 24%	130 30%zn	207 24%	43 28%	34 23%	6 19%	* 6%	10 28%	209 29%zp	13 19%
Price	497 24%fr	25 17%	43 20%	144 26%	21 18%	7 17%	146 21%	67 31%zf	28 18%	14 23%	4 25%	13 31%	201 27%zf	23 28%	396 25%	101 24%	191 22%	42 28%r	24 16%	10 30%	1 9%	13 36%pr	200 28%zpr	18 25%
Always used it	256 13%bcd fghopr	14 9%	11 5%	42 8%	6 5%	- -	55 8%	13 6%	6 4%	5 8%	1 7%	2 6%	166 22%zfg hikm	8 9%	218 14%zo	38 9%	61 7%	11 7%	8 5%	4 12%	- -	2 7%	163 22%zpr qrw	7 10%
Reliability/ quality of service/coverage	241 12%cd	9 6%	43 19%zac	46 8%	16 13%	6 14%	78 11%	19 9%	21 13%	7 12%	3 18%	7 16%	94 13%	11 14%	189 12%	53 12%	102 12%	17 11%	14 10%	4 12%	2 32%	6 16%	89 12%	8 11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%ci	12 8%	32 14%	80 14%zb	10 8%	7 16%	104 15%zlm	19 9%	17 11%	2 2%	1 8%	5 11%	76 10%	4 5%	188 12%	40 9%	113 13%	17 12%	16 11%	2 5%	- -	3 7%	73 10%	5 7%
It's part of a product bundle	178 9%blo	11 8%	10 5%	73 13%zb	11 9%	1 2%	70 10%	25 12%	12 7%	9 14%	2 13%	1 3%	53 7%	6 7%	159 10%zo	19 5%	77 9%	23 15%zpv	12 8%	7 23%zpr uvw	- -	1 4%	53 7%	5 7%
Quality of sound	167 8%ci	6 4%	24 11%	46 8%	16 14%z	4 9%	58 8%ci	18 9%ci	20 13%lm	- -	2 9%	5 12%ci	61 8%ci	3 4%	122 8%	44 10%	72 8%	19 12%z	10 7%	- -	* 5%	4 12%z	56 8%	4 6%
When phone is next to me	135 7%l	5 3%	27 12%za	46 8%	7 6%	- -	64 9%zl	13 6%	7 5%	4 7%	1 8%	1 3%	38 5%	6 7%	114 7%	21 5%	74 9%zv	9 6%	6 4%	1 4%	1 17%	- -	38 5%	6 9%
When the call is urgent	92 5%	1 1%	12 6%a	25 5%	15 13%z	- -	29 4%	10 5%	15 9%zfl	5 8%	- -	2 5%	28 4%	3 4%	68 4%	24 6%	40 5%	12 8%v	6 4%	2 5%	- -	2 6%	25 3%	4 6%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%alv	- -	11 5%a	35 6%za	10 8%z	3 7%	35 5%	10 5%	13 8%zlm	1 2%	- -	2 6%	23 3%	* -	69 4%	15 4%	43 5%v	6 4%	13 9%zvw	* 1%	- -	2 5%	19 3%	* 1%
Somebody else pays for this service / it's free	66 3%	2 1%	7 3%	23 4%	4 4%	1 3%	25 3%	7 3%	6 4%	* 1%	1 8%	1 2%	19 3%	7 8%zi	52 3%	13 3%	30 3%	6 4%	5 3%	* 1%	1 17%	- -	18 2%	5 7%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 389

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
The number is stored on the handset	50 2%	-	6	13	4	1	13	7	5	3	-	1	20	1	37	13	21	2	5	2	-	1	19	1
		-	3%	2%	3%	2%	2%	3%	3%	4%	-	3%	3%	1%	2%	3%	2%	1%	3%	6%	-	2%	3%	2%
I do not use / often	32 2%	4	2	10	5	1	15	2	6	-	1	-	8	1	25	7	16	1	6	-	-	-	9	1
		3%	1%	2%	4%z	2%	2%	1%	4%zl	-	7%	-	1%	1%	2%	2%	2%	*	4%zv	-	-	-	1%	1%
When the signal is poor	31 2%	1	9	9	3	3	16	2	5	1	-	-	7	-	26	6	19	1	5	-	-	-	7	-
		1%	4%z	2%	2%	6%	2%	1%	3%l	2%	-	-	1%	-	2%	1%	2%	1%	3%	-	-	-	1%	-
Someone else using other line	31 2%	9	-	10	1	-	17	2	1	-	-	*	9	1	25	5	18	2	1	-	-	*	8	1
		6%zbc	-	2%	1%	-	2%	1%	1%	-	-	1%	1%	1%	2%	1%	2%	1%	1%	-	-	1%	1%	1%
Tied into contract	27 1%	1	1	11	*	-	8	5	*	4	-	1	6	3	20	8	10	4	1	2	-	1	6	3
		1%	*	2%	*	-	1%	2%	*	6%zfh	-	2%	1%	4%zfh	1%	2%	1%	3%	1%	6%zpv	-	2%	1%	5%zpv
For calling 0800 numbers that are free	26 1%lv	4	1	13	2	4	14	4	6	-	1	-	2	-	21	5	17	4	3	-	1	-	2	-
		3%	*	2%z	1%	10%	2%l	2%l	4%zl	-	4%	-	*	-	1%	1%	2%v	2%v	2%v	-	9%	-	*	-
To call premium numbers / 0845 numbers	20 1%l	2	1	6	1	4	8	1	5	*	1	*	3	1	14	6	12	1	2	*	1	*	3	-
		2%	*	1%	1%	10%	1%	*	3%zl	1%	6%	1%	*	1%	1%	1%	1%	1%	1%	2%	13%	1%	*	-
I use my mobile	16 1%l	-	4	6	1	1	10	-	2	-	-	-	2	2	15	1	10	-	2	-	-	-	2	2
		-	2%	1%	1%	3%	1%l	-	1%	-	-	-	*	2%gl	1%	*	1%	-	1%	-	-	-	*	3%v
To call / receive calls from family members	15 1%lv	2	1	6	1	-	9	1	1	2	-	-	2	-	11	4	11	1	1	-	-	-	2	-
		1%	1%	1%	1%	-	1%l	*	1%	3%zl	-	-	*	-	1%	1%	1%v	1%	1%	-	-	-	*	-
For making / receiving calls / messages	15 1%	2	-	5	3	1	3	4	4	1	-	-	3	-	13	2	3	4	4	1	-	-	3	-
		2%	-	1%	2%	3%	*	2%l	2%zfl	1%	-	-	*	-	1%	*	*	3%zpv	3%zpv	2%	-	-	-	-
For international calls	14 1%	1	4	3	1	2	7	1	2	-	-	-	3	-	12	2	8	-	2	-	-	-	3	-
		1%	2%	1%	1%	4%	1%	*	2%	-	-	-	*	-	1%	*	1%	-	2%	-	-	-	*	-
Habit	12 1%h	3	4	1	-	-	5	3	-	-	-	-	4	-	7	5	8	-	-	-	-	-	4	-
		2%c	2%c	*	-	-	1%	1%	-	-	-	-	1%	-	*	1%	1%	-	-	-	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Difficult to switch	11 1%	-	1	2	1 1%	-	3	-	1	1	-	-	6	1	10 1%	1	4	-	1	-	-	-	6	1
No mobile	10 *	-	-	2	1 1%	-	2	-	1	-	-	-	6	1	9 1%	1	2	-	2	-	-	-	6	1
For using the internet	9 *lv	-	2 1%	5	-	2 4%	6	1	2	-	-	-	1	-	7 *	2 1%	6 1%	1 1%	2	-	-	-	1	-
When landline / mobile phone is not working	6 *n	-	-	5 1%z	-	-	1	3 2%zfl	-	-	1	-	-	-	2 *	4 1%zn	5 1%	-	-	-	-	-	-	-
For business / work use	6 *	-	-	3 1%	2 2%z	1 2%	3	-	3	-	-	-	-	-	3 *	2 1%	3	-	2	-	-	-	-	-
Video messaging	6 *	-	1 1%	2	-	-	3	-	-	-	-	-	2	-	5 *	-	3	-	-	-	-	-	2	-
When making long calls	5 *	1	-	1	-	-	2	-	-	-	-	-	2	1	4 *	1	2	-	-	-	-	-	2	1
For calling other landline	5 *	-	-	2	-	-	1	1	-	1	-	-	1	-	3 *	2	2	-	-	1 3%zpq rv	-	-	1	-
For people not on VoIP	4 *	-	1	2	1 1%	1 2%	3	-	2	-	-	-	-	-	4 *	1	3	-	1	-	-	-	-	-
For calling people without a mobile phone	4 *	-	-	1	1 1%	-	1	-	1	-	-	-	-	2 2%zfl	4 *	-	1	-	1	-	-	-	-	2
Free at weekends	4 *	-	1 1%	2	1 1%	-	3	-	1	-	-	-	-	-	2 *	2	4	-	-	-	-	-	-	-
For emergencies	3 *	-	-	1	-	-	1	-	-	-	-	-	1	1 1%zl	2 *	1	2	-	-	-	-	-	1	-
Picture messaging	2 *	-	-	2	-	-	2	-	-	-	-	-	-	-	2 *	-	2	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF-EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF-EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Poor eyesight / numbers are bigger	2*	-	-	-	-	-	-	-	-	-	-	-	2*	-	1*	1*	-	-	-	-	-	-	2*	-
Other	79	4	23	18	5	5	35	10	10	3	-	1	18	3	52	27	39	5	14	-	-	1	17	2
	4%lnv	3%	10%zac	3%	4%	12%	5%l	4%	6%l	4%	-	3%	2%	3%	3%	6%zn	4%v	4%	10%zpv	-	-	3%	2%	3%
Don't know	39	6	6	6	2	-	15	3	2	2	1	1	11	3	31	8	12	6	4	1	1	1	10	5
	2%	4%c	3%	1%	2%	-	2%	2%	1%	4%	5%	1%	2%	4%	2%	2%	1%	4%p	3%	3%	12%	2%	1%	7%z

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All who have used their landline in the last year

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Convenience/ease of use	522 26%dn o	298 25%	68 21%	156 30%zab	91 18%	3 18%	-	29 37% d	406 28% z	167 29% k	201 27%	65 21%	53 23%	35 21%	37 17%	36 17%	16 22%	2 17%	1 41%	-	2 26%
Price	497 24%	273 23%	100 31%za	124 24%	113 22%	5 31%	2 100%	17 22%	365 25%	155 27%	190 26%	71 23%	48 21%	30 18%	59 26%	43 21%	11 16%	4 33%	2 59%	-	2 42%
Always used it	256 13%adk lno	109 9%	39 12%	109 21%zab	30 6%	-	-	4 5%	224 15% z	127 22% zj	82 11% l	20 7%	11 5%	15 9%	15 7%	8 4%	8 12%	-	-	-	1 14%
Reliability/ quality of service/coverage	241 12%	148 12%	33 10%	59 12%	65 13%	1 6%	-	11 14%	170 12%	64 11%	92 12%	38 12%	23 10%	24 15%	31 14%	25 12%	11 16%	-	-	1 51%	-
So can use 'free/ pre-paid/bundled/ time-specific minutes	228 11%	132 11%	48 15% c	49 10%	54 11%	1 8%	-	8 10%	166 11%	62 11%	84 11%	31 10%	31 13%	20 12%	21 9%	25 12%	10 14%	2 12%	1 22%	-	-
It's part of a product bundle	178 9%g	112 9%	22 7%	43 8%	50 10% g	1 8%	-	1 1%	126 9% g	49 8%	71 10%	22 7%	24 10%	11 7%	23 10%	22 10%	7 10%	1 4%	-	-	-
Quality of sound	167 8%	96 8%	28 9%	42 8%	38 7%	-	-	11 14%	120 8%	55 9%	53 7%	23 8%	23 10%	12 7%	20 9%	17 8%	3 4%	1 7%	-	-	1 21%
When phone is next to me	135 7% n	82 7%	22 7%	31 6%	32 6%	-	-	5 6%	98 7%	35 6%	48 7%	20 6%	21 9%	12 7%	6 3%	21 10% n	5 7%	1 11%	1 41%	1 49%	-
When the call is urgent	92 5%	59 5%	16 5%	17 3%	30 6%	-	-	1 1%	61 4%	25 4%	30 4%	11 4%	9 4%	17 10% zj	14 6%	12 5%	5 7%	3 24%	-	-	-
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	54 4%	12 4%	18 4%	31 6% zh	-	-	-	53 4%	22 4%	26 4%	16 5%	11 5%	10 6%	16 7% z	13 6%	3 4%	2 15%	-	-	-
Somebody else pays for this service / it's free	66 3%	40 3%	9 3%	16 3%	22 4%	-	-	4 5%	41 3%	17 3%	17 2%	11 4%	11 5%	9 6% j	9 4%	8 4%	3 5%	-	-	-	3 44%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
The number is stored on the handset	50 2%	37 3%	5 1%	8 2%	9 2%	-	-	5 6%d	38 3%	9 2%	26 4%z	4 1%	6 3%	5 3%	6 3%	3 1%	3 4%	* 3%	-	-	-
I do not use / often	32 2%	21 2%	4 1%	7 1%	10 2%	-	-	1 2%	22 2%	5 1%	11 1%	11 3%zi	3 1%	2 1%	7 3%	3 1%	1 1%	-	-	-	-
When the signal is poor	31 2%	18 2%	4 1%	10 2%	10 2%	-	-	-	21 1%	9 2%	11 2%	5 2%	4 2%	1 1%	4 2%	6 3%	1 1%	-	-	-	-
Someone else using other line	31 2%ci	22 2%c	6 2%	2 *	8 2%	* 3%	-	1 1%	21 1%	1 *	19 3%zi	6 2%i	3 1%	2 1%	4 2%	5 2%	1 1%	-	-	-	-
Tied into contract	27 1%c	19 2%c	7 2%c	1 *	8 2%	-	-	-	19 1%	6 1%	10 1%	4 1%	4 2%	3 2%	5 2%	4 2%	-	-	-	-	-
For calling 0800 numbers that are free	26 1%ch	17 1%	7 2%c	2 *	14 3%zh	1 7%	-	2 2%	10 1%	3 1%	7 1%	4 1%	9 4%zij	3 2%	5 2%	9 4%z	-	-	-	-	-
To call premium numbers / 0845 numbers	20 1%i	17 1%z	-	3 1%	6 1%	1 5%	-	1 1%	12 1%	1 *	9 1%	3 1%	4 2%i	1 1%	1 1%	4 2%	* 1%	-	-	-	-
I use my mobile	16 1%	11 1%	3 1%	2 *	4 1%	2 10%	-	-	10 1%	4 1%	9 1%	-	2 1%	2 1%	2 1%	2 1%	1 1%	-	-	-	-
To call / receive calls from family members	15 1%	8 1%	4 1%	3 1%	4 1%	-	-	-	11 1%	3 *	7 1%	4 1%	1 *	1 *	2 1%	2 1%	-	-	-	-	-
For making / receiving calls / messages	15 1%	8 1%	2 1%	3 1%	6 1%	-	-	1 1%	8 1%	3 1%	5 1%	4 1%	2 1%	1 1%	3 1%	2 1%	1 2%	-	-	-	-
For international calls	14 1%	10 1%	2 1%	2 *	3 1%	-	-	1 2%	9 1%	4 1%	5 1%	3 1%	-	1 1%	1 1%	1 *	* 1%	-	-	-	-
Habit	12 1%	9 1%	1 *	1 *	2 *	-	-	-	10 1%	3 *	4 1%	1 *	2 1%	2 1%	-	-	2 2%	-	-	-	-
Difficult to switch	11 1%	9 1%	1 *	1 *	2 *	-	-	-	9 1%	3 *	6 1%	1 *	1 *	1 *	* *	2 1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 390

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
No mobile	10*	5*	1*	5*	-	-	-	-	10*	5*	4*	2*	-	-	-	-	-	-	-	-	-
				1%	-	-	-	-	1%	1%	1%	*	-	-	-	-	-	-	-	-	-
For using the internet	9*	3*	3*	3*	4*	2*	-	-	4*	2*	2*	2*	-	3*	2*	1*	1*	-	-	-	-
			1%	1%	1%	9%	-	-		*	*	1%	-	2%	1%	*	1%	-	-	-	-
When landline / mobile phone is not working	6* ^h	3*	2*	-	4*	-	-	-	2*	1*	1*	4*	-	-	3*	*	-	-	-	-	-
			1%	-	1%	-	-	-	*	*	*	1% ^{zj}	-	-	1% ^z	*	-	-	-	-	-
For business / work use	6*	4*	-	1*	2*	-	-	1*	3*	1*	1*	3*	-	-	2*	-	-	-	-	-	-
			-	*	*	-	-	1%	*	*	*	1%	-	-	1%	-	-	-	-	-	-
Video messaging	6*	5*	-	1*	3*	-	-	-	2*	1*	2*	1*	-	2*	2*	-	1*	-	-	-	-
			-	*	1%	-	-	-	*	*	*	*	-	1%	1%	-	1%	-	-	-	-
When making long calls	5*	5*	-	-	1*	-	-	-	4*	-	2*	2*	1*	-	1*	-	-	-	-	-	-
			-	-	*	-	-	-	*	-	*	1%	*	-	*	-	-	-	-	-	-
For calling other landline	5* ^h	5*	-	-	3*	-	-	-	1*	-	1*	1*	2*	-	1*	2*	-	-	-	-	-
			-	-	1%	-	-	-	*	-	*	*	1%	-	1%	1%	-	-	-	-	-
For people not on VoIP	4*	3*	1*	-	3*	-	-	-	2*	-	2*	2*	1*	-	1*	2*	-	-	-	-	-
			*	-	1%	-	-	-	*	-	*	1%	*	-	*	1%	-	-	-	-	-
For calling people without a mobile phone	4*	1*	2*	1*	2*	-	-	-	2*	1*	1*	1*	1*	-	-	2*	-	-	-	-	-
			1%	*	*	-	-	-	*	*	*	*	*	-	-	1%	-	-	-	-	-
Free at weekends	4*	2*	2*	-	1*	-	-	-	3*	2*	1*	-	1*	-	-	1*	-	-	-	-	-
			1%	-	*	-	-	-	*	*	*	-	*	-	-	*	-	-	-	-	-
For emergencies	3*	2*	-	1*	-	-	-	-	3*	1*	*	1*	-	1*	-	-	-	-	-	-	-
			-	*	-	-	-	-	*	*	*	*	-	*	-	-	-	-	-	-	-
Picture messaging	2*	2*	*	-	2*	*	-	-	-	-	-	*	-	2*	1*	*	1*	-	-	-	-
			*	-	* ^h	3%	-	-	-	-	-	*	-	1% ^{zj}	*	*	1% ^z	-	-	-	-
Poor eyesight / numbers are bigger	2*	1*	-	1*	-	-	-	-	2*	1*	1*	-	-	-	-	-	-	-	-	-	-
			-	*	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-
Other	79	57	7	16	20	-	-	10	51	19	24	19	15	3	8	10	1	-	-	-	-
	4%	5% ^z	2%	3%	4%	-	-	12% ^{zdh}	3%	3%	3%	6%	7%	2%	4%	5%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 390

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year**Weighted Base**

Don't know

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
39	29	5	5	12	-	-	2	28	6	14	9	5	4	7	2	2	-	-	-	-
2%	2%	2%	1%	2%	-	-	2%	2%	1%	2%	3%	2%	3%	3%	1%	3%	-	-	-	-

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Table 391
FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Convenience/ease of use	522 26%acfk l	39 16%	42 20%	52 19%	429 29%zabc	517 26%fkml	234 22%	341 30%zefhi jklmno	460 25%fl	502 26%zfkml	192 25%	413 25%f	278 23%	141 22%	324 25%f	114 24%
Price	497 24%jlo	45 19%	44 21%	74 27%a	377 25%	488 24%jlo	244 23%o	311 27%zefij klmno	460 25%zefjl mo	476 25%jlo	165 21%	411 24%jlo	266 22%	137 22%	314 24%jo	88 19%
Always used it	256 13%abcfh jklmno	9 4%	12 6%	22 8%	224 15%zabc	252 13%fhjklm no	86 8%o	171 15%zefhi jklmno	192 11%fkmo	238 12%fhjklm no	71 9%mo	158 9%lmo	96 8%o	34 5%	127 10%flmo	27 6%
Reliability/ quality of service/coverage	241 12%	25 11%	25 12%	41 15%	173 12%	239 12%	124 12%	155 13%ze	226 12%z	234 12%	100 13%	208 12%	151 13%	74 12%	176 14%zei	71 15%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	25 11%	26 12%	37 13%	170 11%	225 11%	138 13%zegi	122 11%	221 12%zegi	218 11%	98 13%	207 12%zegi	166 14%zeghi k	85 13%	169 13%zegi	74 16%zeghi
It's part of a product bundle	178 9%	22 9%	22 10%	31 11%	126 8%	177 9%	103 10%	98 9%	165 9%	165 9%	79 10%no	158 9%l	102 9%	58 9%	108 8%	39 8%
Quality of sound	167 8%l	13 5%	17 8%	21 8%	125 8%	162 8%l	72 7%	112 10%zefim	155 9%l	161 8%l	64 8%	144 9%l	100 8%l	43 7%	111 9%l	51 11%lm
When phone is next to me	135 7%gj	23 10%	18 9%	17 6%	100 7%	134 7%gj	88 8%zeghij kno	58 5%	122 7%gj	131 7%gj	39 5%	115 7%gj	84 7%gj	42 7%	87 7%gj	24 5%
When the call is urgent	92 5%gdj	17 7%l	16 8%zd	13 5%	59 4%	90 5%gj	43 4%j	38 3%	85 5%gj	87 5%gj	21 3%	75 4%gj	56 5%gj	24 4%	55 4%j	28 6%gjm
Have used up all 'free'/pre-paid/ bundled minutes	84 4%l	21 9%zd	12 6%	17 6%	50 3%	84 4%	57 5%zei	45 4%	80 4%	81 4%	31 4%	76 5%	61 5%ze	33 5%	58 4%	16 3%
Somebody else pays for this service / it's free	66 3%gj	12 5%	5 3%	9 3%	44 3%	64 3%gj	39 4%gj	25 2%	57 3%gj	61 3%gj	16 2%	61 4%eghj	44 4%gj	22 4%j	42 3%gj	18 4%j

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 391

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
The number is stored on the handset	50 2%	5 2%	7 3%	8 3%	38 3%	50 3%	27 3%	25 2%	47 3%	50 3%	22 3%	42 2%	35 3%	20 3%	34 3%	21 4% zefghikn
I do not use / often	32 2%	6 3%	3 2%	5 2%	21 1%	32 2%	16 2%	22 2%	30 2%	30 2%	15 2%	27 2%	20 2%	11 2%	18 1%	5 1%
When the signal is poor	31 2% eg	6 2%	3 1%	4 2%	21 1%	29 1%	19 2%	11 1%	30 2% g	31 2% eg	10 1%	28 2% g	19 2%	8 1%	20 2% g	10 2% g
Someone else using other line	31 2% g	5 2%	3 2%	5 2%	21 1%	31 2% g	26 2% zeghik n	9 1%	30 2% g	28 1% g	18 2% zgi	27 2% g	21 2% g	13 2% g	21 2% g	7 1%
Tied into contract	27 1%	4 2%	4 2%	3 1%	19 1%	26 1%	15 1%	14 1%	25 1%	27 1%	10 1%	24 1%	14 1%	9 1%	17 1%	5 1%
For calling 0800 numbers that are free	26 1% d	5 2%	8 4% zd	8 3% d	11 1%	26 1%	17 2%	13 1%	24 1%	25 1%	20 3% zeghik n	24 1%	23 2% zeghi n	17 3% zeghik n	20 2%	18 4% zefghikn
To call premium numbers / 0845 numbers	20 1%	4 2%	1 *	1 1%	14 1%	20 1%	11 1%	8 1%	19 1%	19 1%	7 1%	19 1%	16 1% gm	3 *	14 1%	5 1%
I use my mobile	16 1% gin	2 1%	2 1%	- -	12 1%	16 1% gin	5 *	5 *	15 1% gn	13 1%	4 *	14 1% gn	11 1% gn	5 1%	6 *	2 *
To call / receive calls from family members	15 1%	- -	1 1%	2 1%	11 1%	15 1%	12 1% k	7 1%	15 1%	15 1%	8 1%	11 1%	10 1%	9 1% k	12 1%	7 1%
For making / receiving calls / messages	15 1% il	6 2% zcd	1 1%	- -	9 1%	15 1% il	5 *	6 1%	14 1% il	10 1%	3 *	13 1% il	4 *	6 1% l	9 1%	2 *
For international calls	14 1%	2 1%	1 1%	1 1%	11 1%	12 1%	8 1%	5 *	14 1%	12 1%	5 1%	13 1%	11 1% g	3 1%	9 1%	5 1%
Habit	12 1%	- -	2 1%	2 1%	10 1%	11 1%	9 1%	5 *	12 1%	12 1%	6 1%	12 1%	11 1% em	2 *	8 1%	5 1%
Difficult to switch	11 1%	1 *	- -	1 *	9 1%	11 1%	4 *	5 *	8 *	10 1%	3 *	11 1% h	7 1%	4 1%	5 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 391

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW// FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
No mobile	10 *efhkl	-	-	-	10 1%	8 *fhl	1 *	7 1%hl	3 *	10 1%efhkl	2 *	6 *h	2 *	1 *	6 *fh	1 *
For using the internet	9 *	2 1%	3 1%	1 *	6 *	9 *	4 *	5 *	8 *	8 *	5 1%	9 1%	6 1%	6 1%	9 1%	4 1%
When landline / mobile phone is not working	6 *dgk	4 2%zd	* *	- -	2 *	6 *gk	5 *k	1 *	6 *gk	5 *gk	5 1%gk	2 *	4 *gk	4 1%gk	5 *k	3 1%g
For business / work use	6 *	- -	- -	2 1%	4 *	6 *	4 *	4 *	6 *	6 *	3 *	6 *	6 *	1 *	3 *	1 *
Video messaging	6 *i	2 1%d	1 *	1 *	2 *	6 *	6 1%i	3 *	6 *	4 *	2 *	6 *	4 *	1 *	4 *	2 *
When making long calls	5 *	- -	- -	1 *	4 *	5 *	2 *	4 *	5 *	5 *	2 *	5 *	5 *	1 *	4 *	2 *
For calling other landline	5 *d	2 1%d	1 *	1 *	1 *	5 *	2 *	2 *	5 *	5 *	3 *	4 *	1 *	2 *	3 *	2 *
For people not on VoIP	4 *	1 *	- -	2 1%	2 *	4 *	2 *	1 *	4 *	4 *	3 *	4 *	4 *g	2 *	4 *	3 1%g
For calling people without a mobile phone	4 *	- -	1 *	2 1%	2 *	4 *	2 *	2 *	4 *	4 *	2 *	4 *	3 *	2 *	3 *	2 *
Free at weekends	4 *	1 *	1 *	- -	3 *	4 *	3 *	1 *	4 *	4 *	1 *	2 *	3 *	- -	3 *	- -
For emergencies	3 *	- -	- -	- -	3 *	3 *	2 *	2 *	3 *	3 *	1 *	2 *	2 *	1 *	2 *	1 *
Picture messaging	2 *	1 *d	1 1%d	1 *d	- -	2 *	2 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	2 *	1 *
Poor eyesight / numbers are bigger	2 *	- -	- -	- -	2 *	2 *	1 *	2 *	2 *	2 *	1 *	- -	- -	- -	- -	- -
Other	79 4%	10 4%	7 3%	9 3%	60 4%	79 4%	34 3%	51 4%	66 4%	74 4%	36 5%f	68 4%	58 5%zefhi	37 6%zefhi	62 5%zefhi	30 6%zefhi

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 391

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Don't know	39 2% _i	3 1%	4 2%	5 2%	29 2%	38 2%	20 2%	22 2%	37 2% _i	34 2%	17 2%	33 2%	26 2%	13 2%	24 2%	6 1%

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Table 392

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Convenience/ease of use	522 26%	364 24%	52 28%	8 32%	3 16%	24 31%	70 31%a	223 28%	143 23%	122 24%	6 39%	16 31%	25 20%	40 25%	36 25%	81 26%	69 25%	42 21%	16 21%
Price	497 24%a	344 23%	66 35%zaf	6 23%	6 35%	31 40%zaf	44 20%	207 26%	133 22%	128 25%	-	12 23%	41 32%zq	41 25%	37 26%	83 27%q	64 23%	36 18%	14 18%
Always used it	256 13%ahq	114 8%	34 18%za	3 12%	5 29%	17 22%za	83 36%zab	135 17%zhi	45 7%	59 12%h	4 28%	8 16%q	23 18%opq	26 16%oqr	18 12%	25 8%	28 10%	11 6%	3 4%
Reliability/ quality of service/coverage	241 12%	189 13%	19 10%	2 9%	2 9%	6 8%	23 10%	90 11%	93 15%zi	49 10%	2 16%	5 10%	8 6%	20 13%	12 8%	26 8%	42 15%lo	22 11%	22 29%zkimnopq
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%f	196 13%zbf	13 7%f	2 8%	3 15%	9 11%f	6 2%	81 10%	70 11%	73 15%zg	1 9%	6 11%	9 7%	20 12%	28 20%zl	48 16%zl	35 12%	28 14%	6 9%
It's part of a product bundle	178 9%	137 9%	18 10%	2 9%	4 20%	5 6%	12 5%	66 8%	51 8%	47 9%	3 20%	1 2%	8 6%	22 13%kp	21 14%zkl	33 11%	18 6%	14 7%	7 10%
Quality of sound	167 8%	126 8%	19 10%	4 14%	* 3%	4 5%	14 6%	60 7%	57 9%	41 8%	1 9%	2 4%	5 4%	11 7%	8 6%	18 6%	30 11%l	13 7%	10 13%l
When phone is next to me	135 7%g	98 7%	10 6%	3 12%	* 3%	5 7%	18 8%	32 4%	47 8%g	45 9%zg	2 11%	5 11%	7 6%	6 3%	24 17%zimo	25 8%	23 8%	18 9%	3 4%
When the call is urgent	92 5%g	73 5%	4 2%	1 6%	- -	5 6%	8 3%	20 2%	26 4%	46 9%zgh	-	3 5%	2 2%	7 4%	9 7%	10 3%	8 3%	6 3%	-
Have used up all 'free'/pre-paid/ bundled minutes	84 4%b	77 5%zbf	2 1%	- -	- -	1 1%	4 2%	27 3%	27 4%	25 5%	1 9%	- -	4 3%	6 4%	18 13%zklm	16 5%	16 6%	6 3%	3 4%
Somebody else pays for this service / it's free	66 3%f	58 4%zf	5 3%f	* 2%	- -	1 2%	1 *	25 3%	24 4%	12 2%	-	1 2%	5 4%	2 1%	6 4%	9 3%	10 4%	5 3%	6 8%zm

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 392

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
The number is stored on the handset	50 2%	40 3%	3 2%	1 5%	-	3 4%	3 1%	17 2%	21 3%	10 2%	1 9%	-	2 1%	1 1%	1 1%	7 2%	15 5%zmn	5 2%	6 8%zlmno
I do not use / often	32 2%	27 2%	1 *	-	-	1 2%	3 1%	9 1%	10 2%	12 2%	-	-	1 1%	1 *	2 2%	3 1%	3 1%	4 2%	-
When the signal is poor	31 2%	27 2%	5 3%f	-	-	-	-	13 2%	14 2%	3 1%	-	1 1%	-	2 1%	1 1%	7 2%	7 3%	5 3%	3 5%l
Someone else using other line	31 2%	23 2%	4 2%	-	*	2 2%	1 *	9 1%	14 2%	5 1%	-	-	1 1%	*	4 3%	4 1%	6 2%	8 4%zm	-
Tied into contract	27 1%	22 1%	3 2%	-	-	1 1%	1 *	10 1%	8 1%	6 1%	-	1 2%	3 2%	2 1%	2 1%	3 1%	6 2%	1 *	-
For calling 0800 numbers that are free	26 1%g	24 2%	1 *	-	-	-	1 *	2 *	14 2%zg	7 1%g	-	2 3%	2 2%	1 1%	-	2 1%	6 2%	9 4%zmno	-
To call premium numbers / 0845 numbers	20 1%	20 1%z	-	-	-	-	-	5 1%	10 2%	3 1%	-	-	2 1%	-	1 1%	1 *	4 1%	3 2%	-
I use my mobile	16 1%	14 1%	-	-	-	1 1%	2 1%	3 *	2 *	11 2%zgh	-	1 2%	-	-	2 2%	3 1%	2 1%	1 *	-
To call / receive calls from family members	15 1%	13 1%	-	-	-	-	1 1%	3 *	8 1%	2 *	-	-	-	-	1 1%	2 1%	3 1%	5 3%z	3 4%zlm
For making / receiving calls / messages	15 1%	14 1%	1 *	-	-	-	*	3 *	7 1%	5 1%	-	-	2 2%	1 1%	2 1%	1 *	1 *	2 1%	-
For international calls	14 1%	12 1%	*	-	-	-	1 *	4 *	4 1%	4 1%	-	1 2%	-	2 1%	-	1 *	2 1%	-	2 3%za
Habit	12 1%	9 1%	2 1%	-	-	*	-	6 1%	6 1%	-	-	-	-	-	*	2 1%	1 *	2 1%	5 7%zlmnopq
Difficult to switch	11 1%	8 1%	1 *	1 3%	1 6%	1 1%	-	8 1%	1 *	1 *	-	2 4%zmn	1 1%	-	-	1 *	3 1%	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
No mobile	10 *a	4 *	1 1%	-	-	1 1%	4 2%za	6 1%	2 *	2 *	-	1 2%p	2 2%zp	2 1%	-	1 *	-	1 1%	-
For using the internet	9 *g	9 1%	-	-	-	-	-	1 *	5 1%	2 *	-	-	3 2%zo	-	-	-	3 1%	2 1%	-
When landline / mobile phone is not working	6 *	6 *	-	-	-	-	-	-	2 *	4 1%g	-	-	-	-	-	-	5 2%zo	-	-
For business / work use	6 *	4 *	2 1%	-	-	-	-	1 *	3 *	1 *	-	1 3%zmp	-	-	-	1 *	-	1 *	-
Video messaging	6 *	6 *	-	-	-	-	-	2 *	2 *	-	-	-	1 1%	-	1 1%	1 *	1 *	1 *	-
When making long calls	5 *	5 *	-	-	-	-	-	2 *	2 *	-	-	-	-	-	1 1%	2 1%	1 *	-	1 1%
For calling other landline	5 *	4 *	1 *	-	-	-	-	2 *	1 *	1 *	-	-	-	-	1 *	1 *	1 1%	1 1%	-
For people not on VoIP	4 *	4 *	-	-	-	-	-	2 *	1 *	2 *	-	-	-	-	1 1%	1 *	1 *	1 *	-
For calling people without a mobile phone	4 *	4 *	* *	-	-	-	-	1 *	-	3 1%z	-	-	-	1 *	1 1%	-	1 *	-	-
Free at weekends	4 *	4 *	-	-	-	-	-	-	2 *	1 *	-	-	-	-	-	1 *	1 *	-	-
For emergencies	3 *	1 *	1 *	-	-	-	1 *	1 *	1 *	1 *	-	-	-	-	1 *	-	1 *	-	-
Picture messaging	2 *	2 *	-	-	-	-	-	-	1 *	* *	-	-	-	-	1 *	-	-	1 *	-
Poor eyesight / numbers are bigger	2 *	-	-	-	-	-	2 1%za	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-
Other	79 4%i	66 4%	4 2%	2 8%	-	3 4%	5 2%	30 4%i	35 6%zi	7 1%	4 28%	1 1%	2 2%	7 4%	1 1%	12 4%	14 5%	16 8%zn	4 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 392
FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?
BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHold (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Don't know	39	28	2	-	-	3	6	11	13	11	-	1	1	3	2	2	1	1	4
	2%	2%	1%	-	-	4%	3%	1%	2%	2%	-	1%	1%	2%	2%	1%	*	*	5%opq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 393

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	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Convenience/ease of use	522 26%	492 26%	28 20%	27 20%	46 27%	51 31%ck	39 22%	46 32%ck	22 22%	46 21%	117 28%	34 20%	23 23%	46 27%	26 30%	427 25%	321 26%	195 26%	516 26%	434 26%	88 26%	522 26%
Price	497 24%br	471 25%b	25 18%	31 23%	50 28%	44 27%	40 23%	35 24%	24 24%	47 22%	103 25%	43 26%	18 19%	36 22%	27 31%l	416 25%	297 24%	187 24%	484 24%	411 24%	86 26%	497 24%
Always used it	256 13%bm qt	248 13%zb	7 5%	15 11%	23 13%	16 10%	20 12%	27 19%zem	13 13%	24 11%	58 14%mo	18 11%	19 20%zek	13 8%	11 13%	213 13%mo	177 14%zqr	77 10%	254 13%q	227 13%ztu	29 9%	256 13%t
Reliability/ quality of service/coverage	241 12%p	227 12%	12 9%	14 11%	18 10%	14 9%	20 11%	11 8%	13 13%	33 16%	55 13%	18 11%	12 12%	29 17%zeg no	6 7%	195 12%	131 11%	107 14%zpr	238 12%p	193 11%	48 14%	241 12%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%nt	213 11%	15 10%	20 15%hn	29 16%zh jno	17 11%n	26 15%hn	13 9%	4 5%	23 11%	40 10%	22 13%n	10 10%	21 12%n	3 3%	195 12%n	137 11%	89 12%	226 11%	207 12%ztu	21 6%	228 11%t
It's part of a product bundle	178 9%di	163 9%	14 10%	12 9%	8 5%	16 10%	14 8%	20 14%di	9 9%	13 6%	35 8%	24 14%zdi lmo	6 6%	12 7%	11 13%di	149 9%di	112 9%	65 9%	176 9%	157 9%	21 6%	178 9%
Quality of sound	167 8%ceh	155 8%	11 8%	2 2%	12 7%ci	6 4%	14 8%ci	9 6%	2 2%	16 8%ci	49 12%zce ho	26 15%zcd efghio	8 9%ch	17 10%ceh	6 7%ci	136 8%ceh	94 8%	69 9%	163 8%	138 8%	29 9%	167 8%
When phone is next to me	135 7%	121 6%	15 10%	5 4%	6 3%	17 11%zcd fmo	6 3%	8 5%	7 8%	10 5%	24 6%	27 16%zcd dfgij mo	10 10%cdf m	7 4%	9 10%cdf m	110 7%	80 6%	53 7%	134 7%	109 6%	27 8%	135 7%
When the call is urgent	92 5%in	80 4%	12 9%za	3 2%	4 2%	8 5%ni	8 5%	6 4%	3 3%	2 1%	30 7%zcd in	19 11%zcd efghil mno	4 4%	6 3%	- -	83 5%in	50 4%	40 5%	90 5%	81 5%	11 3%	92 5%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%mi	73 4%	12 8%za	8 6%mi	11 6%jim	5 3%	8 5%	3 2%	6 6%	4 2%	10 2%	22 13%zcd efgijl mno	2 2%	2 1%	4 5%	77 5%mi	56 5%	28 4%	84 4%	70 4%	15 4%	84 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Somebody else pays for this service / it's free	66 3%	57 3%	9 6%za	2 2%	6 4%	9 6%	4 2%	8 5%	3 3%	4 2%	10 2%	5 3%	4 4%	6 4%	4 5%	51 3%	39 3%	24 3%	64 3%	55 3%	11 3%	66 3%
The number is stored on the handset	50 2%	49 3%	1 1%	2 2%	3 2%	10 6%zdf hjko	2 1%	5 3%	- -	5 2%	10 2%	2 1%	3 3%	6 4%	1 1%	40 2%	29 2%	19 3%	48 2%	44 3%	6 2%	50 2%
I do not use / often	32 2%so	31 2%	1 1%	5 4%zkl o	2 1%	2 1%	8 5%zdj klo	2 1%	- -	5 2%	5 1%	1 1%	- -	2 1%	1 1%	29 2%	16 1%	17 2%	32 2%	22 1%	10 3%so	32 2%so
When the signal is poor	31 2%	28 2%	1 1%	3 2%df	- -	1 1%	- -	3 2%	1 1%	5 3%	7 2%	3 2%	2 2%df	4 3%df	1 1%	24 1%	20 2%	12 2%	31 2%	25 1%	6 2%	31 2%
Someone else using other line	31 2%	26 1%	4 3%	4 3%dgmn	* *	1 1%	2 1%	- -	2 3%	2 1%	12 3%	3 2%	* *	1 *	2 2%	27 2%	21 2%	8 1%	29 1%	25 1%	5 2%	31 2%
Tied into contract	27 1%	24 1%	3 2%	2 2%	- -	3 2%	3 2%	- -	1 1%	2 1%	5 1%	3 2%	1 1%	3 2%	4 5%zdg ijo	19 1%	15 1%	12 2%	27 1%	22 1%	5 2%	27 1%
For calling 0800 numbers that are free	26 1%	23 1%	3 2%	2 2%	5 3%zko	1 1%	1 1%	- -	2 2%	4 2%	6 2%	- -	1 1%	1 *	2 2%	22 1%	17 1%	9 1%	26 1%	19 1%	7 2%	26 1%
To call premium numbers / 0845 numbers	20 1%ps	18 1%	2 1%	2 1%	* *	* *	- -	- -	- -	6 3%zo	3 1%	4 3%zfo	1 1%	1 1%	2 2%	16 1%	7 1%	13 2%zpr	20 1%p	11 1%	9 3%zsu	20 1%so
I use my mobile	16 1%aa	12 1%	5 3%za	- -	2 1%	- -	1 *	- -	2 2%	- -	6 1%	5 3%zce fgimo	1 1%	- -	- -	16 1%	13 1%	3 *	16 1%	16 1%	- -	16 1%
To call / receive calls from family members	15 1%p	15 1%	- -	1 1%	1 1%	2 1%	- -	1 1%	- -	- -	4 1%	1 *	2 2%	2 1%	1 1%	10 1%	5 *	10 1%p	15 1%p	13 1%	2 *	15 1%
For making / receiving calls / messages	15 1%	12 1%	2 2%	- -	1 1%	- -	2 1%	- -	2 2%	- -	5 1%	3 2%	- -	1 1%	- -	13 1%	10 1%	5 1%	15 1%	13 1%	2 1%	15 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
For international calls	14 1%p	13 1%	* *	- 1%	2 1%	1 1%	- 1%	- -	- -	2 1%	3 1%	2 1%	1 1%	1 *	2 2%	10 1%	4 *	9 1%p	14 1%p	11 1%	2 1%	14 1%
Habit	12 1%r	11 1%	1 *	2 1%	- -	3 2%	1 1%	- -	- -	5 1%	1 *	1 *	1 1%	- -	- -	11 1%	5 *	5 1%	10 *	10 1%	2 1%	12 1%
Difficult to switch	11 1%	10 1%	1 1%	3 2%zjo	- -	1 1%	4 2%zjo	1 1%	- -	- -	- -	- *	1 1%j	1 *	1 1%j	9 1%	7 1%	4 1%	11 1%	10 1%	2 1%	11 1%
No mobile	10 *	10 1%	- -	2 1%	- -	- -	2 1%	- -	- -	2 1%	1 *	- -	1 1%	3 2%zo	- -	6 *	7 1%	2 *	9 *	8 *	2 1%	10 *
For using the internet	9 *	9 *	- -	- -	- -	2 1%	- -	1 1%	- -	2 1%	3 1%	- -	- -	1 *	1 1%	8 *	6 *	3 *	9 *	9 1%	- -	9 *
When landline / mobile phone is not working	6 *	6 *	- -	* *	- -	- -	- -	- -	- -	3 2%zjo	- -	- -	- -	2 1%zjo	- -	4 *	5 *	1 *	6 *	6 *	- -	6 *
For business / work use	6 *	6 *	- -	1 1%	- -	- -	- -	2 1%zo	- -	- -	1 *	- -	- -	1 1%	- -	4 *	4 *	2 *	6 *	6 *	- -	6 *
Video messaging	6 *r	6 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	- *	1 1%	4 *	3 *	1 *	4 *	5 *	* *	6 *
When making long calls	5 *	5 *	- -	- -	- -	- -	- -	- -	- -	2 1%	1 *	1 *	1 1%	- 1%	1 1%	3 *	1 *	4 *	5 *	5 *	- -	5 *
For calling other landline	5 *aop s	3 *	2 1%za	- -	- -	- -	- -	- -	- -	2 *	- *	- -	- -	3 2%zo	- -	2 *	1 *	4 *	5 *p	1 *	4 1%zsu	5 *s
For people not on VoIP	4 *r	4 *	- -	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 1%jo	2 1%zo	- -	2 *	4 *	- *	4 *	4 *	1 *	4 *
For calling people without a mobile phone	4 *	4 *	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- *	1 *	- -	1 1%	- -	3 *	3 *	1 *	4 *	4 *	- -	4 *
Free at weekends	4 *	3 *	1 1%	- -	1 *	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%j	3 *	3 *	1 *	4 *	3 *	1 *	4 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 393

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
For emergencies	3 *	2 *	1 1%	2 1%zjo	1 *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	2 *	1 *	1 *	3 *	2 *	* *	3 *
Picture messaging	2 *	2 *	* *	- -	- -	- -	- -	- -	- -	- -	* *	1 1%	- -	- -	1 1%zo	1 *	1 *	1 *	2 *	2 *	- -	2 *
Poor eyesight / numbers are bigger	2 *	2 *	- -	1 1%	- -	1 1%z	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	1 *	2 *	2 *	- -	2 *
Other	79 4%cks	76 4%	3 2%	1 *	11 6%cgk	7 5%ck	5 3%k	2 1%	1 1%	9 4%k	29 7%zcgk mo	- -	8 8%zcf ghkmo	4 2%	3 3%k	64 4%ck	40 3%	37 5%	77 4%	46 3%	33 10%zsu	79 4%ks
Don't know	39 2%	35 2%	3 2%	* *	3 2%	1 *	9 5%zce jlo	3 2%	6 6%zce jlo	6 3%	2 1%	3 2%	- -	4 2%	2 2%	33 2%j	21 2%	18 2%	39 2%	30 2%	9 3%	39 2%

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Table 394

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Convenience/ease of use	522 26%b	234 29%zb cdegh	277 22%	468 25%b	522 26%b	404 25%b	53	427 25%b	203 24%	120 29%bh	39 31%b	391 25%	13 21%	76 26%	41 31%	404 25%	117 28%	468 25%	54 28%
Price	497 24%ijnr	240 30%zb cdefg hij	294 23%ij	471 26%zb deij	497 24%ij	393 24%ij	51 22%j	428 25%ij	208 24%ij	78 19%j	13 10%	381 25%n	12 19%	89 31%zn	15 11%	393 24%	104 24%	471 26%zr	27 14%
Always used it	256 13%bcef ghikoq	124 16%zbc defghi	81 6%	185 10%bf gh	256 13%bcef ghi	151 9%bfh	12 5%	163 9%bfh	60 7%	33 8%	48 39%zabcdegh hi	132 9%	19 32%zkm	53 18%zk	51 39%zkm	151 9%	105 25%zo	185 10%	71 37%zq
Reliability/ quality of service/coverage	241 12%	112 14%zd	145 12%	225 12%	241 12%	198 12%	28 12%	208 12%	107 12%	57 14%	12 10%	195 13%	3 5%	30 10%	13 9%	198 12%	43 10%	225 12%	16 8%
So can use 'free/ pre-paid/bundled/ time-specific minutes	228 11%jmnp r	99 12%j	152 12%j	224 12%zd j	228 11%j	205 13%zdj	22 9%j	214 12%zdj	121 14%zd ij	42 10%j	1 1%	203 13%zmn	2 4%	21 7%n	2 1%	205 13%zp	23 5%	224 12%zr	4 2%
It's part of a product bundle	178 9%	69 9%	111 9%	164 9%	178 9%	146 9%	15 7%	156 9%	78 9%	38 9%	6 5%	138 9%	7 12%	26 9%	6 5%	146 9%	32 8%	164 9%	14 7%
Quality of sound	167 8%	80 10%zdh	97 8%	157 9%h	167 8%	136 8%h	21 9%	147 8%h	58 7%	38 9%	6 5%	133 9%	3 6%	24 8%	6 4%	136 8%	30 7%	157 9%	9 5%
When phone is next to me	135 7%	60 7%	90 7%	124 7%	135 7%	107 7%	17 7%	114 7%	68 8%	31 7%	6 5%	104 7%	4 6%	21 7%	7 5%	107 7%	28 7%	124 7%	11 6%
When the call is urgent	92 5%	46 6%h	51 4%	83 5%	92 5%	70 4%	9 4%	75 4%	31 4%	13 3%	8 6%	69 4%	1 1%	14 5%	8 6%	70 4%	22 5%	83 5%	9 5%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%fnpr	34 4%j	59 5%ij	83 5%zdf j	84 4%ij	77 5%zdfj	3 1%	80 5%zdfj	47 6%zdf j	15 3%j	- -	76 5%zn	1 2%	7 2%	- -	77 5%zp	7 2%	83 5%zr	1 1%
Somebody else pays for this service / it's free	66 3%apr	17 2%	54 4%zacd j	65 4%zad	66 3%a	61 4%zad	12 5%aj	65 4%zad	30 3%	15 3%	1 *	61 4%zmn	- -	4 1%	1 *	61 4%zp	5 1%	65 4%zr	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 394

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
The number is stored on the handset	50 2%	16 2%	36 3%	47 3%	50 2%	44 3%	8 3%	45 3%	26 3%	12 3%	2 2%	42 3%	1 2%	4 1%	2 2%	44 3%	7 2%	47 3%	4 2%
I do not use / often	32 2%a	7 1%	26 2%aeg	31 2%a	32 2%a	24 2%	6 3%	27 2%	15 2%	4 1%	1 1%	24 2%	- -	7 2%	1 1%	24 2%	8 2%	31 2%	1 1%
When the signal is poor	31 2%mp	11 1%	22 2%	31 2%	31 2%	31 2%zd	2 1%	31 2%	11 1%	6 1%	- -	31 2%zm	- -	- -	- -	31 2%zp	- -	31 2%	- -
Someone else using other line	31 2%p	7 1%	23 2%	27 1%	31 2%	29 2%ac	3 1%	29 2%a	18 2%a	4 1%	1 1%	27 2%mp	3 4%mp	- -	1 1%	29 2%p	1 *	27 1%	4 2%
Tied into contract	27 1%i	6 1%	20 2%i	25 1%i	27 1%i	22 1%	3 1%	25 1%i	9 1%	1 *	- -	20 1%	2 3%	5 2%	- -	22 1%	5 1%	25 1%	2 1%
For calling 0800 numbers that are free	26 1%	10 1%	24 2%zcde g	25 1%	26 1%	22 1%	5 2%	25 1%	17 2%	9 2%	- -	21 1%	1 1%	4 1%	- -	22 1%	4 1%	25 1%	1 *
To call premium numbers / 0845 numbers	20 1%	7 1%	17 1%	19 1%	20 1%	16 1%	5 2%	20 1%	11 1%	4 1%	- -	15 1%	1 1%	4 1%	- -	16 1%	4 1%	19 1%	1 *
I use my mobile	16 1%	5 1%	13 1%h	16 1%	16 1%	11 1%	1 1%	15 1%e	4 *	1 *	- -	11 1%	- -	5 2%	- -	11 1%	5 1%	16 1%	- -
To call / receive calls from family members	15 1%a	2 *	13 1%a	15 1%a	15 1%a	13 1%a	6 3%zacde g	13 1%	10 1%a	7 2%a	- -	13 1%	- -	1 *	- -	13 1%	1 *	15 1%	- -
For making / receiving calls / messages	15 1%a	2 *	11 1%	12 1%a	15 1%a	12 1%a	- -	12 1%a	4 *	3 1%	2 2%a	12 1%	- -	1 *	2 2%	12 1%	3 1%	12 1%	2 1%
For international calls	14 1%	2 *	11 1%	14 1%a	14 1%	10 1%	3 1%	13 1%	5 1%	3 1%	- -	10 1%	- -	4 1%	- -	10 1%	4 1%	14 1%	- -
Habit	12 1%	6 1%	7 1%	12 1%	12 1%	10 1%	5 2%zbcde g	12 1%	7 1%	7 2%zbcde	- -	10 1%	- -	2 1%	- -	10 1%	2 *	12 1%	- -
Difficult to switch	11 1%	4 1%	4 *	9 *	11 1%	7 *	2 1%	8 *	3 *	- -	2 1%i	6 *	1 1%	3 1%	2 1%	7 *	5 1%	9 *	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 394

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
No mobile	10 *abckq	1 *	3 *	3 *	10 *abc	6 *c	-	6 *c	1 *	-	3 hi	2 *3%zabcdefg	4 *6%zkm	1 *	4 *3%zkm	6 *	5 *1%	3 *	7 *4%zq
For using the internet	9 *	3 *	8 *1%	9 *1%	9 *	7 *	2 *1%	8 *	4 *	1 *	-	7 *	-	2 *1%	-	7 *	2 *	9 *1%	-
When landline / mobile phone is not working	6 *	-	6 *	6 *	6 *	6 *	-	6 *	5 *1%	5 *1%zab	-	6 *	-	-	-	6 *	-	6 *	-
For business / work use	6 *	-	6 *	6 *	6 *	6 *	-	6 *	4 *	4 *1%a	-	6 *	-	-	-	6 *	-	6 *	-
Video messaging	6 *	3 *	4 *	6 *	6 *	3 *	-	6 *e	2 *	1 *	-	3 *	-	2 *1%	-	3 *	2 *1%	6 *	-
When making long calls	5 *	2 *	4 *	5 *	5 *	4 *	-	5 *	-	-	-	4 *	-	1 *	-	4 *	1 *	5 *	-
For calling other landline	5 *	-	5 *	5 *	5 *	5 *	-	5 *	4 *	-	-	5 *	-	-	-	5 *	-	5 *	-
For people not on VoIP	4 *	-	4 *	4 *	4 *	4 *	-	4 *	2 *	4 *1%zac	-	4 *	-	-	-	4 *	-	4 *	-
For calling people without a mobile phone	4 *	* *	4 *	4 *	4 *	4 *	1 *	4 *	1 *	2 *	-	4 *	-	-	-	4 *	-	4 *	-
Free at weekends	4 *	-	4 *	4 *	4 *	4 *	1 *	4 *	2 *	-	-	4 *	-	-	-	4 *	-	4 *	-
For emergencies	3 *	3 *	1 *	3 *	3 *	2 *	-	2 *	2 *	* *	-	2 *	-	1 *	-	2 *	1 *	3 *	-
Picture messaging	2 *	1 *	2 *	2 *	2 *	1 *	* *	2 *	1 *	1 *	-	1 *	-	1 *	-	1 *	1 *	2 *	-
Poor eyesight / numbers are bigger	2 *	2 *	-	2 *	2 *	-	-	-	1 *	-	-	-	-	2 *1%zk	-	-	2 *o	2 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 394
FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?
BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Other	79	22	57	69	79	71	11	72	30	38	6	67	5	2	6	71	8	69	10
	4%amp	3%	5%ac	4%	4%a	4%zacd	5%	4%ac	3%	9%zab	5%	4%am	8%am	1%	4%am	4%zp	2%	4%	5%
Don't know	39	13	27	36	39	27	5	30	12	3	4	27	-	8	4	27	12	36	4
	2%	2%	2%i	2%	2%	2%	2%	2%	1%	1%	3%	2%	-	3%	3%	2%	3%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
Overlap formulae used. * small base

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Table 395

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Convenience/ease of use	522 26%	227 26%	10 23%	-	13 54%	8 37%	15 29%	-	78 23%	77 30%q	-	2 100%	82 23%	7 15%
Price	497 24%a	188 22%	13 28%	2 100%	9 36%	12 60%	17 33%	1 33%	75 22%	69 27%	-	-	99 27%	12 24%
Always used it	256 13%hp	145 17%zhlp	5 12%	2 100%	4 15%	3 16%	5 9%	-	26 8%	27 11%	-	-	26 7%	11 23%zhp
Reliability/ quality of service/coverage	241 12%p	133 15%zhlp	8 17%p	-	3 11%	2 10%	8 15%	1 27%	30 9%	24 9%	1 16%	-	24 7%	7 14%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	94 11%	5 12%	-	1 6%	2 9%	2 4%	2 65%	39 11%	35 14%	3 66%	-	38 11%	5 10%
It's part of a product bundle	178 9%	64 7%	3 7%	-	1 3%	4 19%	3 5%	-	33 10%	22 8%	-	-	44 12%za	5 10%
Quality of sound	167 8%	82 10%	4 8%	-	1 3%	-	7 13%	-	22 6%	21 8%	-	-	24 7%	6 12%
When phone is next to me	135 7%p	64 8%p	3 6%	-	3 11%	1 4%	4 8%	-	22 7%	19 7%	-	-	14 4%	5 10%
When the call is urgent	92 5%	42 5%	1 3%	-	2 8%	-	2 3%	-	18 5%	10 4%	-	-	14 4%	1 2%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	37 4%	3 7%	-	1 2%	1 6%	1 1%	-	21 6%	8 3%	-	-	10 3%	3 5%
Somebody else pays for this service / it's free	66 3%a	19 2%	2 5%	-	-	-	1 1%	-	16 5%a	11 4%	-	-	18 5%a	-
The number is stored on the handset	50 2%p	22 3%	1 2%	-	1 4%	-	4 7%p	1 27%	6 2%	10 4%p	1 18%	-	2 1%	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 395

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
I do not use / often	32 2%	10 1%	-	-	-	-	1 3%	-	9 3%	5 2%	-	-	6 2%	1 2%
When the signal is poor	31 2%	19 2%	1 3%	-	-	-	-	-	4 1%	5 2%	-	-	3 1%	-
Someone else using other line	31 2%	9 1%	1 3%	-	-	-	3 6%zal	-	7 2%	2 1%	-	-	7 2%	1 2%
Tied into contract	27 1%	8 1%	4 9%zahlp	-	-	1 5%	-	-	7 2%	2 1%	-	-	5 1%	-
For calling 0800 numbers that are free	26 1%	8 1%	1 3%	-	-	-	3 6%zahl	-	2 1%	2 1%	-	-	9 3%za	-
To call premium numbers / 0845 numbers	20 1%	10 1%	1 1%	-	-	-	1 3%	-	3 1%	* *	-	-	4 1%	-
I use my mobile	16 1%	8 1%	-	-	-	-	-	-	7 2%zp	1 1%	-	-	1 *	-
To call / receive calls from family members	15 1%	5 1%	-	-	-	-	1 2%	-	6 2%zl	-	-	-	3 1%	-
For making / receiving calls / messages	15 1%	6 1%	-	-	-	-	-	-	5 1%p	3 1%p	-	-	-	-
For international calls	14 1%a	2 *	-	-	-	-	-	-	2 1%	4 2%a	-	-	4 1%a	-
Habit	12 1%	8 1%	1 2%p	-	-	-	-	-	2 1%	1 *	-	-	-	-
Difficult to switch	11 1%	3 *	1 3%a	-	-	-	1 2%	-	3 1%	1 *	-	-	2 1%	-
No mobile	10 *	8 1%	-	-	-	-	-	-	3 1%	-	-	-	-	-
For using the internet	9 *	4 *	-	-	-	-	-	-	4 1%	1 *	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 395

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
When landline / mobile phone is not working	6 *	1 *	- -	- -	- -	- -	- -	- -	4 1%za	- -	- -	- -	1 *	- -
For business / work use	6 *	1 *	- -	- -	- -	- -	- -	- -	3 1%	2 1%	- -	- -	- -	- -
Video messaging	6 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	* *	1 2%zalp
When making long calls	5 *	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
For calling other landline	5 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -
For people not on VoIP	4 *	1 *	1 2%zal	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 2%zalp
For calling people without a mobile phone	4 *	1 *	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -	* *	1 2%zalp
Free at weekends	4 *	1 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	1 *	- -
For emergencies	3 *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	2 *	1 1%a
Picture messaging	2 *	- -	- -	- -	- -	- -	- -	- -	2 1%za	- -	- -	- -	- -	- -
Poor eyesight / numbers are bigger	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Other	79 4%	43 5%	- -	- -	- -	* 2%	5 10%p	- -	11 3%	9 4%	- -	- -	10 3%	1 1%
Don't know	39 2%	17 2%	2 5%l	- -	- -	- -	- -	* 8%	6 2%	2 1%	- -	- -	13 3%zl	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 396

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Convenience/ease of use	522 26%	4 43%	- -	34 22%	- -	- -	3 28%	- -	2 35%	3 100%	- -	2 14%	1 100%	18 17%
Price	497 24%	- -	- -	36 23%	- -	- -	3 28%	- -	3 46%	- -	- -	7 46%	1 100%	23 22%
Always used it	256 13%p	1 6%	- -	26 17%py	- -	- -	2 22%	- -	- -	- -	- -	1 9%	- -	5 5%
Reliability/ quality of service/coverage	241 12%	2 16%	- -	23 15%	1 100%	- -	- -	- -	- -	1 55%	1 42%	2 15%	- -	11 11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	3 29%	- -	11 7%	- -	- -	1 7%	1 100%	- -	- -	- -	1 7%	- -	13 12%
It's part of a product bundle	178 9%	- -	- -	10 6%	- -	- -	1 7%	- -	- -	- -	- -	2 14%	- -	8 8%
Quality of sound	167 8%	2 24%	- -	17 11%	- -	- -	1 11%	- -	1 13%	1 55%	- -	3 18%	- -	7 6%
When phone is next to me	135 7%	* 5%	- -	10 6%	- -	- -	1 5%	- -	1 19%	- -	- -	2 14%	- -	9 9%
When the call is urgent	92 5%	2 16%	- -	2 2%	- -	- -	- -	- -	- -	1 55%	1 27%	2 10%	- -	11 10%zd
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	2 19%	1 100%	4 3%	- -	- -	1 7%	- -	- -	- -	- -	- -	- -	7 7%
Somebody else pays for this service / it's free	66 3%	- -	- -	7 5%	- -	- -	- -	- -	- -	- -	1 42%	1 5%	- -	5 4%

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Table 396

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Convenience/ease of use	522 26%	26 37%dp	-	1 41%	2 100%	1 27%	22 25%	-	1 9%
Price	497 24%	11 15%	-	2 100%	-	2 36%	29 32% _s	-	4 45%
Always used it	256 13% _p	8 11%	-	1 41%	-	-	6 6%	-	2 21%
Reliability/ quality of service/coverage	241 12%	14 20%	1 49%	1 41%	2 100%	1 16%	9 10%	-	2 17%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	8 12%	-	-	-	-	4 4%	1 100%	1 12%
It's part of a product bundle	178 9%	6 8%	-	-	-	-	9 9%	-	-
Quality of sound	167 8%	12 17% _{zy}	-	-	-	1 22%	5 6%	-	-
When phone is next to me	135 7%	4 6%	-	1 41%	-	-	4 5%	-	-
When the call is urgent	92 5%	11 16% _{zd}	-	-	-	-	5 5%	-	-
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	5 6%	1 51%	-	-	-	2 2%	-	-
Somebody else pays for this service / it's free	66 3%	2 3%	-	-	-	-	3 3%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 396

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
The number is stored on the handset	50 2%	1 9%	-	*	-	-	-	-	-	-	1 42%	1 9%	-	2 2%
I do not use / often	32 2%	-	-	2 1%	-	-	-	-	-	-	-	2 15%	-	4 4%
When the signal is poor	31 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Someone else using other line	31 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	11 11%zdsy
Tied into contract	27 1%	-	-	1 1%	-	-	1 8%	-	-	-	1 42%	-	-	3 3%
For calling 0800 numbers that are free	26 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	20 1%	-	-	4 2%	-	-	-	-	-	-	-	-	-	1 1%
I use my mobile	16 1%	-	-	3 2%	-	-	-	-	-	-	1 31%	-	-	2 2%
To call / receive calls from family members	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
For making / receiving calls / messages	15 1%	-	-	1 1%	-	2 100%	-	-	-	-	-	-	-	-
For international calls	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Habit	12 1%	-	-	4 3%z	-	-	-	-	-	-	-	-	-	1 1%
Difficult to switch	11 1%	-	-	*	-	-	-	-	-	-	-	-	-	-

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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
The number is stored on the handset	50 2%	1 1%	-	-	-	1 22%	-	-	1 10%
I do not use / often	32 2%	-	-	-	-	-	-	-	-
When the signal is poor	31 2%	1 1%	-	-	-	-	-	-	-
Someone else using other line	31 2%	1 1%	-	-	-	-	2 2%	-	-
Tied into contract	27 1%	-	-	-	-	-	3 4%	-	-
For calling 0800 numbers that are free	26 1%	-	-	-	-	-	1 2%	-	-
To call premium numbers / 0845 numbers	20 1%	1 1%	-	-	-	-	-	-	-
I use my mobile	16 1%	1 1%	-	-	-	-	1 1%	-	-
To call / receive calls from family members	15 1%	-	-	-	-	-	-	-	-
For making / receiving calls / messages	15 1%	-	-	-	-	-	-	-	-
For international calls	14 1%	1 1%	-	-	-	-	-	-	-
Habit	12 1%	-	-	-	-	-	-	-	-
Difficult to switch	11 1%	-	-	-	-	-	1 1%	-	-

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Table 396

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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
No mobile	10	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
For using the internet	9	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
When landline / mobile phone is not working	6	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-
For business / work use	6	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Video messaging	6	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
When making long calls	5	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
For calling other landline	5	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	2%z
For people not on VoIP	4	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
For calling people without a mobile phone	4	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%z
Free at weekends	4	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
For emergencies	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Picture messaging	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	79	-	-	9	-	-	-	-	-	-	-	-	-	2
	4%	-	-	6%	-	-	-	-	-	-	-	-	-	2%
Don't know	39	-	-	4	-	-	-	-	-	-	-	-	-	1
	2%	-	-	3%	-	-	-	-	-	-	-	-	-	1%

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Table 396

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**
No mobile	10	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
For using the internet	9	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
When landline / mobile phone is not working	6	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
For business / work use	6	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Video messaging	6	-	-	-	-	1	-	-
	*	-	-	-	-	22%	-	-
When making long calls	5	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
For calling other landline	5	1	-	-	-	-	-	-
	*	2%z	-	-	-	-	-	-
For people not on VoIP	4	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
For calling people without a mobile phone	4	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Free at weekends	4	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
For emergencies	3	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Picture messaging	2	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	2	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Other	79	1	-	-	-	-	3	-
	4%	2%	-	-	-	-	3%	-
Don't know	39	3	-	-	-	-	1	-
	2%	4%	-	-	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 397

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Convenience/ease of use	522 26%	306 26%	215 26%	103 24%	7 19%	7 73%	2 27%	14 39%	-	56 23%	62 34%zabcjrt	-	1 100%	52 22%	3 14%	109 25%	14 36%
Price	497 24%	290 24%	207 25%	92 22%	10 31%	3 35%	3 46%	10 28%	-	54 22%	57 32%zacj	-	-	56 24%	5 21%	105 24%	11 28%
Always used it	256 13%ajrt	106 9%jrt	150 18%zacjnrt	52 12%ajrt	3 9%	3 25%	1 16%	3 10%	-	13 5%	15 9%	-	-	11 5%	4 17%	22 5%	3 8%
Reliability/ quality of service/coverage	241 12%rt	139 12%rt	103 12%rt	66 16%zajrt	7 19%rt	2 21%	-	6 18%	-	20 8%	17 9%	-	-	16 7%	4 18%	33 8%	2 4%
So can use 'free/ pre-paid/bundled/ time-specific minutes	228 11%b	170 14%zb	58 7%	68 16%zb	5 13%	1 15%	*	1 3%	1 80%	31 13%b	22 12%b	3 100%	-	33 14%b	4 16%	65 15%zb	2 6%
It's part of a product bundle	178 9%b	124 10%zb	54 6%	48 11%b	3 8%	1 8%	1 20%	1 3%	-	23 10%	14 8%	-	-	29 13%zb	4 17%	45 10%b	6 16%b
Quality of sound	167 8%	92 8%	75 9%	31 7%	4 10%	-	-	3 10%	-	18 7%	14 8%	-	-	19 8%	2 10%	33 7%	3 8%
When phone is next to me	135 7%	80 7%r	55 7%	35 8%r	3 7%	1 6%	1 13%	2 5%	-	16 7%	12 7%	-	-	8 4%	3 12%	29 7%r	6 14%r
When the call is urgent	92 5%ac	36 3%	56 7%zac	10 2%	1 4%	1 6%	-	-	-	11 4%	6 3%	-	-	8 3%	-	20 5%	1 3%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	58 5%n	26 3%	26 6%zbn	2 7%n	1 6%	-	1 2%	-	17 7%zbnr	2 1%	-	-	6 3%	3 11%	21 5%	1 1%
Somebody else pays for this service / it's free	66 3%	44 4%	22 3%	9 2%	1 4%	-	-	1 2%	-	12 5%	7 4%	-	-	14 6%zbc	-	23 5%zbc	2 4%
The number is stored on the handset	50 2%	36 3%	14 2%	18 4%zb	-	-	-	2 7%	-	4 1%	9 5%zbr	-	-	2 1%	1 3%	9 2%	1 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
I do not use / often	32 2%	18 1%	14 2%	4 1%	-	-	-	-	-	4 2%	5 3%	-	-	5 2%	-	8 2%	-
When the signal is poor	31 2%b	28 2%zb	3 *	16 4%zb	1 4%b	-	-	-	-	4 2%	4 2%b	-	-	3 1%	-	7 2%b	-
Someone else using other line	31 2%	13 1%	17 2%	3 1%	1 4%	-	-	-	-	3 1%	1 *	-	-	4 2%	1 4%	4 1%	-
Tied into contract	27 1%	17 1%	10 1%	5 1%	2 6%zabrt	-	1 14%	-	-	5 2%	2 1%	-	-	2 1%	-	5 1%	-
For calling 0800 numbers that are free	26 1%b	23 2%zb	2 *	7 2%b	1 3%b	-	-	3 10%	-	2 1%	2 1%	-	-	8 3%zb	-	11 3%zbj	1 3%b
To call premium numbers / 0845 numbers	20 1%	13 1%	7 1%	5 1%	1 2%	-	-	1 4%	-	2 1%	-	-	-	4 2%	-	5 1%	* 1%
I use my mobile	16 1%a	4 *	12 1%za	1 *	-	-	-	-	-	3 1%	1 *	-	-	-	-	3 1%	-
To call / receive calls from family members	15 1%	11 1%	4 *	2 *	-	-	-	1 3%	-	6 3%zabcn	-	-	-	2 1%	-	6 1%	-
For making / receiving calls / messages	15 1%	8 1%	6 1%	2 *	-	-	-	-	-	5 2%zat	2 1%	-	-	-	-	1 *	-
For international calls	14 1%	10 1%	3 *	2 *	-	-	-	-	-	2 1%	4 2%zabc	-	-	2 1%	-	5 1%	-
Habit	12 1%	6 *	6 1%	3 1%	1 3%art	-	-	-	-	1 *	1 1%	-	-	-	-	1 *	-
Difficult to switch	11 1%	8 1%	3 *	2 *	1 4%zbc	-	-	1 2%	-	2 1%	1 *	-	-	2 1%	-	4 1%	-
No mobile	10 *	6 *	5 1%	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
For using the internet	9*	7 1%	2*	3 1%	-	-	-	-	-	4 2%zbt	1*	-	-	-	-	2 1%	1 3%br
When landline / mobile phone is not working	6*	5*	1*	-	-	-	-	-	-	4 2%zabc	-	-	-	1 1%	-	5 1%zab	-
For business / work use	6*	6*	-	1*	-	-	-	-	-	3 1%zb	2 1%zb	-	-	-	-	3 1%b	-
Video messaging	6*	2*	3*	-	-	-	-	-	-	2 1%	-	-	-	* *	-	1 *	-
When making long calls	5*	3*	2*	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
For calling other landline	5*	2*	3*	1*	-	-	-	-	-	-	-	-	-	1 *	-	-	-
For people not on VoIP	4*	4*	-	1 *	1 3%zbcn	-	-	-	-	1 *	-	-	-	1 *	1 5%	2 *	1 2%b
For calling people without a mobile phone	4*	2*	2*	1*	-	-	-	-	-	-	-	-	-	* *	1 5%	* *	1%
Free at weekends	4*	4*	-	1 *	-	-	-	-	-	2 1%zb	-	-	-	1 *	-	3 1%b	-
For emergencies	3*	2*	1 *	-	-	-	-	-	-	* *	-	-	-	2 1%z	-	2 *	-
Picture messaging	2*	2*	-	-	-	-	-	-	-	2 1%zab	-	-	-	-	-	1 *	-
Poor eyesight / numbers are bigger	2*	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	79 4%b	58 5%zb	22 3%	30 7%zabt	-	-	*	5 15%	-	9 4%	6 3%	-	-	7 3%	-	15 3%	-
Don't know	39 2%	20 2%	20 2%	3 1%	2 7%acn	-	-	-	* 20%	6 2%	-	-	-	8 4%acn	-	10 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Convenience/ease of use	522 26%ab chi	31 17%	29 18%	4 9%	163 26%	120 25%	38 26%	409 29%zh	113 18%	313 24%	122 32%zi	18 21%	90 33%z	191 29%nq	114 23%	48 22%	91 25%	83 23%	146 26%	106 23%	51 22%	93 25%	84 22%
Price	497 24%hi	50 28%	47 29%	19 39%z	162 25%	108 23%	32 21%	368 26%zh	130 20%	306 23%	123 32%zi	14 17%	45 17%	169 25%	108 22%	44 21%	89 24%	78 21%	172 30%zst uv	108 23%	49 21%	90 24%	83 22%
Always used it	256 13%bde fhikno pqstuv	16 9%b	9 5%	5 9%	62 10%ef	28 6%	5 3%	221 16%zh	35 5%	100 8%	58 15%j	2 2%	27 10%k	100 15%znop q	25 5%	17 8%	20 6%	25 7%	85 15%stuv	22 5%	14 6%	18 5%	21 6%
Reliability/ quality of service/coverage	241 12%h pqstuv	18 10%	17 10%	6 11%	79 12%	69 15%	20 13%	197 14%zh	44 7%	145 11%	66 17%zi	15 18%	36 13%	79 12%npq	29 6%	17 8%	28 8%	23 6%	57 10%stv	31 7%	14 6%	29 8%	22 6%
So can use 'free/ pre-paid/bundled/ time-specific minutes	228 11%	24 13%	28 17%za	9 18%	105 17%z	86 18%z	27 18%z	154 11%	74 12%	168 13%z	43 11%	7 9%	26 10%	74 11%	57 12%	24 11%	38 11%	39 11%	61 11%	55 12%	29 12%	39 10%	40 11%
It's part of a product bundle	178 9%h	15 8%	13 8%	1 2%	62 10%	45 9%	9 6%	137 10%zh	41 6%	125 9%	34 9%	13 15%l	17 6%	53 8%	33 7%	21 10%	25 7%	26 7%	44 8%	31 7%	22 9%	25 7%	28 7%
Quality of sound	167 8%bhn qsv	8 4%	6 3%	1 3%	54 9%	45 9%	14 9%	133 10%zh	33 5%	115 9%	36 9%	8 10%	24 9%	58 9%npq	23 5%	16 7%q	20 6%	14 4%	49 9%sv	25 5%	13 6%	25 7%	19 5%
When phone is next to me	135 7%	12 7%	13 8%	1 3%	53 8%	48 10%z	17 12%z	93 7%	42 6%	94 7%	27 7%	4 5%	26 10%	49 7%	36 7%	15 7%	20 5%	24 7%	41 7%	32 7%v	16 7%	20 5%	17 5%
When the call is urgent	92 5%j	10 6%	12 7%	3 7%	22 3%	22 5%	5 3%	54 4%	38 6%	76 6%zj	7 2%	1 1%	12 4%	32 5%	20 4%	6 3%	16 4%	13 4%	23 4%	19 4%	12 5%	15 4%	17 4%
Have used up all 'free'/pre-paid/ bundled minutes	84 4% m	9 5%	9 5%	1 3%	37 6%z	26 6%	7 4%	52 4%	33 5%	67 5%z	16 4%	2 3%	11 4%	18 3%	17 3%	8 4%	14 4%	20 5% mn	26 5%	25 5%	13 5%	18 5%	23 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Somebody else pays for this service / it's free	66 3%g	7	6	1	30	25	6	36	29	49	13	6	7	28	15	8	14	12	22	16	12	14	14
		4%	4%	2%	5%z	5%z	4%	3%	5%g	4%	3%	7%	3%	4%	3%	4%	4%	3%	4%	3%	5%	4%	4%
The number is stored on the handset	50 2%	9	9	4	20	16	5	35	15	32	12	2	9	16	11	4	10	6	14	14	10	13	9
		5%	6%z	8%z	3%	3%	4%	3%	2%	2%	3%	3%	3%	2%	2%	2%	3%	2%	2%	3%	4%v	3%	2%
I do not use / often	32 2%g	6	3	1	9	7	4	9	23	25	3	2	1	13	11	4	6	10	9	11	5	6	11
		3%b	2%	3%	1%	1%	3%	1%	4%z	2%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%u
When the signal is poor	31 2%	2	2	-	13	13	6	22	9	20	8	3	3	16	9	4	5	2	14	10	5	7	7
		1%	1%	-	2%	3%z	4%	2%	1%	2%	2%	3%	1%	2%q	2%q	2%q	1%q	*	2%	2%	2%	2%	2%
Someone else using other line	31 2%	*	2	-	4	6	-	17	14	25	2	-	2	6	8	2	4	5	5	4	3	1	7
		*	1%	-	1%	1%	-	1%	2%	2%	*	-	1%	1%	2%	1%	1%	1%	1%	1%	1%u	*	2%su
Tied into contract	27 1%	2	1	-	5	3	-	17	10	18	6	-	1	6	5	3	6	4	6	5	3	4	6
		1%	1%	-	1%	1%	-	1%	2%	1%	2%	-	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
For calling 0800 numbers that are free	26 1%g	3	5	2	14	12	5	9	16	24	1	1	7	9	12	7	8	8	4	8	4	7	12
		2%	3%	4%	2%z	2%z	3%	1%	3%z	2%z	*	1%	2%	1%	2%z	3%z	2%	2%	1%	2%	2%	2%	3%zs
To call premium numbers / 0845 numbers	20 1%	3	2	-	7	2	1	10	10	19	-	-	3	5	5	5	3	2	3	3	2	2	5
		2%	1%	-	1%	*	*	1%	2%	1%z	-	-	1%	1%	1%	2%q	1%	1%	*	1%	1%	1%	1%su
I use my mobile	16 1%g	1	1	-	2	2	-	5	11	15	-	-	-	5	7	3	4	7	2	8	4	5	5
		*	*	-	*	*	-	*	2%z	1%	-	-	-	1%	1%	1%	1%	2%z	*	2%zr	2%r	1%	1%
To call / receive calls from family members	15 1%	2	2	-	8	7	2	10	5	13	2	1	5	4	5	2	4	5	1	3	2	3	4
		1%	1%	-	1%	2%	1%	1%	1%	1%	*	2%	2%z	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
For making / receiving calls / messages	15 1%	1	1	-	2	-	1	12	3	11	1	2	1	2	2	-	1	2	4	5	3	5	5
		1%	1%	-	*	-	1%	1%	*	1%	*	3%	*	*	*	-	*	1%	1%	1%	1%	1%	1%
For international calls	14 1%g	1	-	-	5	2	-	2	11	12	2	-	3	7	6	2	3	5	3	8	4	6	5
		*	-	-	1%	*	-	*	2%z	1%	*	-	1%	1%	1%	1%	1%	1%	*	2%z	2%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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Habit	12 1%	-	-	-	5 1%	5 1%	1 1%	9 1%	3	6	5 1%	-	5 2%z	5 1%	4 1%	5 2%zn	4 1%	4 1%	6 1%	5 1%	4 2%	4 1%	4 1%
Difficult to switch	11 1%	2 1%	1 1%	-	3 1%	2 *	1 1%	5 *	6 1%	6 *	3 1%	-	-	4 1%	2 *	2 1%	2 1%	2 *	3 *	3 1%	4 2%	3 1%	3 1%
No mobile	10 *i	1 1%	1 1%	-	3 1%	3 1%	-	6 *	4 1%	-	1 *	-	-	2 *	-	-	2 1%	-	2 *	1 *	1 *	1 *	1 *
For using the internet	9 *g	1 1%	1 1%	-	2 *	2 1%	-	1 *	8 1%zg	9 1%	-	-	1 1%	4 1%	7 1%z	3 1%	6 2%z	6 2%z	4 1%	5 1%	3 1%	5 1%	6 2%z
When landline / mobile phone is not working	6 *g	1 *	1 *	-	3 1%	3 1%	-	3 *	5 1%zg	6 *	-	3 4%z	2 1%	1 *	5 1%z	1 1%	1 *	1 *	2 *	1 *	1 1%	1 *	1 *
For business / work use	6 *	-	-	-	1 *	2 *	-	3 *	3 *	5 *	1 *	-	3 1%z	2 *	3 1%	2 1%	4 1%z	3 1%z	1 *	1 *	-	1 *	1 *
Video messaging	6 *	* *	* *	* 1%	1 *	1 *	-	3 *	2 *	3 *	2 1%	* 1%	1 *	3 *	* *	* *	* *	* *	1 *	* *	* *	2 1% _s	1 *
When making long calls	5 *	-	-	-	-	3 1%	-	3 *	2 *	5 *	-	-	-	2 *	3 1%	1 1%	1 *	1 *	2 *	2 *	1 *	1 *	1 *
For calling other landline	5 *	-	-	-	3 *	3 1%	1 1%	4 *	1 *	3 *	2 *	-	-	1 *	2 *	1 *	-	1 *	1 *	2 *	-	-	1 *
For people not on VoIP	4 *	2 1%z	2 1%z	-	2 *	2 *	2 1%	3 *	1 *	2 *	3 1%	1 1%	4 1%z	2 *	-	-	-	-	2 *	-	-	-	-
For calling people without a mobile phone	4 *	1 1%	1 1%	-	1 *	-	-	3 *	1 *	2 *	2 1%	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Free at weekends	4 *	-	-	-	1 *	1 *	1 1%	2 *	2 *	4 *	-	-	-	3 *	4 1%z	1 *	4 1%z	4 1%z	2 *	4 1%z	1 *	4 1%z	3 1%
For emergencies	3 *	-	-	-	2 *	-	-	1 *	2 *	1 *	1 *	-	-	2 *	2 *	-	1 *	2 *	1 *	2 *	-	1 *	2 *
Picture messaging	2 *	* *	-	-	1 *	1 *	-	1 *	1 *	2 *	-	-	1 *	1 *	* *	* *	* *	* *	1 *	* *	-	-	* *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 398

FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Poor eyesight / numbers are bigger	2	-	-	-	1	-	1	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
Other	79	4	4	-	39	33	11	43	36	50	12	6	29	21	24	4	11	8	24	21	8	14	17
Don't know	39	6	6	2	6	3	3	18	21	29	3	-	3	7	14	7	10	15	8	10	5	9	9
		2%deg	4%	3%	1%	1%	2%	1%	3%zg	2%	1%	-	1%	1%	3% ^m	3% ^m	3% ^m	4% ^{zm}	1%	2%	2%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 399

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1774	965	809	1	45	222	318	348	369	310	161	46	540	717	471	470	587	318	399	487	811	379
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Convenience/ease of use	713 38%bjn	406 42%zb	307 35%	1 100%	20 47%jn	129 49%zhi jmn	147 41%jn	172 42%ijn	122 35%jn	98 33%jn	25 17%	22 48%jn	276 44%zhi jn	293 39%jn	123 28%j	209 36%	240 44%zo q	127 34%	138 38%	180 42%u	332 38%	155 34%
So can use 'free'/pre-paid/bundled/time-specific minutes	346 19%ijn o	187 19%	159 18%	- -	11 25%ijn	71 27%zhi jmn	96 27%zhi jmn	86 21%ijn	55 16%ijn	19 6%	8 5%	11 25%ijn	167 27%zhi jmn	141 19%ijn	26 6%	87 15%	112 20%o	70 19%	77 21%o	82 19%	180 21%u	69 15%
Price	344 18%jn	185 19%	159 18%	1 100%	11 26%	50 19%	88 25%zgi jmn	64 16%	63 18%	45 16%	22 15%	12 28%gn	138 22%zgi mn	127 17%	67 15%	115 20%	99 18%	60 16%	70 19%	84 19%	149 17%	82 18%
The number is stored on the handset	215 12%bin	135 14%zb	80 9%	- -	7 15%	38 14%in	47 13%in	57 14%in	36 10%	19 6%	12 8%	7 15%	85 14%in	93 12%in	31 7%	70 12%	64 12%	38 10%	43 12%	73 17%zt u	87 10%	43 10%
When phone is next to me	167 9%in	96 10%	70 8%	- -	7 15%ijn	24 9%in	45 13%zjin	38 9%in	35 10%in	11 4%	7 5%	7 15%ijn	69 11%ijn	73 10%in	18 4%	42 7%	55 10%	39 11%	31 9%	40 9%	74 8%	46 10%
Always used it	161 9%bin u	99 10%zb	61 7%	- -	6 13%in	38 14%zgh ijmn	42 12%zhim n	33 8%i	22 6%	12 4%	9 6%	6 13%in	80 13%zghi jmn	55 7%	20 5%	38 7%	49 9%	33 9%	41 11%o	59 14%ztu	73 8%	22 5%
When the call is urgent	158 9%flo u	93 10%	65 7%	1 100%	4 10%	16 6%	17 5%	48 12%zefh lm	21 6%	30 10%fl	21 14%zef hl	6 12%df	32 5%	69 9%fhl	51 12%zef hl	26 4%	59 11%zo	32 9%o	42 12%zo	40 9%u	93 11%zu	20 4%
It's part of a product bundle	142 8%bin	88 9%zb	54 6%	- -	5 12%j	26 10%jn	27 8%	35 9%j	26 8%j	18 6%	4 3%	5 12%j	53 9%jn	62 8%j	22 5%	38 7%	41 8%	30 8%	33 9%	47 11%ztu	63 7%	27 6%
Have used up all 'free'/pre-paid/bundled minutes	121 7%ijnt	74 8%	47 5%	- -	4 10%ijn	38 14%zghi jmn	30 8%ijn	19 5%in	24 7%ijn	4 2%	2 2%	4 10%ijn	68 11%zfgi jmn	43 6%in	7 2%	28 5%	38 7%	22 6%	33 9%zo	51 12%ztu	39 4%	27 6%
Reliability/quality of service/coverage	78 4%h	47 5%	31 4%	- -	4 8%h	14 5%	22 6%hm	17 4%	7 2%	9 3%	4 3%	4 8%h	36 6%zhm	24 3%	14 3%	25 4%	21 4%	15 4%	17 5%	13 3%	43 5%	20 4%
Tied into contract	64 3%jnt	33 3%	30 3%	- -	1 2%	13 5%jn	11 3%	16 4%jn	16 5%jn	6 2%	1 *	1 2%	24 4%jn	33 4%jn	7 1%	14 2%	23 4%	14 4%	13 4%	18 4%	21 2%	19 4%
Someone else using other line	61 3%b	42 4%zb	19 2%	- -	- -	5 2%	14 4%	17 4%	11 3%	10 3%	4 3%	- -	19 3%	28 4%	14 3%	24 4%	16 3%	14 4%	6 2%	8 2%	27 3%	21 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 399

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
I do not use / often	54 3%efgl s	26 3%	28 3%	-	-	1 *	-	4 1%	11 3%efgl m	25 8%zefg hlm	14 9%zdef ghklm	-	1 *	15 2%fgl	39 9%zef ghklm	17 3%	14 3%	11 3%	13 4%	5 1%	29 3% s	18 4% s
When I'm out / away from home / abroad	53 3%als	20 2%	33 4%	-	-	2 1%	6 2%	9 2%	10 3%	15 5%zefg hlm	12 8%zefg hlm	-	8 1%	18 2%	27 6%zef ghlm	21 4%	19 3%	5 1%	8 2%	4 1%	34 4% zs	12 3%
Quality of sound	47 3%q	29 3%	18 2%	-	1 3%	8 3%	16 4%zhim n	11 3%	4 1%	4 1%	2 2%	1 3%	24 4%zhn	15 2%	6 1%	20 3%q	15 3%	3 1%	9 2%	11 3%	20 2%	16 4%
Picture messaging	43 2%en	26 3%	18 2%	-	-	9 3%n	11 3%n	14 3%n	6 2%	3 1%	1 *	-	20 3%n	20 3%n	3 1%	9 2%	10 2%	14 4%	10 3%	15 3%	18 2%	8 2%
Somebody else pays for this service / it's free	37 2%nu	23 2%	14 2%	-	2 4%	5 2%	5 1%	16 4%zin	6 2%	3 1%	1 1%	2 4%	10 2%	22 3%hn	4 1%	17 3%	13 2%	4 1%	3 1%	10 2%u	23 3%u	2 1%
To call mobiles / mobile to mobile	33 2%hnl	15 2%	18 2%	-	-	2 1%	1 *	8 2%	2 *	16 6%zefg hlm	4 2%	-	4 1%	10 1%h	20 5%zef hlm	13 2%	6 1%	11 3%	3 1%	6 1%	16 2%	11 3%
Video messaging	24 1%	13 1%	11 1%	-	1 3%	8 3%zhim	5 2%	4 1%	2 *	1 *	2 2%	1 3%	14 2%	6 1%	4 1%	7 1%	11 2%	4 1%	3 1%	6 1%	9 1%	8 2%
For emergencies	23 1%als	6 1%	17 2%za	-	-	-	1 *	2 *	5 1%l	8 3%zefg lm	8 5%zefg hlm	-	1 *	7 1%	16 4%zef ghlm	6 1%	9 2%	7 2%	2 *	1 *	13 2%	9 2% s
For texting	19 1%	6 1%	13 1%	-	-	1 *	1 *	1 *	8 2%zfgl m	5 2%gl	3 2%gl	-	2 *	8 1%g	8 2%gl	5 1%	7 1%	4 1%	3 1%	4 1%	6 1%	9 2%
When landline / mobile phone is not working	6 *	3 *	3 *	-	-	1 *	1 *	-	2 *	2 1%	-	-	2 *	2 *	2 1%	5 1%z	1 *	-	-	2 1%	1 *	3 1%
For calling people without a landline	6 *	2 *	3 *	-	-	-	-	-	3 1%	-	3 2%zefg ilm	-	-	3 *	3 1%	3 1%	-	2 *	1 *	1 *	3 *	1 *
Difficult to switch	5 *	4 *	1 *	-	-	2 1%	1 *	1 *	1 *	-	-	-	3 1%	2 *	-	1 *	1 *	3 1%	1 *	-	2 *	3 1%
For making / receiving calls / messages	4 *	1 *	3 *	-	-	-	-	-	2 *	2 1%	1 1%	-	-	2 *	3 1%	1 *	1 *	1 *	2 *	1 *	-	3 1%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 399

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Habit	3	-	3	-	-	-	-	1	1	-	-	-	-	3	-	3	-	-	-	-	1	1
	*	-	*	-	-	-	-	*	*	-	-	-	-	*	-	*	-	-	-	-	*	*
When the signal is poor	2	1	1	-	-	-	-	-	2	-	-	-	-	2	-	-	-	2	-	1	-	1
	*	*	*	-	-	-	-	-	1%z	-	-	-	-	*	-	-	-	1%	-	*	-	*
To call / receive calls from family members	2	-	2	-	-	-	-	-	1	-	1	-	-	1	1	-	1	-	1	-	-	1
	*	-	*	-	-	-	-	-	*	-	1%	-	-	*	*	-	*	-	*	-	-	*
For business / work use	2	2	-	-	-	-	1	1	-	-	-	-	1	1	-	-	1	1	-	1	1	-
	*	*	-	-	-	-	*	*	-	-	-	-	*	*	-	-	*	*	-	*	*	-
For using the internet	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	*
To call premium numbers / 0845 numbers	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-
For people not on VoIP	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*	*	-	-
Poor eyesight / numbers are bigger	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	-	*	-	-	-	-	-	-	-	*z	-	-	-	*	*	-	-	-	-	*	-
For international calls	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-
	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-
Other	34	16	18	-	-	6	5	8	6	7	2	-	12	14	8	7	11	9	7	5	16	8
	2%	2%	2%	-	-	2%	2%	2%	2%	2%	1%	-	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%
Don't know	33	16	17	-	-	1	4	7	10	5	6	-	4	17	11	13	9	5	7	10	8	12
	2%ll	2%	2%	-	-	*	1%	2%	3%el	2%	4%zefl	-	1%	2%l	2%el	2%	2%	1%	2%	2%t	1%	3%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 400
FX07_2 - Why do you choose to use your mobile phone for making calls from home?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1774	126	184	536	111	29	671	175	140	70	25	56	550	87	1421	353	801	131	131	41	15	45	532	78
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Convenience/ease of use	713 38%ls v	62 40%	111 48%z	253 42%	50 42%	15 38%	341 44%zi l	85 40%l	65 41%l	19 29%	14 62%	21 43%l	143 29%	25 34%	539 37%	175 42%	402 43%zs v	62 43%sv	55 37% s	6 16%	7 57%	16 40% s	144 30%	22 33%
So can use 'free/ pre-paid/bundled/ time-specific minutes	346 19%al v	15 10%	56 24%a	153 25%za	33 27%z	11 30%	176 23%zl m	49 23%lm	44 28%zl m	14 21%l	3 15%	9 17%l	43 9%	8 11%	273 19%	73 18%	205 22%zv	35 24%v	40 27%zv w	7 22%v	2 17%	6 15%	41 9%	9 13%
Price	344 18%lo	27 17%	37 16%	116 19%	23 19%	8 22%	137 18%	42 20%	31 20%	17 26%l	7 32%	13 27%l	78 16%	18 25%l	294 20%zo	50 12%	164 18%	28 19%	30 20%	12 35%zp v	3 23%	12 31%zp v	78 16%	17 26%
The number is stored on the handset	215 12%lv	14 9%	40 17%z	88 15%z	13 11%	6 15%	116 15%zi l	26 12%	19 12%	3 4%	3 15%	4 8%	36 7%	9 12%	174 12%	42 10%	137 15%zqv	11 7%	19 13%	2 7%	2 20%	3 8%	34 7%	7 11%
When phone is next to me	167 9%lv	10 6%	29 12%	63 10%	18 15%z	5 13%	83 11%l	18 9%	23 14%zl	6 9%	2 9%	6 13%l	24 5%	5 6%	128 9%	38 9%	98 10%v	13 9%	20 14%v	3 9%	1 10%	6 16%vw	23 5%	3 4%
Always used it	161 9%lo v	21 14%	20 9%	56 9%	19 16%z	3 8%	84 11%zl	14 7%	22 14%zl	7 10%	4 18%	2 4%	25 5%	5 5%	139 10%zo	22 5%	90 10%v	14 9%	20 14%v	3 9%	4 33%	1 4%	24 5%	5 7%
When the call is urgent	158 9%al	4 2%	16 7%	49 8%a	17 14%	-	56 7%	13 6%	17 11%	4 6%	3 15%	3 6%	57 11%zfg	5 7%	122 8%	36 9%	68 7%	18 12%r	7 4%	3 8%	2 18%	2 5%	55 11%zpr	4 7%
It's part of a product bundle	142 8%lv	10 6%	19 8%	58 10%	16 13%z	4 11%	75 10%zl	12 6%	20 13%zgl	5 8%	-	4 9%	21 4%	5 7%	114 8%	28 7%	83 9%v	16 11%v	13 9%v	3 9%	-	4 11%	19 4%	3 5%
Have used up all 'free'/pre-paid/ bundled minutes	121 7%lv	4 2%	22 9%a	60 10%za	6 5%	2 6%	70 9%zl	15 7%l	8 5%	5 7%	1 7%	5 9%l	14 3%	3 4%	96 7%	25 6%	82 9%zv	11 7%v	8 5%	1 4%	1 12%	5 11%v	12 2%	3 4%
Reliability/ quality of service/coverage	78 4%	10 7%	14 6%	23 4%	4 3%	1 3%	41 5%	6 3%	5 3%	4 7%	-	1 3%	16 3%	4 5%	63 4%	14 3%	42 5%	7 5%	5 3%	2 5%	-	1 2%	16 3%	5 8%
Tied into contract	64 3%	4 3%	12 5%	26 4%	2 1%	3 7%	33 4%	9 4%	5 3%	1 1%	-	2 4%	14 3%	1 1%	56 4%z	7 2%	35 4%	8 6%	5 3%	-	-	2 5%	13 3%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All who have used their mobile phone in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Someone else using other line	61 3%	8 5%	5 2%	24 4%	5 4%	-	27 3%	11 5%	5 3%	-	-	1 2%	17 3%	1 1%	46 3%	15 4%	34 4%	6 4%	3 2%	-	-	-	17 4%	-
I do not use / often	54 3%ctp	-	3 1%	6 1%	1 1%	4 9%	6 1%	3 2%	5 3%	4 5% f	-	1 3%	35 7% zfg m	-	46 3%	8 2%	9 1%	3 2%	5 3%	1 2%	-	1 4%	35 7% zpw	-
When I'm out / away from home / abroad	53 3%cf	1 *	4 2%	9 1%	4 4%	2 4%	11 1%	2 1%	6 4%	1 1%	-	2 3%	29 6% zfg	3 4%	40 3%	13 3%	19 2%	-	3 2%	1 2%	-	2 4% q	26 5% zpq	3 4% q
Quality of sound	47 3%	3 2%	4 2%	23 4% z	1 1%	2 5%	26 3%	3 2%	3 2%	-	1 5%	3 6% ll	8 2%	2 3%	36 3%	11 3%	29 3%	1 1%	3 2%	-	1 10%	3 7% qv	8 2%	1 1%
Picture messaging	43 2%lv	1 1%	5 2%	27 5% z	3 3%	1 3%	26 3% l	7 3% l	5 3%	-	1 4%	-	5 1%	-	38 3%	5 1%	27 3% v	7 5% v	5 3%	-	1 7%	-	4 1%	-
Somebody else pays for this service / it's free	37 2%	10 6% zc	6 2%	13 2%	2 2%	-	22 3% l	6 3%	2 1%	-	1 3%	-	5 1%	1 1%	27 2%	10 2%	27 3% zv	2 2%	2 1%	-	-	-	5 1%	1 1%
To call mobiles / mobile to mobile	33 2%	3 2%	2 1%	8 1%	-	-	12 2%	2 1%	-	-	-	-	19 4% zfh	1 1%	22 2%	11 3%	13 1%	2 1%	-	-	-	-	18 4% zpr	1 1%
Video messaging	24 1%	2 1%	3 1%	11 2%	3 2%	1 3%	13 2%	2 1%	4 3%	-	1 5%	-	3 1%	1 1%	20 1%	4 1%	14 1%	2 2%	4 3%	-	1 10%	-	3 1%	-
For emergencies	23 1%ctp	-	2 1%	2 *	1 1%	-	2 *	2 1%	1 1%	1 1%	-	-	16 3% zf	1 1%	19 1%	5 1%	3 *	2 1%	1 1%	1 2%	-	-	16 3% zp	1 1%
For texting	19 1%ctp	-	2 1%	1 *	3 2%	-	2 *	1 1%	3 2% f	-	-	-	12 2% zf	1 1%	16 1%	3 1%	2 *	1 1%	5 3% zp	-	-	-	10 2% zp	1 1%
When landline / mobile phone is not working	6 *	1 *	1 1%	1 *	-	-	2 *	1 *	-	-	-	-	3 1%	-	5 *	1 *	2 *	1 *	-	-	-	-	3 1%	-
For calling people without a landline	6 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	4 1% zf	1 1% f	5 *	1 *	1 *	-	-	-	-	-	4 1% zp	1 1% p
Difficult to switch	5 *	-	-	3 1%	-	-	1 *	2 1% l	-	1 1% l	-	-	-	1 2% zfl	5 *	1 *	2 *	2 2% zpv	-	-	-	-	-	1 2% zpv

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
For making / receiving calls / messages	4 *	-	-	1	-	-	1	-	-	-	-	-	3	-	2	2	1	-	1	-	-	-	2	-
		-	-	*	-	-	*	-	-	-	-	-	1%z	-	*	*	*	-	1%	-	-	-	*	-
Habit	3 *	1	-	1	-	-	1	1	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-
		1%	-	*	-	-	*	1%	-	-	-	-	-	-	-	1%zn	*	-	-	-	-	-	-	-
When the signal is poor	2 *	-	-	1	1	-	-	1	1	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-
		-	-	*	1%	-	-	1%	1%	-	-	-	-	-	*	-	-	1%p	1%p	-	-	-	-	-
To call / receive calls from family members	2 *	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-
		-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
For business / work use	2 *	-	-	-	2	-	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-
		-	-	-	1%z	-	-	-	1%zfl	-	-	-	-	-	*	-	-	-	1%zpv	-	-	-	-	-
For using the internet	1 *	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
		-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1 *	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
		-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
For people not on VoIP	1 *	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
		-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1 *	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
For international calls	* *	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
		-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
Other	34 2%	3	4	8	4	-	14	1	4	1	-	3	9	3	28	6	14	2	4	1	-	2	9	2
		2%	2%	1%	3%	-	2%	1%	2%	2%	-	5%g	2%	4%g	2%	1%	2%	1%	3%	3%	-	5%	2%	4%
Don't know	33 2%	4	3	8	1	2	11	3	2	2	-	-	11	3	25	8	10	4	4	2	-	-	11	2
		2%	1%	1%	1%	5%	1%	2%	2%	3%	-	-	2%	4%	2%	2%	1%	3%	3%	5%p	-	-	2%	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1774	1089	296	386	497	18	3	76	1208	446	654	281	219	167	232	189	69	20	5	2	8	
Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**	
Convenience/ease of use	713 38%ch i	479 41%zc	119 38%c	114 30%	235 43%zh	8 43%	1 25%	38 44%	444 36%	131 30%	268 40%i	131 41%i	116 46%zi	62 37%	116 46%z	86 39%	34 46%	5 30%	2 64%	-	7 79%	
So can use 'free'/ pre-paid/bundled/ time-specific minutes	346 19%h	219 19%	67 21%	59 16%	141 26%zh	6 28%	- -	17 20%	190 15%	74 17%	111 17%	66 21%	62 24%zi j	34 20%	61 24%z	59 27%z	16 22%	9 49%	2 50%	-	-	
Price	344 18%h	207 18%	70 22%	67 18%	119 22%h	7 37%	2 75%	15 18%	208 17%	87 20%	111 17%	61 19%	45 18%	41 24%j	62 24%z	43 19%	15 20%	4 25%	1 21%	-	-	
The number is stored on the handset	215 12%hi	148 13%	30 9%	38 10%	79 14%zh	3 16%	- -	11 13%	128 10%	35 8%	75 11%	42 13%i	33 13%	31 18%zi j	40 16%	30 14%	10 14%	3 17%	1 34%	-	-	
When phone is next to me	167 9%i	106 9%	30 10%	30 8%	60 11%	3 16%	- -	9 11%	100 8%	27 6%	63 9%	28 9%	38 15%zij km	11 6%	25 10%	35 16%z	4 6%	1 4%	1 35%	-	-	
Always used it	161 9%ogh	104 9%	35 11%c	21 6%	64 12%zgh	2 9%	- -	1 1%	94 8%	33 8%	51 8%	29 9%	24 9%	24 14%zi j	29 11%	23 11%	8 11%	4 21%	1 35%	1 100%	1 9%	
When the call is urgent	158 9%	99 8%	26 8%	33 9%	39 7%	- -	- -	3 4%	117 9%	41 9%	68 10%k	17 5%	15 6%	17 10%	14 6%	15 7%	8 10%	3 15%	- -	1 49%	-	
It's part of a product bundle	142 8%	93 8%	29 9%	20 5%	52 9%g	1 6%	- -	1 1%	88 7%	33 7%	43 6%	29 9%	20 8%	18 11%	26 10%	19 9%	7 10%	1 8%	1 35%	-	-	
Have used up all 'free'/pre-paid/ bundled minutes	121 7%chi	89 8%zc	17 5%	16 4%	55 10%zh	3 17%	- -	3 3%	62 5%	17 4%	35 5%	28 9%i	24 10%ij	18 10%ij	21 8%	25 11%z	10 14%z	2 13%	- -	- -	-	
Reliability/ quality of service/coverage	78 4%	53 5%	16 5%	10 3%	31 6%	1 3%	- -	1 2%	45 4%	12 3%	31 5%	9 3%	12 5%	14 8%zik	12 5%	12 6%	6 8%	1 3%	- -	- -	-	
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Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**	
Someone else using other line	61 3%bci	61 5%zbc	-	-	17 3%	-	-	5 6%	39 3%	-	33	13	14	2	8 3%	10 4%	-	-	-	-	-	
I do not use / often	54 3%adm o	21 2%	8 3%	24 6%zab	3 *	-	-	2 2%	50 4%zdi	26 6%zjklm	21 3%im	5 1%	2 1%	-	3 1%	-	-	-	-	-	-	
When I'm out / away from home / abroad	53 3%bdkn	29 2%	3 1%	22 6%zab	8 1%	-	-	1 1%	45 4%zdi	22 5%zk	19 3%k	2 1%	4 2%	6 4%k	1 1%	3 2%	4 5%ni	-	-	1 51%	-	
Quality of sound	47 3%	35 3%	7 2%	5 1%	19 3%	1 4%	-	2 3%	25 2%	10 2%	12 2%	12 4%	8 3%	6 3%	6 2%	10 4%	3 4%	* 2%	-	-	-	
Picture messaging	43 2%h	27 2%	5 2%	11 3%	20 4%h	-	-	1 1%	22 2%	7 1%	15 2%	9 3%	8 3%	5 3%	7 3%	9 4%	3 3%	1 4%	-	-	-	
Somebody else pays for this service / it's free	37 2%	27 2%	6 2%	4 1%	16 3%	-	-	1 1%	20 2%	9 2%	11 2%	5 2%	10 4%	2 1%	7 3%	7 3%	1 1%	-	-	-	2 20%	
To call mobiles / mobile to mobile	33 2%	21 2%	2 1%	10 3%	7 1%	-	-	2 3%	25 2%	7 1%	13 2%	11 4%zm	3 1%	-	4 2%	2 1%	-	-	-	-	1 10%	
Video messaging	24 1%	16 1%	3 1%	5 1%	11 2%	-	-	-	14 1%	5 1%	9 1%	6 2%	3 1%	2 1%	8 3%z	2 1%	1 1%	-	-	-	-	
For emergencies	23 1%ad	9 1%	1 *	14 4%zab	-	-	-	-	23 2%zdi	13 3%zkl	9 1%	-	-	1 *	-	-	-	-	-	-	-	
For texting	19 1%di	9 1%	3 1%	7 2%	1 *	-	-	-	18 1%zdi	10 2%zl	6 1%	2 *	-	1 1%	-	-	1 1%	-	-	-	-	
When landline / mobile phone is not working	6 *	2 *	2 1%	1 *	1 *	-	-	-	5 *	4 1%	1 *	2 1%	-	-	1 *	-	-	-	-	-	-	
For calling people without a landline	6 *	2 *	-	4 1%za	-	-	-	-	6 *	4 1%z	2 *	-	-	-	-	-	-	-	-	-	-	
Difficult to switch	5 *	5 *	1 *	-	2 *	-	-	-	4 *	1 *	3 *	-	1 *	1 1%	1 *	1 *	-	-	-	-	-	

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Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**	
For making / receiving calls / messages	4 *	2 *	1 *	1 *	- -	- -	- -	- -	4 *	2 *	3 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	
Habit	3 *	3 *	- -	- -	- -	- -	- -	- -	3 *	- -	- -	3 1%zj	- -	- -	- -	- -	- -	- -	- -	- -	- -	
When the signal is poor	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
To call / receive calls from family members	2 *	- -	- -	2 *za	- -	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
For business / work use	2 *	2 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 1%	- -	- -	1 1%z	- -	- -	- -	- -	
For using the internet	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
To call premium numbers / 0845 numbers	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
For people not on VoIP	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Poor eyesight / numbers are bigger	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
For international calls	* *	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	* 1%z	- -	- -	- -	- -	
Other	34 2%	20 2%	9 3%	5 1%	5 1%	1 7%	1 25%	3 3%	25 2%	12 3%	12 2%	2 1%	5 2%	3 2%	1 *	5 2%	- -	- -	- -	- -	- -	
Don't know	33 2%	22 2%	8 2%	3 1%	4 1%	- -	- -	4 4%d	26 2%	8 2%	13 2%	4 1%	6 2%	2 1%	2 1%	2 1%	* 1%	- -	- -	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 402

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1774	249	205	267	1257	1743	977	970	1705	1673	681	1541	1095	587	1133	426
Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Convenience/ease of use	713 38%deg	120 44%d	100 45%d	119 41%	469 36%	695 38%g	394 38%	358 35%	695 39%eg	687 39%zeg	284 38%	643 39%eg	484 41%zeg	279 41%g	466 38%g	208 43%eg
So can use 'free'/ pre-paid/bundled/ time-specific minutes	346 19%d	76 28%zd	58 26%zd	71 25%zd	199 15%	341 19%	213 21%ze	186 18%	339 19%	332 19%	153 21%	315 19%	253 21%zeghi k	169 25%zefgh ijkln	255 21%zeghi k	145 30%zefghijklmn
Price	344 18%gjn	57 21%	35 16%	72 25%zbd	219 17%	338 19%jn	197 19%jn	174 17%	330 18%jn	319 18%jn	116 16%	308 19%jn	217 18%n	134 20%jn	196 16%	82 17%
The number is stored on the handset	215 12%dg	40 15%	33 15%	45 15%d	131 10%	213 12%g	128 12%g	93 9%	211 12%g	209 12%g	78 11%	197 12%g	162 14%zeghi jk	95 14%zgj	156 13%gj	67 14%gj
When phone is next to me	167 9%d	30 11%	25 11%	36 12%d	100 8%	163 9%	94 9%	81 8%	158 9%	158 9%	62 8%	149 9%	125 10%zeghi k	78 11%zefgh ijk	117 10%g	55 11%gj
Always used it	161 9%gjn	40 15%zd	25 11%	28 10%	93 7%	158 9%gjn	94 9%gjn	58 6%	157 9%gjn	148 8%gjn	40 5%	139 8%gjn	103 9%gjn	59 9%gj	86 7%gj	37 8%
When the call is urgent	158 9%hijklm	24 9%	18 8%	19 6%	118 9%	158 9%hijklm	78 8%	86 8%jlm	147 8%jlm	149 9%jklm	47 6%	127 8%	87 7%	41 6%	106 9%jlm	36 7%
It's part of a product bundle	142 8%dg	22 8%	23 10%	30 10%	87 7%	140 8%g	100 10%zeghij k	55 5%	139 8%g	133 8%g	53 7%	131 8%g	109 9%zeghij	53 8%g	99 8%g	48 10%gj
Have used up all 'free'/pre-paid/ bundled minutes	121 7%dg	36 13%zd	25 11%zd	24 8%d	63 5%	121 7%g	88 8%zeghij kn	53 5%	121 7%g	117 7%g	39 5%	115 7%gj	102 9%zeghij kn	61 9%zeghij kn	81 7%g	35 7%
Reliability/ quality of service/coverage	78 4%	13 5%	14 6%	16 5%	47 4%	78 4%	52 5%ln	38 4%	77 4%	73 4%	31 4%	68 4%	57 5%	31 5%	47 4%	19 4%
Tied into contract	64 3%	10 4%	8 3%	5 2%	47 4%	63 3%j	32 3%	39 4%j	62 3%j	60 3%j	17 2%	60 4%j	42 4%j	20 3%	41 3%	13 3%
Someone else using other line	61 3%	5 2%	8 4%	11 4%	44 3%	59 3%	31 3%	36 4%	60 3%	60 3%	35 5%zefhi	57 3%	41 3%	26 4%	47 4%	23 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
I do not use / often	54 3%abclm o	- -	- -	3 1%	52 4%zabc	54 3%lmo	23 2%mo	39 4%zefhjk lmo	53 3%lmo	53 3%fkmo	17 2%mo	43 3%mo	26 2%mo	7 1%	37 3%lmo	5 1%
When I'm out / away from home / abroad	53 3%flm	4 1%	3 1%	6 2%	44 3%z	52 3%fm	21 2%	44 4%zefhik lmno	52 3%flm	49 3%fm	26 4%flm	44 3%fm	26 2%	9 1%	36 3%fm	10 2%
Quality of sound	47 3%	14 5%zd	9 4%	6 2%	28 2%	47 3%h	28 3%	19 2%	43 2%	46 3%gh	25 3%g	46 3%gh	37 3%gh	18 3%	33 3%g	20 4%zeghi
Picture messaging	43 2%d	11 4%bd	2 1%	13 4%zbd	23 2%	42 2%	27 3%	19 2%	40 2%	42 2%	18 2%	41 3%	37 3%zeghi	23 3%gh	35 3%gh	12 3%
Somebody else pays for this service / it's free	37 2%	8 3%	5 2%	7 2%	23 2%	37 2%	25 2%	17 2%	36 2%	34 2%	19 3%	34 2%	26 2%	17 3%	22 2%	15 3%
To call mobiles / mobile to mobile	33 2%	2 1%	1 *	3 1%	28 2%	33 2%	22 2%	19 2%	32 2%	33 2%	16 2%	30 2%	23 2%	15 2%	21 2%	10 2%
Video messaging	24 1%i	5 2%	3 1%	3 1%	14 1%	24 1%i	13 1%	16 2%	23 1%	21 1%	6 1%	24 1%i	16 1%	10 2%	16 1%	5 1%
For emergencies	23 1%klmn o	-	-	-	23 2%zc	23 1%klmno	6 1%	15 1%lmno	23 1%klmno	23 1%klmno	6 1%lm	15 1%lm	6 *	-	10 1%lm	1 *
For texting	19 1%lm	1 *	-	-	18 1%z	18 1%fm	6 1%	12 1%lm	19 1%fm	19 1%fm	8 1%lm	18 1%fm	14 1%fm	1 *	12 1%lm	6 1%lm
When landline / mobile phone is not working	6 *	1 *	-	-	5 *	6 *	3 *	4 *	6 *	6 *	3 *	5 *	4 *	1 *	5 *	1 *
For calling people without a landline	6 *	-	-	-	6 *	6 *	2 *	4 *	6 *	6 *	2 *	4 *	2 *	1 *	3 *	2 *
Difficult to switch	5 *	1 *	-	1 *	4 *	5 *f	1 *	5 *	5 *f	5 *f	1 *	5 *	2 *	3 *f	4 *	1 *
For making / receiving calls / messages	4 *el	-	-	1 *	3 *	3 *	2 *	3 *	3 *	4 *l	1 *	3 *	1 *	-	3 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Habit	3 *	-	-	-	3 *	3 *	3 *	1 *	3 *	3 *	1 *	3 *	3 *	-	3 *	-
When the signal is poor	2 *	-	-	-	2 *	2 *	-	1 *	2 *	2 *	-	2 *	-	-	1 *	-
To call / receive calls from family members	2 *hi	-	-	-	2 *	2 *hi	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	-
For business / work use	2 *h	-	1 *	1 *	1 *	2 *h	2 *	1 *	1 *	2 *h	-	2 *	1 *	2 *	1 *	1 *
For using the internet	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	1 *	1 *	-
To call premium numbers / 0845 numbers	1 *	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *
For people not on VoIP	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	-	1 *	-
Poor eyesight / numbers are bigger	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	-	-	-	-	-	-
For international calls	* *	* *	* *	* *	- -	* *	- -	- -	* *	* *	- -	* *	- -	- -	* *	* *
Other	34 2%f	1 *	2 1%	5 2%	28 2%	33 2%f	13 1%	26 3%zefhik 	32 2%	32 2%	12 2%	28 2%	18 2%	12 2%	26 2%f	9 2%
Don't know	33 2%	* 1%	2 1%	3 1%	28 2%z	33 2%	18 2%	18 2%	32 2%	29 2%	12 2%	27 2%	17 1%	8 1%	19 2%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1774	1396	182	18	12	53	113	662	495	503	9	41	94	137	136	293	263	166	58
Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Convenience/ease of use	713 38%fgl	609 40%zbf	54 32%f	6 37%	5 39%	20 38%f	19 18%	202 32%	257 41%g	201 41%g	4 31%	13 33%	26 27%	45 35%	59 45%l	111 37%	120 42%l	81 39%	30 38%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	346 19%befgm	317 21%zbf	18 11%f	2 10%	3 21%	3 6%	3 3%	70 11%	135 22%g	125 25%zg	-	6 14%	17 18% m	10 8%	43 33%zkl mop	68 22% m	58 20% m	48 23% m	14 18%
Price	344 18%g	291 19%	30 18%	3 18%	2 12%	8 15%	11 11%	96 15%	119 19%	100 20%	1 13%	8 21%	19 20%	24 19%	19 15%	63 21%	44 15%	33 16%	14 18%
The number is stored on the handset	215 12%bg	195 13%zb	8 5%	4 21%	-	2 4%	7 6%	56 9%	91 15%zg	55 11%	1 7%	4 11%	11 11%	10 8%	24 18%zmr	41 13%	41 14%	31 15%	5 6%
When phone is next to me	167 9%g	141 9%	11 7%	1 3%	-	5 9%	9 9%	30 5%	69 11%g	57 12%zg	3 28%	3 8%	7 8%	6 5%	24 19%zlmo p	25 8%	26 9%	27 13% m	8 10%
Always used it	161 9%g	134 9%	15 9%	-	2 12%	3 6%	8 8%	30 5%	60 10%g	61 12%zg	-	3 9%	9 9%	11 8%	21 16%zoqr	17 6%	26 9%	13 6%	2 3%
When the call is urgent	158 9%a	112 7%	20 12%	1 9%	2 12%	11 21%za	12 12%	46 7%	41 6%	65 13%zg h	1 13%	2 5%	6 6%	10 8%	22 17%zlmo pqr	17 6%	18 6%	13 6%	3 4%
It's part of a product bundle	142 8%bfg	133 9%zbf	6 4%	1 6%	-	1 2%	1 1%	36 6%	56 9%	44 9%	-	1 2%	7 8%	7 5%	23 17%zkm pqr	33 11% zp	16 6%	15 7%	4 5%
Have used up all 'free'/pre-paid/ bundled minutes	121 7%fgl	110 7%zf	7 4%	-	-	3 6%	1 1%	26 4%	49 8%g	36 7%g	5 45%	-	1 1%	5 4%	22 17%zklm opqr	26 9% l	18 6%	13 6%	2 2%
Reliability/ quality of service/coverage	78 4%o	62 4%	10 6%	-	-	3 6%	3 3%	24 4%	30 5%	22 4%	-	4 10%o	4 5%	9 7%o	4 3%	3 1%	10 3%	14 7%o	1 2%
Tied into contract	64 3%g	58 4%	5 3%	-	1 8%	-	-	14 2%	23 4%	21 4%	-	2 5%	9 9%zno	6 4%	3 2%	10 3%	10 4%	9 4%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Someone else using other line	61 3% _i	50 3%	7 4%	1 6%	* 4%	1 2%	2 2%	21 3% _i	30 5% _i	6 1%	-	-	-	1 1%	5 4%	7 2%	6 2%	14 7% _z lmo p	10 12% _z klmop
I do not use / often	54 3% _{ah}	33 2%	9 6% _{za}	1 3%	-	5 9% _{za}	7 6% _{za}	36 6% _{zhi}	7 1%	9 2%	-	3 8% _q	2 2%	5 4%	2 2%	10 3%	6 2%	3 1%	1 1%
When I'm out / away from home / abroad	53 3% _{ai}	36 2%	4 3%	-	2 15%	1 2%	10 10% _{zab}	28 4% _{zi}	14 2%	7 1%	1 13%	-	1 1%	8 6% _z	4 3%	8 3%	8 3%	5 2%	8 10% _z lopq
Quality of sound	47 3%	44 3%	1 1%	-	-	-	2 2%	14 2%	16 3%	17 3%	-	1 3%	1 1%	2 2%	2 2%	3 1%	7 2%	4 2%	6 8% _{zoq}
Picture messaging	43 2%	39 3%	3 2%	-	-	1 2%	-	10 2%	16 3%	14 3%	-	-	1 1%	1 1%	11 9% _z lmo pqr	5 2%	9 3%	5 2%	-
Somebody else pays for this service / it's free	37 2%	34 2%	-	-	-	-	4 4% _b	9 1%	17 3%	9 2%	-	-	2 2%	3 2%	3 2%	6 2%	6 2%	9 4%	3 3%
To call mobiles / mobile to mobile	33 2%	26 2%	6 4%	-	-	1 1%	* *	15 2%	11 2%	7 1%	-	-	1 1%	6 5% _z	1 1%	7 2%	6 2%	3 1%	5 6% _{zn}
Video messaging	24 1%	24 2%	* *	-	-	-	-	6 1%	13 2%	5 1%	-	-	3 3%	2 2%	1 1%	5 2%	4 1%	3 1%	-
For emergencies	23 1% _{ah}	11 1%	4 3% _a	-	-	-	8 8% _{za}	16 3% _{zhi}	2 *	3 1%	1 13%	-	-	6 5% _z lno pq	-	4 1%	2 1%	1 1%	1 2%
For texting	19 1%	15 1%	4 2%	-	-	1 1%	-	14 2% _{zhi}	2 *	3 1%	-	1 3%	1 1%	2 1%	3 2%	3 1%	3 1%	3 1%	-
When landline / mobile phone is not working	6 *	5 *	-	-	-	-	1 1%	3 *	3 1%	-	-	-	-	1 1%	1 1%	2 1%	1 *	-	-
For calling people without a landline	6 *	4 *	-	-	-	-	2 2% _{za}	5 1% _z	-	1 *	-	-	2 2% _z	1 1%	-	2 1%	1 *	-	-
Difficult to switch	5 *	5 *	1 *	-	-	-	-	1 *	4 1%	1 *	-	1 1%	-	1 1%	-	-	1 *	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
For making / receiving calls / messages	4 *a	1 *	2 1%za	-	1 6%	-	1 1%a	3 *	-	1 *	1 7%	1 2%zop	1 1%	-	-	-	-	-	-
Habit	3 *	3 *	-	-	-	-	-	3 *	-	-	-	-	-	-	-	-	-	1 1%	1 2%z
When the signal is poor	2 *	1 *	1 1%	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2 *	1 *	-	-	-	-	1 1%za	1 *	-	-	-	-	-	-	1 *	-	-	-	-
For business / work use	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	1 1%z	1 1%	-	-	-	-	-
For using the internet	1 *	-	1 1%za	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-
To call premium numbers / 0845 numbers	1 *	-	1 *za	-	-	-	-	-	1 *	-	-	-	-	-	1 1%z	-	-	-	-
For people not on VoIP	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1 *	-	-	-	-	-	1 1%za	1 *	-	-	-	-	-	-	-	-	-	-	-
For international calls	* *	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-
Other	34 2%	28 2%	2 1%	-	-	* 1%	4 4%	9 1%	12 2%	8 2%	-	1 3%q	2 2%	2 1%	2 2%	10 3%q	9 3%q	-	-
Don't know	33 2%ah	18 1%	3 2%	1 4%	1 10%	3 6%za	6 6%zab	17 3%zh	5 1%	8 2%	-	1 4%mp	3 3%	-	5 4%mp	6 2%	1 *	1 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 404
FX07_2 - Why do you choose to use your mobile phone for making calls from home?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1774	1573	194	145	177	164	152	117	65	121	262	181	90	203	97	1384	1068	674	1742	1481	293	1774
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Convenience/ease of use	713 38%cf lps	653 38%	59 40%	34 29%	57 35%	61 40%fl	40 25%	52 39%fl	31 34%	75 42%cf l	159 42%cf l	76 50%zcd dfhlm o	16 24%	65 39%fl	46 47%cf l	586 38%cf l	373 35%	328 44%zpr	700 38%p	565 37%	149 45%zsu	713 38% s
So can use 'free'/pre-paid/bundled/time-specific minutes	346 19%g	313 18%	32 22%	30 25%zg o	36 22%g	27 18%g	33 20%g	8 6%	16 17%g	37 21%g	71 19%g	29 19%g	14 21%g	30 18%g	15 15%g	286 19%g	212 20%	129 17%	341 19%	291 19%	54 16%	346 19%
Price	344 18%af	304 18%	40 27%za	19 16%	24 15%	38 25%zdf fhmo	18 12%	35 26%zdf hmo	10 10%	34 19%	69 18%	35 23%fh	10 14%	24 15%	28 29%zcd dfhjl mo	282 18% f	215 20%	124 16%	339 19%	288 19%	55 17%	344 18%
The number is stored on the handset	215 12%ac o	187 11%	28 19%za	3 3%	20 12% c	21 14%ch	12 8%	13 10% c	4 4%	15 8%	35 9% c	37 24%zcd defgh ijno	11 17% cf h	33 20%zcd fghij o	12 12% c	159 10% c	121 11%	88 12%	210 11%	176 12%	39 12%	215 12%
When phone is next to me	167 9%cs	152 9%	14 10%	5 4%	15 9%	13 9%	11 7%	9 7%	10 11%	15 9%	37 10%	20 13%co	6 9%	20 12% c	7 7%	134 9% c	86 8%	77 10%	163 9%	123 8%	44 13%zsu	167 9% s
Always used it	161 9%acm	134 8%	26 18%za	3 3%	15 9% c	24 16%zcf hijlmo	10 6%	19 14% cijm	5 5%	8 4%	27 7%	30 20%zcd fhijlm no	4 6%	8 5%	7 7%	141 9% cm	98 9%	60 8%	158 9%	142 9%	19 6%	161 9%
When the call is urgent	158 9%lm	143 8%	15 10%	5 4%	15 9% lm	14 9% lm	13 8%	12 9% m	5 5%	5 3%	54 14%zci mno	21 14%zci mno	5 7%	5 3%	5 5%	144 9%zci m	88 8%	70 9%	158 9%	135 9%	23 7%	158 9%
It's part of a product bundle	142 8%cf	130 8%	13 9%	3 3%	7 4%	15 10% cf	5 3%	8 6%	12 13% cdf	13 7%	28 7%	23 15%zcd dfgjm no	9 13% cdf	13 8%	6 6%	114 7% cf	82 8%	58 8%	140 8%	116 8%	26 8%	142 8%
Have used up all 'free'/pre-paid/bundled minutes	121 7%ag	101 6%	20 14%za	6 6%	13 8% g	19 12%zfg ijlmo	7 4%	2 1%	4 4%	8 5%	21 5%	27 18%zcd fghijl mno	1 2%	8 5%	5 5%	107 7% g	69 6%	50 7%	119 7%	106 7%	15 4%	121 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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BASE: All who have used their mobile phone in the last year

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	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Reliability/ quality of service/coverage	78 4% _s	67 4%	11 8% _{za}	3 2%	6 4%	7 5%	5 3%	6 5%	8 9% _j	11 6%	11 3%	10 7%	2 3%	6 4%	3 3%	67 4%	43 4%	33 4%	76 4%	56 4%	22 7% _{zsu}	78 4% _s
Tied into contract	64 3% _{aa}	52 3%	12 8% _{za}	4 3%	3 2%	9 6%	3 2%	2 2%	5 5%	4 2%	12 3%	7 4%	2 4%	6 4%	6 6%	49 3%	35 3%	29 4%	63 3%	52 3%	12 4%	64 3%
Someone else using other line	61 3% _{ps}	57 3%	4 3%	2 2%	5 3%	9 6% _{gi}	4 3%	1 1%	- -	2 1%	24 6% _{zgim} o	4 3%	1 1%	3 2%	5 5%	52 3%	20 2%	40 5% _{zpr}	61 3% _p	42 3%	19 6% _{zsu}	61 3% _s
I do not use / often	54 3% _{bq}	54 3% _b	- -	5 5%	3 2%	3 2%	6 4%	5 3%	- -	6 3%	15 4%	1 1%	3 4%	5 3%	2 2%	45 3%	42 4% _{zqr}	12 2%	54 3% _q	46 3%	8 2%	54 3%
When I'm out / away from home / abroad	53 3% _{cr}	51 3%	2 2%	4 3%	7 4%	2 1%	8 5%	3 3%	5 5%	4 2%	10 3%	4 3%	1 1%	3 2%	3 3%	46 3%	31 3%	18 2%	49 3%	42 3%	11 3%	53 3%
Quality of sound	47 3% _q	42 2%	5 4%	- -	3 2%	1 1%	3 2%	2 2%	1 1%	6 3%	17 4% _{cn}	7 4% _{cn}	2 4% _{cn}	4 3%	- -	40 3%	35 3% _{zqr}	9 1%	44 2% _q	40 3%	7 2%	47 3%
Picture messaging	43 2%	38 2%	5 3%	- -	3 2%	9 6% _{zcd} fghjo	- -	1 1%	- -	4 3%	5 1%	11 7% _{zcd} fghjo	2 2%	5 3% _{cf}	3 3% _f	33 2%	27 2%	16 2%	43 2%	37 2%	6 2%	43 2%
Somebody else pays for this service / it's free	37 2%	35 2%	2 1%	1 1%	1 1%	2 1%	6 4%	6 5% _d	3 3%	5 3%	6 1%	2 1%	1 1%	3 2%	2 2%	31 2%	20 2%	17 2%	37 2%	35 2%	2 1%	37 2%
To call mobiles / mobile to mobile	33 2%	31 2%	2 1%	3 2%	7 4% _{zfg} no	2 2%	- -	- -	- -	4 2%	8 2%	2 1%	1 1%	7 4% _{zfg} no	- -	26 2%	22 2%	11 1%	33 2%	28 2%	6 2%	33 2%
Video messaging	24 1%	21 1%	4 3%	- -	4 2%	4 3% _m	1 1%	1 1%	- -	4 2%	4 1%	5 3% _{cm}	1 1%	- -	1 1%	23 1%	15 1%	8 1%	23 1%	22 1%	3 1%	24 1%
For emergencies	23 1% _q	20 1%	1 1%	2 2%	3 2%	* *	1 *	1 1%	3 3%	1 1%	10 3%	- -	* 1%	1 1%	- -	22 1%	18 2%	4 1%	22 1%	20 1%	3 1%	23 1%
For texting	19 1%	17 1%	1 1%	3 2%	1 1%	2 1%	3 2%	1 1%	- -	1 *	4 1%	1 1%	1 2%	3 2%	- -	15 1%	11 1%	8 1%	19 1%	16 1%	3 1%	19 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
When landline / mobile phone is not working	6 *	6 *	-	1 1%	1 *	-	-	1 1%	-	-	1 *	-	1 2%o	1 1%	-	4 *	4 *	2 *	6 *	5 *	1 *	6 *
For calling people without a landline	6 *	6 *	-	-	-	-	-	-	-	-	3 1%	1 *	-	2 1%	-	4 *	4 *	1 *	6 *	6 *	-	6 *
Difficult to switch	5 *	5 *	-	1 *	1 1%	2 2%zjo	-	-	1 1%	-	-	1 1%	-	-	-	5 *	3 *	2 *	5 *	5 *	-	5 *
For making / receiving calls / messages	4 *	4 *	-	2 1%zjo	1 1%	1 1%	-	-	-	1 *	-	-	-	-	-	4 *	2 *	2 *	4 *	3 *	1 *	4 *
Habit	3 *	3 *	-	-	-	-	-	-	-	-	1 *	-	-	1 1%	-	1 *	1 *	1 *	3 *	3 *	-	3 *
When the signal is poor	2 *	2 *	-	1 1%zo	-	-	-	1 1%z	-	-	-	-	-	-	-	2 *	1 *	1 *	2 *	2 *	-	2 *
To call / receive calls from family members	2 *	2 *	-	1 1%zo	-	-	-	-	-	-	-	-	-	-	1 1%zo	1 *	2 *	-	2 *	2 *	-	2 *
For business / work use	2 *a	1 *	1 1%za	-	-	1 1%	1 *	-	-	-	-	-	-	-	-	2 *	1 *	1 *	2 *	2 *	-	2 *
For using the internet	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 2%zjo	-	-	-	1 *	-	1 *	1 *	-	1 *
To call premium numbers / 0845 numbers	1 *	-	1 1%za	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
For people not on VoIP	1 *	1 *	-	-	-	1 *z	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Poor eyesight / numbers are bigger	1 *	1 *	-	1 1%zo	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
For international calls	* *	- *	* *a	- *	* *	-	-	-	-	-	-	-	-	-	-	* *	* *	- *	* *	* *	- *	* *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Other	34 2%	34 2%	1 *	2 2%	1 *	3 2%	2 1%	2 2%	- -	1 *	8 2%	2 2%	1 2%	6 4%	5 5% zdo o	22 1%	24 2%	10 1%	34 2%	28 2%	6 2%	34 2%
Don't know	33 2%	31 2%	2 1%	1 1%	4 2%	1 *	8 5% zei jo	1 1%	2 2%	- -	2 1%	2 1%	3 5% zei jo	5 3% ij	3 3% ij	21 1%	16 2%	15 2%	31 2%	29 2%	3 1%	33 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1774	742	1254	1774	1774	1491	214	1611	814	377	-	1491	-	283	-	1491	283	1774	-
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
Convenience/ease of use	713 38%camp	239 33%	560 41%zac dg	713 38%a	713 38%a	636 40%zac d	97 41%a	677 39%zac d	353 40%a	188 44%zac d	-	636 40%zm	-	78 29%	-	636 40%zp	78 29%	713 38%	-
So can use 'free/ pre-paid/bundled/ time-specific minutes	346 19%camp	107 15%	288 21%zac dg	346 19%a	346 19%a	317 20%zac d	39 16%	334 19%zac d	190 21%za cd	103 24%zac defg	-	317 20%zm	-	28 10%	-	317 20%zp	28 10%	346 19%	-
Price	344 18%	119 16%	273 20%zac de	344 18%	344 18%	296 19%	45 19%	327 19%a	172 19%	74 17%	-	296 19%	-	48 18%	-	296 19%	48 18%	344 18%	-
The number is stored on the handset	215 12%a	70 10%	180 13%zac dg	215 12%a	215 12%a	193 12%a	39 16%zac d	205 12%a	123 14%za cdg	58 14%a	-	193 12%	-	22 8%	-	193 12%	22 8%	215 12%	-
When phone is next to me	167 9%	61 8%	138 10%zcdg	167 9%	167 9%	151 10%	23 10%	160 9%	86 10%	44 10%	-	151 10%	-	16 6%	-	151 10%	16 6%	167 9%	-
Always used it	161 9%camp	43 6%	134 10%zacd g	161 9%a	161 9%a	146 9%a	32 13%zacd egi	152 9%a	85 10%a	32 8%	-	146 9%	-	15 5%	-	146 9%	15 5%	161 9%	-
When the call is urgent	158 9%begi ko	96 13%zbc defghi	82 6%	158 9%beg i	158 9%begi	118 7%b	16 7%	132 8%b	66 8%	23 5%	-	118 7%	-	40 15%zk	-	118 7%	40 15%zo	158 9%	-
It's part of a product bundle	142 8%camp	25 3%	128 9%zacd eg	142 8%a	142 8%a	134 8%zacd	22 9%a	140 8%zac d	93 11%zac degi	30 7%a	-	134 8%zm	-	8 3%	-	134 8%zp	8 3%	142 8%	-
Have used up all 'free'/pre-paid/ bundled minutes	121 7%camp	22 3%	112 8%zacd eg	121 7%a	121 7%a	114 7%zacd	15 6%a	120 7%zacd	81 9%zac deg	31 7%a	-	114 7%zm	-	7 3%	-	114 7%zp	7 3%	121 7%	-
Reliability/ quality of service/coverage	78 4%	24 3%	66 5%	78 4%	78 4%	69 4%	18 8%zacd egh	75 4%	39 4%	20 5%	-	69 4%	-	9 3%	-	69 4%	9 3%	78 4%	-
Tied into contract	64 3%camp	12 2%	60 4%zacd gh	64 3%a	64 3%a	62 4%zacd	13 5%a	64 4%a	27 3%a	20 5%a	-	62 4%zm	-	2 1%	-	62 4%zp	2 1%	64 3%	-

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Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
Someone else using other line	61 3%	29 4%	44 3%	61 3%	61 3%	54 3%	11 5%	59 3%	27 3%	21 5%	-	54 3%	-	7 2%	-	54 3%	7 2%	61 3%	-
I do not use / often	54 3%bgi	44 6%zbc defgh i	14 1%	54 3%bgi	54 3%bgi	41 3%bi	4 2%	42 2%bi	23 3%bi	4 1%	-	41 3%	-	13 5%	-	41 3%	13 5%	54 3%	-
When I'm out / away from home / abroad	53 3%bg	35 5%zbc deg hi	25 2%	53 3%bg	53 3%bg	41 3%b	6 2%	43 3%b	18 2%	6 1%	-	41 3%	-	12 4%	-	41 3%	12 4%	53 3%	-
Quality of sound	47 3%a	12 2%	43 3%zacd eh	47 3%a	47 3%a	38 2%	10 4%a	46 3%ae	19 2%	15 4%a	-	38 2%	-	8 3%	-	38 2%	8 3%	47 3%	-
Picture messaging	43 2%	11 1%	41 3%zacd g	43 2%	43 2%	41 3%a	8 4%	43 3%a	27 3%a	14 3%a	-	41 3%	-	3 1%	-	41 3%	3 1%	43 2%	-
Somebody else pays for this service / it's free	37 2%a	4 *	36 3%zacd eg	37 2%a	37 2%a	31 2%a	9 4%a	36 2%a	21 2%a	12 3%a	-	31 2%	-	7 2%	-	31 2%	7 2%	37 2%	-
To call mobiles / mobile to mobile	33 2%	15 2%	23 2%	33 2%	33 2%	30 2%	6 3%	31 2%	21 2%	9 2%	-	30 2%	-	3 1%	-	30 2%	3 1%	33 2%	-
Video messaging	24 1%	5 1%	22 2%	24 1%	24 1%	23 1%	7 3%a	24 1%	13 2%	10 2%a	-	23 1%	-	2 1%	-	23 1%	2 1%	24 1%	-
For emergencies	23 1%beghk o	23 3%zbc defgh i	2 *	23 1%beg h	23 1%begh	15 1%bh	-	15 1%bh	2 *	1 *	-	15 1%	-	8 3%zk	-	15 1%	8 3%zo	23 1%	-
For texting	19 1%bh	11 2%bh	8 1%	19 1%bh	19 1%bh	17 1%bh	-	17 1%bh	4 *	4 1%	-	17 1%	-	1 *	-	17 1%	1 *	19 1%	-
When landline / mobile phone is not working	6 *b	4 1%	2 *	6 *b	6 *b	5 *	-	5 *b	3 *	-	-	5 *	-	1 *	-	5 *	1 *	6 *	-
For calling people without a landline	6 *	3 *	3 *	6 *	6 *	4 *	1 *	4 *	2 *	2 *	-	4 *	-	2 1%	-	4 *	2 1%	6 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 405

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
Difficult to switch	5*	3*	3*	5*	5*	3*	-	4*	-	2*	-	3*	-	2*	-	3*	2*	5*	-
For making / receiving calls / messages	4*	4*	-	4*	4*	3*	-	3*	1*	-	-	3*	-	1*	-	3*	1*	4*	-
Habit	3*	1*	3*	3*	3*	3*	-	3*	3*	3*	-	3*	-	-	-	3*	-	3*	-
When the signal is poor	2*	1*	1*	2*	2*	2*	-	2*	-	-	-	2*	-	-	-	2*	-	2*	-
To call / receive calls from family members	2*g	1*	1*	2*g	2*g	-	1*	1*	1*	-	-	-	-	2*zk	-	-	2*zo	2*	-
For business / work use	2*	-	2*	2*	2*	2*	-	2*	1*	-	-	2*	-	-	-	2*	-	2*	-
For using the internet	1*	-	1*	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-
To call premium numbers / 0845 numbers	1*	-	1*	1*	1*	1*	-	1*	1*	-	-	1*	-	-	-	1*	-	1*	-
For people not on VoIP	1*	-	1*	1*	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	1*	-
Poor eyesight / numbers are bigger	1*	1*	-	1*	1*	-	-	-	-	-	-	-	-	1*	-	-	1*	1*	-
For international calls	*	-	*	*	*	*	-	*	-	-	-	*	-	-	-	*	-	*	-
Other	34 2%	14 2%	23 2%	34 2%	34 2%	29 2%	3 1%	29 2%	12 1%	9 2%	-	29 2%	-	5 2%	-	29 2%	5 2%	34 2%	-
Don't know	33 2%begko deghe	20 3%zbc deghe	15 1%	33 2%beg	33 2%beg	20 1%	3 1%	26 2%be	12 1%	2 1%	-	20 1%	-	12 4%zk	-	20 1%	12 4%zo	33 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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Table 406

FX07_2 - Why do you choose to use your mobile phone for making calls from home?

BASE: All who have used their mobile phone in the last year

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1774	679	49	20	16	43	3	332	238	6	1	338	44
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Convenience/ease of use	713 38%	268 36%	19 41%	11 63%	6 38%	16 30%	- -	147 43%	82 35%	2 27%	1 100%	144 41%	15 36%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	346 19%	128 17%	8 17%	- -	1 7%	10 18%	1 48%	88 26%zalpq	36 16%	4 61%	- -	64 18%	5 11%
Price	344 18%	125 17%	9 19%	3 17%	4 22%	9 16%	- -	75 22%	43 18%	- -	- -	66 19%	10 23%
The number is stored on the handset	215 12%	86 12%	5 11%	4 24%	1 5%	2 4%	1 40%	50 14%	25 11%	1 12%	- -	38 11%	4 10%
When phone is next to me	167 9%	75 10%	7 14%fq	2 13%	1 8%	1 2%	1 40%	35 10%	15 7%	- -	- -	29 8%	1 1%
Always used it	161 9%	59 8%	5 11%	- -	2 10%	2 4%	- -	48 14%zalp	18 8%	- -	- -	25 7%	1 3%
When the call is urgent	158 9%	59 8%	3 5%	5 29%	1 8%	3 6%	- -	34 10%	24 10%	- -	- -	27 8%	2 5%
It's part of a product bundle	142 8%a	41 6%	3 7%	1 5%	- -	6 11%	- -	37 11%za	16 7%	- -	- -	36 10%a	2 5%
Have used up all 'free'/pre-paid/ bundled minutes	121 7%	48 7%	2 4%	3 17%	- -	3 5%	- -	27 8%	14 6%	- -	- -	23 6%	2 5%
Reliability/ quality of service/coverage	78 4%	23 3%	6 12%za	- -	1 4%	3 6%	- -	16 5%	10 4%	1 13%	- -	18 5%	1 2%
Tied into contract	64 3%	24 3%	2 4%	2 12%	- -	1 1%	* 12%	13 4%	11 5%	- -	- -	11 3%	- -
Someone else using other line	61 3%h	30 4%h	3 6%h	- -	1 7%	4 7%h	- -	5 1%	7 3%	- -	- -	10 3%	1 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 406

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
I do not use / often	54 3%	23 3%	-	1 3%	2 13%	-	-	6 2%	13 5%zh	-	-	8 2%	2 4%
When I'm out / away from home / abroad	53 3%	29 4%	2 4%	-	2 10%	-	-	6 2%	7 3%	-	-	8 2%	-
Quality of sound	47 3%	19 3%	3 6%	-	-	-	-	8 2%	8 4%	-	-	8 2%	-
Picture messaging	43 2%	18 2%	1 2%	1 7%	-	1 1%	-	10 3%	7 3%	-	-	6 2%	-
Somebody else pays for this service / it's free	37 2%	9 1%	2 5%	-	-	-	-	10 3%	4 2%	-	-	10 3%	2 4%
To call mobiles / mobile to mobile	33 2%	16 2%	1 1%	-	1 4%	1 1%	-	8 2%	4 2%	-	-	3 1%	-
Video messaging	24 1%	9 1%	1 2%	1 3%	-	-	-	8 2%	3 1%	-	-	2 1%	-
For emergencies	23 1%	15 2%h	-	-	-	1 2%h	-	-	4 2%h	-	-	2 1%	1 3%h
For texting	19 1%	9 1%	-	1 5%	* 2%	-	-	1 *	5 2%p	-	-	-	2 5%zaho
When landline / mobile phone is not working	6 *	2 *	-	-	-	-	-	-	1 1%	-	-	2 1%	-
For calling people without a landline	6 *	1 *	-	-	-	1 3%za	-	1 *	1 *	-	-	2 *	-
Difficult to switch	5 *	4 1%	-	-	-	-	-	1 *	1 *	-	-	-	-
For making / receiving calls / messages	4 *	3 *	-	-	-	1 2%	-	1 *	-	-	-	-	-
Habit	3 *	-	-	-	-	-	-	1 *	1 *	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 406

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
When the signal is poor	2*	2*	-	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2*	1*	-	-	-	-	-	1*	-	-	-	-	-
For business / work use	2*	-	1%zap	-	-	-	-	1*	-	-	-	-	-
For using the internet	1*	1*	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1*	-	-	-	-	-	-	1*	-	-	-	-	-
For people not on VoIP	1*	-	-	-	-	-	-	-	-	-	-	1*	-
Poor eyesight / numbers are bigger	1*	-	-	-	-	-	-	-	1*	-	-	-	-
For international calls	* *	-	-	-	-	-	-	-	* *	-	-	-	-
Other	34 2%	16 2%	1 2%	1 8%	-	-	-	6 2%	5 2%	-	-	5 2%	-
Don't know	33 2%	18 2%	1 1%	-	-	3 6%lp	-	5 1%	2 1%	-	-	4 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 407

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1774	10	1	129	1	1	14	1	7	2	3	12	2	103
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Convenience/ease of use	713 38%	5 48%	-	54 37%	-	-	6 48%	-	3 54%	3 100%	1 31%	5 39%	2 100%	39 35%
So can use 'free/ pre-paid/bundled/ time-specific minutes	346 19% ^d	3 33%	-	13 9%	-	2 100%	1 10%	-	-	1 55%	3 100%	1 5%	-	16 15%
Price	344 18%	1 13%	-	28 19%	-	-	2 18%	-	-	-	-	1 7%	2 100%	30 27% ^{zsy}
The number is stored on the handset	215 12% ^y	-	-	10 7%	-	2 100%	1 7%	-	2 36%	-	-	2 17%	-	15 13% ^y
When phone is next to me	167 9%	-	-	6 4%	-	-	1 7%	-	2 36%	-	-	-	-	13 11%
Always used it	161 9%	-	1 100%	15 11%	-	-	2 16%	-	-	-	2 73%	1 6%	-	21 19% ^z
When the call is urgent	158 9%	2 21%	-	7 5%	-	-	1 6%	-	1 19%	1 55%	-	2 16%	-	7 7%
It's part of a product bundle	142 8%	1 13%	-	4 3%	-	-	1 12%	-	-	-	-	-	-	22 20% ^{zdsy}
Have used up all 'free'/pre-paid/ bundled minutes	121 7%	-	-	5 3%	-	-	-	-	1 17%	-	-	-	-	13 12% ^{zd}
Reliability/ quality of service/coverage	78 4%	-	-	14 10% ^{zs}	-	-	1 5%	1 100%	-	-	1 42%	-	-	5 4%
Tied into contract	64 3%	1 7%	-	3 2%	-	-	1 11%	-	1 11%	-	2 73%	1 6%	-	9 8% ^{zs}
Someone else using other line	61 3%	-	-	4 3%	-	-	-	-	-	1 55%	1 42%	1 11%	-	2 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 407

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	1774	62	2	2	1	5	82	8
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
Convenience/ease of use	713 38%	27 42%	1 51%	2 100%	2 100%	3 60%	34 39%	1 11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	346 19% ^d	16 26% ^d	-	-	-	-	14 16%	-
Price	344 18%	8 12%	-	-	-	1 17%	12 14%	1 20%
The number is stored on the handset	215 12% ^y	3 5%	-	-	-	-	3 3%	1 15%
When phone is next to me	167 9%	3 4%	-	-	-	-	7 8%	1 15%
Always used it	161 9%	7 11%	-	-	-	1 23%	9 10%	-
When the call is urgent	158 9%	13 21% ^z ^d ^p ^y	-	-	-	-	6 7%	1 13%
It's part of a product bundle	142 8%	3 5%	-	-	-	-	5 6%	-
Have used up all 'free'/pre-paid/ bundled minutes	121 7%	6 9%	-	-	-	-	5 5%	1 11%
Reliability/ quality of service/coverage	78 4%	-	1 49%	-	-	-	6 7%	1 11%
Tied into contract	64 3%	-	-	-	-	-	3 3%	-
Someone else using other line	61 3%	1 2%	-	-	-	1 20%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
I do not use / often	54 3%	1 8%	-	4 3%	-	-	-	-	-	-	-	-	-	1 1%
When I'm out / away from home / abroad	53 3%	-	-	8 6%	1 100%	-	-	-	-	-	-	-	-	2 1%
Quality of sound	47 3%	-	-	5 4%	-	-	-	-	-	-	-	-	-	3 3%
Picture messaging	43 2%	-	-	5 3%	-	-	-	1 19%	-	-	-	1 6%	-	3 2%
Somebody else pays for this service / it's free	37 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	5 4%
To call mobiles / mobile to mobile	33 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	2 1%
Video messaging	24 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	3 3%
For emergencies	23 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	-
For texting	19 1%	-	-	2 1%	-	-	-	-	1 13%	-	-	-	-	-
When landline / mobile phone is not working	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For calling people without a landline	6 *	-	-	-	-	-	-	-	-	-	-	1 12%	-	1 1%
Difficult to switch	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For making / receiving calls / messages	4 *	-	-	-	-	-	-	-	-	-	-	1 7%	-	-
Habit	3 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
I do not use / often	54 3%	2 3%	-	-	-	-	*	-
When I'm out / away from home / abroad	53 3%	-	-	-	-	-	2 2%	-
Quality of sound	47 3%	4 6%	-	-	-	-	1 2%	-
Picture messaging	43 2%	1 2%	-	-	-	-	-	-
Somebody else pays for this service / it's free	37 2%	* 1%	-	-	-	-	1 1%	-
To call mobiles / mobile to mobile	33 2%	3 4%	-	-	-	-	-	-
Video messaging	24 1%	-	-	-	-	-	1 1%	-
For emergencies	23 1%	1 1%	-	-	-	-	-	1 18%
For texting	19 1%	-	-	-	-	-	-	-
When landline / mobile phone is not working	6 *	-	-	-	-	-	1 1%	-
For calling people without a landline	6 *	-	-	-	-	-	-	-
Difficult to switch	5 *	-	-	-	-	-	-	-
For making / receiving calls / messages	4 *	-	-	-	-	-	-	-
Habit	3 *	-	-	-	-	-	-	-

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Table 407

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
When the signal is poor	2 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For business / work use	2 *	-	-	-	-	-	1 6%	-	-	-	-	-	-	1 1%z
For using the internet	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For people not on VoIP	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For international calls	* *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	34 2%	-	-	2 2%	-	-	-	-	1 22%	-	-	-	-	1 1%
Don't know	33 2%	-	-	4 3%	-	-	-	-	-	-	-	-	-	1 1%

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FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
When the signal is poor	2*	-	-	-	-	-	-	-
To call / receive calls from family members	2*	-	-	-	-	-	-	-
For business / work use	2*	-	-	-	-	-	-	-
For using the internet	1*	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1*	-	-	-	-	-	-	-
For people not on VoIP	1*	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1*	-	-	-	-	-	-	-
For international calls	* *	- -	- -	- -	- -	- -	- -	- -
Other	34 2%	2 3%	-	-	-	-	1 1%	-
Don't know	33 2%	3 4%	-	-	-	-	-	-

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FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1774	1119	655	361	36	11	7	31	2	244	171	4	1	229	22	438	42
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Convenience/ease of use	713 38%b	484 41%zb	229 34%	156 39%	15 43%	7 79%	3 42%	13 32%	-	112 44%b	61 36%	2 37%	1 100%	108 45%zb	7 32%	209 45%zb	15 33%
So can use 'free/ pre-paid/bundled/ time-specific minutes	346 19%b	256 22%zbn	89 13%	80 20%b	6 18%	-	* 6%	9 24%	1 80%	6 30%zabcnr	25 15%	3 63%	-	50 21%b	5 22%	124 27%zab cnr	14 29%b
Price	344 18%	222 19%	122 18%	72 18%	6 17%	2 21%	2 34%	8 20%	-	49 19%	33 20%	-	-	44 19%	5 26%	91 19%	8 17%
The number is stored on the handset	215 12%b	162 14%zb	53 8%	61 15%zb	4 12%	2 19%	-	-	-	38 15%b	20 12%	1 16%	-	34 14%b	2 10%	64 14%b	5 10%
When phone is next to me	167 9%b	123 10%zb	43 6%	54 13%zab	6 16%b	-	-	1 2%	-	28 11%b	14 8%	-	-	21 9%	-	52 11%b	5 12%
Always used it	161 9%a	88 7%	72 11%zac	25 6%	2 6%	-	-	1 3%	-	32 13%zact	10 6%	-	-	17 7%	-	40 9%	2 4%
When the call is urgent	158 9%ac	85 7%c	73 11%zac	19 5%	3 7%	4 40%	-	2 5%	-	25 10%c	16 10%c	-	-	17 7%	-	44 9%ac	7 14%c
It's part of a product bundle	142 8%	100 8%	42 6%	26 6%	2 5%	1 8%	-	2 4%	-	25 10%	12 7%	-	-	30 13%zabc	2 11%	55 12%zab c	11 23%zabcdjn t
Have used up all 'free'/pre-paid/ bundled minutes	121 7%	87 7%	34 5%	31 8%	2 5%	2 19%	-	3 7%	-	20 8%	9 5%	-	-	19 8%	2 7%	36 8%	6 12%
Reliability/ quality of service/coverage	78 4%c	46 4%c	32 5%c	5 1%	4 11%ac	-	-	-	-	16 6%ac	9 5%c	-	-	12 5%c	-	24 5%c	1 2%
Tied into contract	64 3%	41 3%	23 3%	14 4%	-	1 15%	-	-	*	6 2%	11 7%zaj	-	-	8 3%	-	15 3%	3 6%
Someone else using other line	61 3%	44 4%jt	16 2%	19 5%j	2 5%	-	-	3 7%	-	3 1%	7 4%	-	-	10 4%	-	10 2%	2 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
I do not use / often	54 3%	36 3%	18 3%	12 3%	-	-	1 16%	-	-	5 2%	9 5%	-	-	7 3%	2 8%	11 2%	* 1%
When I'm out / away from home / abroad	53 3%	31 3%	22 3%	15 4%	2 5%	-	2 22%	-	-	4 2%	3 2%	-	-	6 2%	-	10 2%	3 6%
Quality of sound	47 3%	27 2%	20 3%	10 3%	3 8%zart	-	-	-	-	6 3%	4 2%	-	-	3 1%	-	6 1%	-
Picture messaging	43 2%	31 3%	12 2%	9 2%	1 3%	-	-	-	-	9 4%	6 3%	-	-	6 2%	-	13 3%	-
Somebody else pays for this service / it's free	37 2%	25 2%	12 2%	5 1%	2 6%c	-	-	-	-	6 2%	3 2%	-	-	9 4%	-	17 4%za	3 6%c
To call mobiles / mobile to mobile	33 2%	24 2%	9 1%	12 3%	1 2%	-	-	1 2%	-	8 3%	1 1%	-	-	2 1%	-	11 2%	* 1%
Video messaging	24 1%	17 1%	7 1%	5 1%	1 3%	1 6%	-	-	-	6 2%	3 2%	-	-	1 1%	-	6 1%	1 1%
For emergencies	23 1%t	12 1%t	11 2%t	7 2%t	-	-	-	1 3%	-	-	4 2%jt	-	-	1 *	-	1 *	-
For texting	19 1%	15 1%t	4 1%	6 2%	-	-	* 6%	-	-	1 *	5 3%zbrt	-	-	-	2 11%	1 *	-
When landline / mobile phone is not working	6 *	4 *	2 *	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-
For calling people without a landline	6 *	2 *	4 1%	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-
Difficult to switch	5 *	5 *	-	4 1%zb	-	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-
For making / receiving calls / messages	4 *	3 *	2 *	2 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Habit	3 *	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
When the signal is poor	2*	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2*	1*	1*	-	-	-	-	-	-	1*	-	-	-	-	-	1*	-
For business / work use	2*	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For using the internet	1*	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	1*	-
To call premium numbers / 0845 numbers	1*	1*	-	-	-	-	-	-	-	1*	-	-	-	-	-	1*	-
For people not on VoIP	1*	1*	-	-	-	-	-	-	-	-	-	-	-	1*	-	1*	1
Poor eyesight / numbers are bigger	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For international calls	* *	* *	- -	- -	- -	- -	- -	- -	- -	- *	- *	- -	- -	- -	- -	- -	- -
Other	34 2%	22 2%	12 2%	10 2%	1 2%	-	-	-	-	4 2%	3 2%	-	-	4 2%	-	9 2%	-
Don't know	33 2%	16 1%	16 2%r	6 1%	1 2%r	-	-	3 8%	-	5 2%	2 1%	-	-	-	-	5 1%	-

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	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1774	164	145	44	545	427	138	1081	552	1386	388	82	247	516	430	190	327	329	449	417	213	329	335
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Convenience/ease of use	713 38%gj	63 36%	59 36%	18 34%	235 40%	201 43%z	56 36%	389 35%	249 43%zg	637 43%zj	76 19%	36 40%	130 47%z	208 38%	196 42%	80 39%	146 42%	151 43%	168 36%	193 43%zr	93 41%	144 40%	161 45%zru
So can use 'free'/ pre-paid/bundled/ time-specific minutes	346 19%gj	33 19%	33 20%	11 21%	129 22%z	116 25%z	37 24%	159 14%	150 26%zg	316 22%zj	30 8%	19 21%	65 23%	118 22%	115 24%zo q	35 17%	75 21%	71 20%	83 18%	104 23%zr tu	39 17%	69 19%	79 22%t
Price	344 18%gj	30 17%	26 16%	10 19%	101 17%	81 17%	27 18%	166 15%	137 23%zg	304 21%zj	40 10%	14 16%	45 16%	95 18%	112 24%zm	37 18%	80 23%zm	82 23%zm	100 21%	100 22%z	52 23%	82 23%z	84 23%z
The number is stored on the handset	215 12%gj	16 9%	16 10%	5 9%	82 14%	76 16%z	21 14%	109 10%	92 16%zg	181 12%	35 9%	14 16%	37 14%	62 11%	64 14%	36 17%zmq	48 14%	44 13%	52 11%	63 14%	36 16%	49 14%	50 14%
When phone is next to me	167 9%	21 12%	16 10%	7 13%	70 12%z	58 13%z	19 13%	100 9%	53 9%	139 9%	28 7%	6 7%	33 12%	44 8%	44 9%p	14 7%	22 6%	29 8%	39 8%	43 10%u	17 7%	26 7%	30 8%
Always used it	161 9%dg jmr	17 10%	17 11%	6 11%	37 6%	39 8%d	16 10%	63 6%	77 13%zg	153 10%zj	8 2%	6 7%	22 8%	34 6%	51 11% m	24 12% m	38 11% m	39 11% m	27 6%	46 10% r	30 13% zr	36 10% r	45 12% zr
When the call is urgent	158 9%ikn pqsu	8 4%	7 4%	- -	49 8%	36 8%	15 10%	113 10%z	40 7%	111 8%	47 12%zi	1 1%	19 7%	59 11% nopq	24 5%	10 5%	18 5%	19 5%	52 11% zstu v	24 5%	15 7%	18 5%	21 6%
It's part of a product bundle	142 8%gj	18 10%	22 13%za	10 19%z	55 9%	45 10%	25 16%zde	59 5%	73 12%zg	131 9%zj	11 3%	8 9%	18 7%	33 6%	41 9%	16 8%	32 9%	33 9% m	33 7%	43 10%	21 9%	38 11% zr	34 9%
Have used up all 'free'/pre-paid/ bundled minutes	121 7%gjm	16 9%	16 10%	4 7%	54 9%z	51 11%z	15 10%	46 4%	67 11%zg	111 8%zj	11 3%	6 6%	21 8%	23 4%	27 6%	14 7%	18 5%	26 8% mp	27 6%	30 7%	13 6%	25 7%	28 8%
Reliability/ quality of service/coverage	78 4%jr	5 3%	5 3%	2 4%	16 3%	18 4%	6 4%	41 4%	28 5%	73 5%zj	5 1%	4 4%	13 5%	19 3%	19 4%	9 4%	14 4%	15 4%	8 2%	20 4% rt	4 2%	19 5% rt	21 6% rt
Tied into contract	64 3%	3 2%	6 4%a	1 2%	14 2%	16 3%	3 2%	33 3%	22 4%	57 4%	7 2%	2 2%	16 6%z	20 4%	15 3%	7 3%	10 3%	13 4%	10 2%	18 4%	9 4%	13 4%	14 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Someone else using other line	61 3%hi	4 2%	4 2%	3 5%	24 4%	30 7%zd	4 3%	52 5%zh	8 1%	37 2%	24 6%zi	2 2%	13 5%	19 4%	10 2%	6 3%	9 3%	8 2%	20 4%	13 3%	9 4%	10 3%	10 3%
I do not use / often	54 3%hil nsuv	5 3%	4 2%	- -	24 4%e	13 3%	4 3%	47 4%zh	7 1%	12 1%	42 11%zi	2 2%	2 1%	17 3%np	3 1%	5 2%o	4 1%	5 1%	16 3%stuv	1 *	2 1%	3 1%u	2 *
When I'm out / away from home / abroad	53 3%hil	5 3%	5 3%	- -	16 3%	9 2%	1 1%	47 4%zh	6 1%	28 2%	25 6%zi	1 1%	1 *	23 4%o	10 2%	8 4%	9 3%	10 3%	18 4%	14 3%	9 4%	12 3%	11 3%
Quality of sound	47 3%	2 1%	- -	- -	15 3%	13 3%	3 2%	22 2%	18 3%	41 3%	6 2%	6 7%zi	4 2%	17 3%	20 4%z	10 5%	15 4%z	10 3%	9 2%	13 3%	8 4%	11 3%	12 3%
Picture messaging	43 2%j	3 2%	4 2%	1 3%	20 3%	18 4%z	3 2%	20 2%	22 4%zg	40 3%zj	3 1%	- -	13 5%z	13 2%	9 2%	4 2%	9 3%	8 2%	8 2%	10 2%	4 2%	9 3%	7 2%
Somebody else pays for this service / it's free	37 2%gj	4 2%	5 3%	2 3%	10 2%	10 2%	5 4%	15 1%	19 3%zg	35 2%j	2 1%	4 4%	7 2%	10 2%	10 2%	7 4%	11 3%	11 3%	13 3%	9 2%	4 2%	8 2%	12 3%u
To call mobiles / mobile to mobile	33 2%inq rsuv	5 3%	7 4%z	1 1%	14 2%	15 3%z	6 4%	28 3%zh	5 1%	17 1%	16 4%zi	1 1%	8 3%	10 2%o	3 1%	- -	2 1%	- -	1 *	3 1%	- -	2 *	- -
Video messaging	24 1%	2 1%	2 1%	1 2%	8 1%	11 2%	4 3%	11 1%	12 2%	22 1%	3 1%	2 2%	6 2%	5 1%	5 1%	2 1%	6 2%	4 1%	7 2%	5 1%	2 1%	7 2%	6 2%
For emergencies	23 1%hin	- -	- -	- -	9 2%e	3 1%	2 1%	22 2%zh	1 *	- -	23 6%zi	- -	- -	6 1%o	1 *	- -	- -	1 *	4 1%	2 *	1 1%	1 *	2 1%
For texting	19 1%h	2 1%	2 1%	- -	6 1%	4 1%	1 1%	18 2%zh	1 *	13 1%	6 2%	1 1%	3 1%	2 *	- -	- -	2 1%	1 *	4 1%	1 *	- -	1 *	- -
When landline / mobile phone is not working	6 *i	- -	- -	- -	2 *	1 *	- -	3 *	1 *	1 *	5 1%zi	- -	- -	2 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -
For calling people without a landline	6 *	- -	- -	- -	4 1%	1 *	- -	6 *	- -	3 *	2 1%	- -	1 *	- -	- -	- -	- -	1 *	2 *	1 *	- -	- -	1 *
Difficult to switch	5 *	- -	- -	- -	- -	2 *	- -	5 *	- -	5 *	1 *	- -	2 1%	1 *	1 *	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 409

FX07_2 - Why do you choose to use your mobile phone for making calls from home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
For making / receiving calls / messages	4 *i	2 1%	1 *	-	2 *	2 *	1 1%	3 *	2 *	2 *	3 1%	-	-	-	2 *	-	2 1%	1 *	1 *	2 *	-	-	1 *
Habit	3 *	-	-	-	3 *	1 *	1 1%z	1 *	1 *	1 *	1 *	-	3 1%z	3 *	1 *	1 1%	1 *	1 *	1 *	1 *	1 1%	1 *	1 *
When the signal is poor	2 *	-	-	-	-	-	-	2 *	-	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2 *	1 *	-	-	1 *	-	-	1 *	1 *	1 *	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-
For business / work use	2 *	-	-	-	2 *	2 *	1 *	2 *	-	2 *	-	-	-	1 *	1 *	-	1 *	-	1 *	1 *	-	-	1 *
For using the internet	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1 *	-	-	-	1 *	1 *	1 1%	-	1 *	1 *	-	-	-	-	1 *	-	1 *	-	1 *	1 *	1 *	1 *	-
For people not on VoIP	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
For international calls	* *	-	-	-	* *	-	-	* *	-	* *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	34 2%i	3 2%	3 2%	2 4%	17 3%	12 3%	3 2%	22 2%	7 1%	21 1%	13 3%zi	-	9 3%	10 2%	8 2%	2 1%	4 1%	4 1%	8 2%	5 1%	3 1%	6 2%	6 2%
Don't know	33 2%his v	4 2%	3 2%	1 2%	8 1%	4 1%	3 2%	27 2%zh	4 1%	16 1%	16 4%zi	1 1%	1 1%	9 2%	4 1%	2 1%	3 1%	3 1%	6 1%	2 *	3 1%v	2 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 410
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	346	196	150	1	12	50	89	81	58	39	16	13	139	139	55	143	119	43	41	117	129	87
Weighted Base	384	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
Video messaging	92 24% _r	57 26%	35 21%	-	1 5%	14 24%	27 26%	27 26%	15 27%	8 23%	1 3%	1 5%	41 25%	41 26%	9 17%	43 24% _r	38 34% _{zq}	8 15%	2 7%	19 18%	36 25%	32 27%
Price	90 23%	59 27%	31 19%	-	1 12%	20 33%	18 18%	23 22%	13 24%	7 19%	8 48%	1 11%	38 23% _f	36 23%	15 28% _i	43 24%	26 23%	9 17%	11 32%	27 26%	28 19%	29 24%
Convenience/ease of use	61 16% _o	42 19%	19 12%	1 100%	5 44%	16 27% _{zgm}	13 13%	11 11%	7 12%	5 12%	2 15%	6 49%	30 18% _f	18 11%	7 13%	19 10%	17 15%	14 27% _o	11 32% _{zo}	25 23% _{zt}	18 12%	18 15%
For international calls	37 10%	18 8%	19 11%	-	1 13%	6 10%	18 18% _{zgm}	6 6%	3 5%	2 4%	1 4%	1 12%	24 15% _{zm}	9 6%	2 4%	17 9%	14 12%	4 7%	2 6%	12 11%	15 10%	10 8%
Picture messaging	35 9%	19 9%	16 9%	-	-	2 3%	12 11%	9 9%	7 13%	3 8%	2 13%	-	14 8%	16 10%	5 10%	14 8%	13 11%	3 5%	5 15%	8 7%	20 14% _z	6 5%
To see the person / face to face communication	31 8% _{at}	7 3%	24 14% _{za}	-	-	6 11%	4 4%	13 13%	3 6%	4 10%	1 6%	-	10 6%	16 10%	4 9%	17 9%	7 6%	7 14% _r	-	5 4%	5 4%	20 17% _{zst}
Somebody else pays for this service / it's free	26 7%	17 8%	9 5%	-	-	3 5%	7 7%	7 7%	5 8%	4 11%	-	-	10 6%	11 7%	4 8%	15 8%	8 7%	1 1%	2 5%	9 9%	6 4%	10 8%
Reliability/ quality of service/coverage	15 4%	10 5%	5 3%	-	1 13%	7 11% _{zfgm}	2 2%	2 2%	2 3%	2 4%	-	1 12%	9 5% _f	3 2%	2 3%	7 4%	2 1%	4 8%	3 8%	5 5%	3 2%	6 5%
So can use 'free/ pre-paid/bundled/ time-specific minutes	15 4%	8 4%	7 4%	-	1 8%	3 5%	3 3%	3 3%	4 7%	1 2%	* 3%	1 7%	6 4%	7 4%	1 2%	6 3%	4 3%	4 9%	1 3%	4 4%	3 2%	8 7%
To call / receive calls from family members	11 3%	6 3%	5 3%	-	-	-	2 2%	-	4 7% _{zglm}	3 9% _{zegl}	1 6%	-	2 1%	4 3%	4 8% _{zgl}	5 3%	4 4%	1 2%	-	4 4%	2 1%	4 4%
Always used it	9 2%	6 3%	2 1%	-	-	5 8% _{zf}	-	1 1%	2 4%	-	-	-	5 3%	4 2%	-	4 2%	3 2%	2 4%	-	* *	5 3%	4 3%
Someone else using other line	8 2%	3 2%	4 3%	-	-	2 4%	-	4 4%	-	1 2%	-	-	2 1%	4 3%	1 1%	2 1%	1 1%	5 9% _{zop}	-	2 2%	3 2%	2 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 410
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	384	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
It's part of a product bundle	7 2%	4 2%	3 2%	-	-	2 4%	-	3 3%	2 3%	-	-	-	2 1%	5 3%	-	1 *	2 2%	4 8%zo	-	-	5 3%	1 1%
Quality of sound	7 2%	3 2%	3 2%	-	-	1 1%	4 4%	1 1%	1 2%	-	-	-	5 3%	2 1%	-	2 1%	1 1%	3 6%	1 3%	4 3%	1 1%	2 2%
Have used up all 'free'/pre-paid/bundled minutes	6 2%	6 3%	-	-	-	3 5%	1 1%	2 2%	-	-	-	-	4 3%	2 1%	-	4 2%	2 2%	-	-	1 1%	3 2%	-
When the call is urgent	5 1%	5 2%	-	-	-	1 1%	1 1%	-	1 2%	1 3%	1 9%	-	1 1%	1 1%	3 5%zg	2 1%	3 3%	-	-	1 1%	5 3%	-
Tied into contract	5 1%	4 2%	1 1%	-	-	2 4%o	3 3%	-	-	-	-	-	5 3%	-	-	1 1%	1 1%	2 4%	-	1 1%	1 1%	2 2%
For making / receiving calls / messages	4 1%	-	4 3%a	-	-	-	2 2%	1 1%	-	-	1 6%	-	2 1%	1 1%	1 2%	3 2%	1 1%	-	-	1 1%	1 1%	2 2%
When I'm out / away from home / abroad	4 1%	1 1%	3 2%	-	-	-	-	2 2%	1 1%	2 5%zf	-	-	-	2 2%	2 4%l	2 1%	2 1%	1 2%	-	3 3%	2 1%	-
I do not use / often	4 1%	2 1%	2 1%	-	-	-	1 1%	1 1%	2 4%z	-	-	-	1 *	3 2%	-	3 2%	-	-	1 3%	1 1%	1 1%	2 1%
The number is stored on the handset	4 1%	2 1%	2 1%	-	-	2 4%	* *	1 1%	1 1%	-	-	-	3 2%	1 1%	-	-	1 1%	2 4%o	* 1%	1 1%	1 1%	3 2%
When phone is next to me	3 1%	3 1%	-	-	-	-	-	3 3%	-	-	-	-	-	3 2%	-	2 1%	-	1 2%	-	1 1%	-	2 1%
Habit	3 1%	-	3 2%	-	-	-	-	1 1%	1 3%	-	-	-	-	3 2%	-	3 1%	-	-	-	-	1 1%	1 1%
For using the internet	1 *	1 1%	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-
For business / work use	1 *	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-
Other	16 4%	10 5%	6 4%	-	-	2 4%	7 7%	2 2%	2 3%	1 2%	3 19%	-	9 6%	3 2%	4 7%i	6 3%	7 6%	2 4%	1 3%	3 3%	7 5%	7 6%
Don't know	6 2%	5 2%	1 1%	-	3 22%	1 2%	1 1%	-	1 2%	-	-	3 20%	3 2%	1 1%	-	3 1%	1 1%	3 5%	-	3 3%	1 1%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 411
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO- YED (h)	NOT WORKI- NG - HOUSE WIFE (i)	STILL IN EDUCA- TION (j)	UNEMP- LOYED (k)	RETIR- ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO- YED (r)	NOT WORKI- NG - HOUSE WIFE (s)	STILL IN EDUCA- TION (t)	UNEMP- LOYED (u)	RETIR- ED (v)	OTHER (w)
Unweighted Base	346	30	66	101	36	6	160	37	42	9	11	10	67	10	260	86	194	22	39	3	6	9	64	9
Weighted Base	384	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Video messaging	92	6	26	29	13	-	47	14	13	3	1	2	10	3	68	24	60	6	10	-	1	2	9	3
	24%	15%	29%	26%	32%	-	25%	28%	27%	41%	12%	22%	16%	29%	24%	23%	26%	25%	23%	-	24%	23%	16%	31%
Price	90	2	25	27	5	4	45	10	9	1	4	3	16	2	74	16	50	9	9	*	2	3	17	2
	23%	6%	28%	24%	14%	55%	23%	20%	20%	14%	45%	36%	26%	19%	26%z	16%	21%	34%	19%	31%	33%	38%	28%	20%
Convenience/ease of use	61	6	12	17	9	1	27	7	10	2	4	3	7	1	48	13	31	7	9	1	3	3	7	1
	16%	15%	13%	15%	22%	18%	14%	14%	21%	34%	41%	29%	11%	16%	17%	13%	13%	27%	20%	69%	55%	31%	12%	12%
For international calls	37	1	11	16	1	1	27	2	1	-	1	-	4	1	30	6	28	1	1	-	1	-	4	1
	10%	4%	12%	14%	1%	11%	14%z	3%	3%	-	16%	-	7%	16%	11%	6%	12%	4%	3%	-	14%	-	7%	16%
Picture messaging	35	6	5	7	3	-	17	2	3	-	1	2	11	-	27	7	18	2	3	-	1	2	9	-
	9%	16%	6%	6%	7%	-	9%	3%	6%	-	11%	25%	17%z	-	10%	7%	8%	7%	6%	-	21%	26%	16%	-
To see the person / face to face communication	31	1	17	3	6	1	14	8	7	-	-	-	3	-	12	19	17	1	11	-	-	-	3	-
	8%cn	2%	20%zc	3%	16%	10%	7%	16%	15%	-	-	-	4%	-	4%	18%zn	7%	3%	23%zpv	-	-	-	4%	-
Somebody else pays for this service / it's free	26	3	-	13	4	-	13	3	4	*	1	-	4	-	20	6	14	2	4	*	1	-	3	-
	7%b	8%	-	11%b	10%	-	7%	6%	9%	6%	12%	-	7%	-	7%	6%	6%	9%	9%	31%	24%	-	6%	-
Reliability/ quality of service/coverage	15	2	-	10	2	-	8	4	2	-	-	-	2	-	11	4	9	2	2	-	-	-	2	-
	4%	4%	-	9%zb	6%	-	4%	7%	5%	-	-	-	2%	-	4%	4%	4%	9%	5%	-	-	-	3%	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15	1	2	6	1	-	4	5	1	-	-	2	3	-	8	7	9	2	1	-	-	2	2	-
	4%	3%	2%	5%	2%	-	2%	9%	2%	-	-	23%	5%	-	3%	7%	4%	9%	2%	-	-	19%	3%	-
To call / receive calls from family members	11	1	-	-	3	-	-	1	3	-	-	-	7	-	8	3	1	1	3	-	-	-	5	-
	3%p	2%	-	-	8%	-	-	1%	7%f	-	-	-	10%zf	-	3%	3%	*	3%	7%p	-	-	-	9%zp	-
Always used it	9	2	-	3	1	-	3	2	1	-	-	1	1	-	9	-	3	2	1	-	-	1	1	-
	2%	6%	-	2%	2%	-	1%	5%	2%	-	-	15%	2%	-	3%	-	1%	9%	2%	-	-	16%	2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 411
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	384	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Someone else using other line	8 2%	-	-	7 6% ^z	-	-	4 2%	2 5%	-	-	-	-	1 1%	-	5 2%	3 3%	4 2%	2 9%	-	-	-	-	1 1%	-
It's part of a product bundle	7 2%	1 3%	1 1%	3 2%	-	-	5 3%	-	-	-	-	-	1 1%	1 12%	4 1%	3 3%	5 2%	-	-	-	-	-	1 1%	1 13%
Quality of sound	7 2%	2 5%	-	-	1 4%	1 18%	2 1%	-	3 6%	-	-	* 5%	1 2%	1 9%	4 2%	2 2%	3 1%	-	2 4%	-	-	-	1 2%	1 9%
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	3 8%	1 1%	2 2%	-	-	6 3%	-	-	-	-	-	-	-	5 2%	1 1%	6 3%	-	-	-	-	-	-	-
When the call is urgent	5 1%	-	1 1%	1 1%	1 2%	-	1 *	1 3%	1 2%	-	-	-	3 4% ^f	-	4 1%	1 1%	2 1%	1 5%	1 2%	-	-	-	1 2%	-
Tied into contract	5 1%	1 4%	1 2%	2 2%	-	-	1 1%	4 7%	-	-	-	-	-	-	2 1%	3 3%	3 1%	2 9%	-	-	-	-	-	-
For making / receiving calls / messages	4 1%	-	1 1%	2 2%	-	-	1 1%	2 4%	-	-	-	-	1 2%	-	2 1%	2 2%	4 2%	-	-	-	-	-	1 2%	-
When I'm out / away from home / abroad	4 1%	2 5%	1 2%	-	-	-	3 2%	-	-	-	-	-	1 2%	-	4 2%	-	3 1%	-	-	-	-	-	1 2%	-
I do not use / often	4 1%	1 2%	-	1 1%	-	-	2 1%	-	-	1 11%	-	-	2 3%	-	3 1%	1 1%	3 1%	-	-	-	-	-	2 3%	-
The number is stored on the handset	4 1%	-	-	4 3%	-	-	1 1%	2 5%	-	-	-	* 5%	-	-	3 1%	1 1%	2 1%	2 9%	-	-	-	-	-	-
When phone is next to me	3 1%	2 4%	-	1 1%	-	-	3 1%	-	-	-	-	-	-	-	3 1%	-	3 1%	-	-	-	-	-	-	-
Habit	3 1%	1 4%	-	1 1%	-	-	1 1%	1 3%	-	-	-	-	-	-	-	3 3% ^o	3 1%	-	-	-	-	-	-	-
For using the internet	1 *	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	1 *	-	1 1%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 411

FX07_3 - Why do you choose to use your VoIP for making calls from home?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	384	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
For business / work use	1 *	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
		-	1%	-	-	-	1%	-	-	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	-
Other	16 4%f	-	3	2	3	-	2	3	3	-	-	2	5	1	9	7	7	-	1	-	-	2	5	1
		-	3%	2%	8%	-	1%	5%	7%f	-	-	18%	9%f	11%	3%	7%	3%	-	3%	-	-	19%	9%	11%
Don't know	6 2%	-	1	4	-	1	3	2	1	-	-	-	-	-	6	-	3	2	1	-	-	-	-	-
		-	2%	3%	-	17%	2%	3%	2%	-	-	-	-	-	2%	-	1%	7%	2%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 412
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	346	239	56	51	113	7	-	26	209	58	132	67	54	35	47	55	13	3	-	-	-
Weighted Base	384	269	62*	53*	129*	8**	-**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	-**	-**	-*
Video messaging	92 24%	63 23%	17 27%	12 23%	26 20%	2 29%	-	8 27%	58 26%	20 33% ^m	36 25%	21 26%	11 17%	4 12%	12 22%	12 18%	2 16%	-	-	-	-
Price	90 23%	59 22%	15 25%	16 29%	26 20%	-	-	8 25%	57 25%	16 26%	36 25%	21 26%	12 19%	5 14%	12 22%	13 20%	1 7%	1 34%	-	-	-
Convenience/ease of use	61 16%	44 16%	13 20%	4 8%	20 16%	1 14%	-	3 11%	37 16%	5 9%	25 17%	14 17%	8 13%	9 27% ⁱ	7 14%	11 17%	4 29%	-	-	-	-
For international calls	37 10% ^a	17 6%	12 20% ^{za}	7 14%	11 9%	1 17%	-	5 15%	22 10%	9 15%	14 10%	6 7%	7 11%	1 2%	6 12%	6 9%	-	-	-	-	-
Picture messaging	35 9%	26 10%	4 6%	5 10%	10 8%	1 7%	-	5 17%	20 9%	6 10%	10 7%	8 10%	7 11%	3 10%	6 11%	5 7%	1 6%	-	-	-	-
To see the person / face to face communication	31 8% ^h	27 10% ^b	-	4 8%	15 12%	-	-	5 15%	12 5%	3 4%	7 5%	8 10%	12 18% ^{zij}	1 3%	6 12%	7 12%	1 8%	-	-	-	-
Somebody else pays for this service / it's free	26 7%	17 6%	3 4%	6 12%	6 4%	-	-	1 3%	19 8%	6 10%	12 9%	3 3%	3 4%	2 7%	2 3%	3 5%	1 8%	-	-	-	-
Reliability/ quality of service/coverage	15 4%	13 5%	2 4%	-	4 3%	1 14%	-	-	9 4%	-	9 6%	3 3%	1 1%	2 7%	3 5%	1 1%	1 8%	-	-	-	-
So can use 'free/ pre-paid/bundled/ time-specific minutes	15 4%	12 4%	2 3%	2 3%	3 2%	-	-	-	13 6%	2 3%	9 6%	2 2%	1 2%	1 4%	-	1 2%	-	1 66%	-	-	-
To call / receive calls from family members	11 3%	7 3%	1 1%	3 5%	1 1%	-	-	1 2%	10 4%	3 4%	6 4%	2 2%	-	-	1 1%	-	-	-	-	-	-
Always used it	9 2%	7 2%	1 2%	1 2%	-	-	-	-	9 4% ^z	2 4%	6 4%	-	-	* 1%	-	* 1%	-	-	-	-	-
Someone else using other line	8 2%	6 2%	1 2%	-	2 2%	-	-	-	5 2%	-	4 3%	-	2 3%	1 3%	-	2 3%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 412
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	384	269	62*	53*	129*	8**	..**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	..**	..**	..*
It's part of a product bundle	7 2%	4 2%	1 2%	1 2%	-	1 15%	-	-	6 2%	1 2%	6 4%	-	-	-	-	-	-	-	-	-	-
Quality of sound	7 2%	6 2%	-	1 2%	5 4%	-	-	-	2 1%	-	2 1%	1 2%	-	4 11% zj kl	1 1%	2 3%	2 13%	* 24%	-	-	-
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	4 2%	2 4%	-	2 2%	-	-	-	4 2%	-	4 3%	-	1 1%	1 3%	1 2%	1 2%	-	-	-	-	-
When the call is urgent	5 1%	5 2%	-	-	1 1%	-	-	-	4 2%	-	4 3%	-	1 1%	1 2%	-	1 2%	-	-	-	-	-
Tied into contract	5 1%	5 2%	-	-	3 2%	-	-	-	2 1%	-	2 2%	1 2%	1 2%	-	1 3%	1 2%	-	-	-	-	-
For making / receiving calls / messages	4 1%	2 1%	-	2 4%	2 2%	-	-	1 4%	1 *	1 2%	1 1%	-	2 3%	-	-	2 3%	-	-	-	-	-
When I'm out / away from home / abroad	4 1%	4 1%	1 1%	-	-	-	-	-	4 2%	1 1%	2 1%	-	2 3%	-	-	-	-	-	-	-	-
I do not use / often	4 1%	4 2%	-	-	1 1%	-	-	-	3 2%	-	3 2%	-	2 2%	-	-	1 1%	-	-	-	-	-
The number is stored on the handset	4 1%	4 2%	-	-	* *	-	-	-	4 2%	-	4 3%	-	-	* 1%	-	-	-	* 24%	-	-	-
When phone is next to me	3 1%	2 1%	1 2%	-	2 1%	-	-	-	1 *	-	-	-	2 2%	1 3% j	-	2 3%	-	-	-	-	-
Habit	3 1%	3 1%	-	-	-	-	-	-	3 1%	-	-	3 3% z	-	-	-	-	-	-	-	-	-
For using the internet	1 *	-	1 2% a	-	-	-	-	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-
For business / work use	1 *	1 *	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 412

FX07_3 - Why do you choose to use your VoIP for making calls from home?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	384	269	62*	53*	129*	8**	..**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	..**	..**	..*
Other	16	11	3	2	8	1	-	2	9	4	5	1	4	3	2	3	3	-	-	-	-
	4%	4%	5%	3%	6%	12%	-	6%	4%	6%	4%	2%	6%	8%	3%	5%	19%	-	-	-	-
Don't know	6	5	-	1	5	-	-	1	-	-	-	2	3	1	1	3	1	-	-	-	-
	2%	2%	-	2%	4%h	-	-	4%	-	-	-	3%	5%j	3%j	2%	5%	9%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 413
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	346	57	52	54	228	341	233	185	340	334	174	340	279	170	263	154
Weighted Base	384	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
Video messaging	92 24%k	14 22%	9 16%	10 16%	66 26%	91 24%k	59 23%	52 26%	92 24%k	89 24%	53 26%	88 23%	82 26%k	43 21%	81 27%zkm	49 27%
Price	90 23%elm	12 18%	9 16%	14 23%	64 25%	83 22%	53 21%	53 26%lm	89 23%elm	89 24%elm	44 22%	90 24%elfm	65 21%	37 18%	70 23%	42 23%
Convenience/ease of use	61 16%j	13 21%	12 21%	7 12%	39 15%	61 16%zhjn	41 16%j	34 17%j	58 15%j	58 16%j	22 11%	60 16%jn	45 14%	35 17%j	41 14%	25 14%
For international calls	37 10%e	3 5%	7 12%	8 12%	25 10%	32 9%	19 8%	20 10%	37 10%e	35 9%e	17 8%	36 10%e	30 10%	21 10%	28 9%	18 10%
Picture messaging	35 9%	4 6%	4 6%	6 10%	23 9%	35 9%h	24 9%	16 8%	33 9%	32 9%	19 9%	35 9%	28 9%	23 11%	26 9%	20 11%
To see the person / face to face communication	31 8%f	7 11%	3 5%	9 15%	16 6%	31 8%f	15 6%	21 10%f	31 8%f	31 8%f	14 7%	31 8%f	29 9%f	22 11%f	29 10%f	16 9%
Somebody else pays for this service / it's free	26 7%	4 6%	4 8%	2 4%	20 8%	26 7%	18 7%	11 6%	26 7%	26 7%	14 7%	25 7%	23 7%	11 5%	22 7%	16 9%
Reliability/ quality of service/coverage	15 4%hjn	4 6%	2 3%	1 2%	11 4%	15 4%hjn	10 4%j	9 4%j	14 4%j	14 4%jn	2 1%	15 4%hjn	11 4%j	8 4%j	8 3%	3 2%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	1 2%	1 2%	2 3%	13 5%	15 4%	9 3%	8 4%	15 4%	15 4%	5 2%	15 4%	10 3%	9 4%	14 4%	5 3%
To call / receive calls from family members	11 3% _m	- -	- -	1 1%	10 4%	11 3% _m	7 3%	4 2%	11 3% _m	11 3% _m	4 2%	11 3% _m	6 2% _m	1 *	7 2% _m	2 1%
Always used it	9 2%fl	* 1%	- -	- -	8 3%	9 2%fl	- -	8 4%flo	9 2%fl	9 2%fl	5 2%fl	9 2%fl	2 1%	6 3%fl	7 2%fl	1 1%
Someone else using other line	8 2%	- -	2 4%	2 3%	5 2%	8 2%	3 1%	7 3%	8 2%	8 2%	4 2%	8 2%	5 2%	6 3%	6 2%	3 2%
It's part of a product bundle	7 2%	- -	- -	- -	7 3%	7 2%	6 2%	4 2%	7 2%	7 2%	5 2%	7 2%	4 1%	4 2%	3 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 413
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	384	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
Quality of sound	7 2% ^d	2 4%	3 6% ^{zd}	3 5% ^d	2 1%	7 2%	3 1%	4 2%	7 2%	7 2%	3 2%	7 2%	6 2%	2 1%	5 2%	4 2%
Have used up all 'free'/pre-paid/ bundled minutes	6 2% ⁿ	1 2%	1 2%	1 1%	4 2%	6 2% ⁿ	2 1%	4 2% ⁿ	6 2% ⁿ	6 2% ⁿ	2 1%	6 2% ⁿ	4 1%	3 2%	2 1%	1 *
When the call is urgent	5 1%	1 1%	1 2%	1 1%	4 2%	5 1%	2 1%	4 2%	5 1%	5 1%	2 1%	5 1%	4 1%	1 *	5 2%	4 2%
Tied into contract	5 1%	1 2%	1 3%	1 2%	2 1%	5 1%	3 1%	4 2%	5 1%	5 1%	3 1%	5 1%	3 1%	4 2%	5 2%	- -
For making / receiving calls / messages	4 1%	- -	- -	2 4%	2 1%	4 1%	2 1%	4 2%	4 1%	4 1%	4 2%	4 1%	4 1%	2 1%	4 1%	4 2%
When I'm out / away from home / abroad	4 1%	- -	- -	- -	4 2%	4 1%	4 2%	2 1%	4 1%	4 1%	2 1%	4 1%	4 1%	4 2%	2 1%	1 1%
I do not use / often	4 1%	- -	- -	1 1%	3 1%	4 1%	3 1%	3 2%	4 1%	4 1%	4 2%	4 1%	4 1%	3 1%	4 1%	3 2%
The number is stored on the handset	4 1% ^l	* 1%	* 1%	* 1%	4 1%	4 1% ^l	1 1%	3 1%	4 1% ^l	4 1% ^l	1 *	4 1% ^l	1 *	3 2%	4 1% ^l	1 *
When phone is next to me	3 1%	2 3%	2 3%	- -	1 *	3 1%	2 1%	1 1%	3 1%	3 1%	2 1%	3 1%	3 1%	- -	2 1%	2 1%
Habit	3 1%	- -	- -	- -	3 1%	3 1%	3 1%	1 1%	3 1%	3 1%	1 1%	3 1%	3 1%	- -	3 1%	- -
For using the internet	1 *	- -	- -	- -	1 1%	1 *	1 1%	- -	1 *	1 *	1 1%	1 *	- -	- -	1 *	- -
For business / work use	1 *	1 2%	- -	- -	- -	1 *	1 *	1 1%	1 *	1 *	1 1%	1 *	1 *	1 1%	1 *	1 1%
Other	16 4% ^h	1 2%	3 4%	7 11% ^{zd}	9 3%	16 4% ^h	10 4%	7 3%	14 4%	16 4% ^h	10 5%	16 4% ^h	14 5%	9 4%	15 5%	10 5%
Don't know	6 2% ^{dikn}	5 8% ^{zd}	4 7% ^{zd}	- -	1 *	6 2% ^{ikn}	4 1%	2 1%	6 2% ^{ikn}	4 1%	- -	5 1%	5 2%	3 2%	2 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 414
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	346	325	18	1	1	-	1	122	125	84	1	7	10	10	29	54	70	69	19
Weighted Base	384	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Video messaging	92 24%	92 25%	-	-	-	-	-	30 25%	32 20%	25 28%	-	2 30%	2 26%	* 6%	5 18%	11 20%	23 28%	29 32%	4 16%
Price	90 23%q	86 23%	4 28%	-	-	-	-	28 24%	34 21%	22 25%	-	2 21%	1 9%	3 33%	6 24%	22 39%zq	23 28%q	12 13%	5 20%
Convenience/ease of use	61 16%	57 15%	2 14%	1 100%	-	-	2 100%	13 11%	23 14%	24 27%zgh	-	- -	3 34%	3 38%	3 12%	11 21%	8 10%	11 12%	2 8%
For international calls	37 10%	35 10%	2 11%	-	-	-	-	8 6%	22 14%	7 8%	-	2 21%	1 16%	* 5%	2 8%	8 15%	6 7%	13 15%	1 6%
Picture messaging	35 9%	32 9%	3 19%	-	-	-	-	11 9%	18 11%	4 4%	-	1 20%	1 10%	1 7%	3 11%	5 9%	6 8%	6 6%	7 26%
To see the person / face to face communication	31 8%gi	31 8%	-	-	-	-	-	11 9%	14 9%	2 2%	4 100%	- -	1 10%	-	2 8%	5 8%	6 8%	9 10%	1 4%
Somebody else pays for this service / it's free	26 7%	24 7%	2 11%	-	-	-	-	5 5%	15 9%	4 5%	-	1 19%	* 5%	1 11%	2 7%	2 3%	7 9%	8 9%	3 11%
Reliability/ quality of service/coverage	15 4%	14 4%	1 7%	-	-	-	-	3 3%	8 5%	3 4%	-	- -	- -	-	2 7%	1 1%	1 1%	4 4%	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	15 4%	-	-	-	-	-	2 2%	10 6%	3 3%	-	- -	- -	-	4 16%	1 1%	1 1%	1 1%	3 12%
To call / receive calls from family members	11 3%	8 2%	2 14%	-	-	-	-	7 6%zi	3 2%	-	-	- -	- -	-	-	2 3%	4 5%	2 2%	-
Always used it	9 2%	9 2%	-	-	-	-	-	3 3%	6 3%	-	-	- -	- -	-	-	2 4%	1 2%	-	-
Someone else using other line	8 2%	8 2%	-	-	-	-	-	1 1%	6 4%	1 1%	-	- -	- -	-	-	1 1%	1 2%	2 2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 414
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BASE: All who have used their VoIP in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	384	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
It's part of a product bundle	7 2%	7 2%	-	-	-	-	-	1 1%	4 3%	1 1%	-	-	1 13%	-	-	2 4%	1 1%	3 3%	-
Quality of sound	7 2%	7 2%	-	-	-	-	-	1 1%	2 1%	4 4%	-	-	-	-	-	1 2%	2 2%	-	2 7%
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	5 1%	1 7%	-	-	-	-	1 1%	3 2%	-	-	-	-	-	-	1 2%	-	3 4%	-
When the call is urgent	5 1%	5 1%	-	-	-	-	-	5 4%zh	-	-	-	-	-	-	-	-	1 2%	-	1 3%
Tied into contract	5 1%	5 1%	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	3 3%	-
For making / receiving calls / messages	4 1%	4 1%	-	-	-	-	-	1 1%	4 2%	-	-	-	-	-	1 4%	-	4 4%z	-	-
When I'm out / away from home / abroad	4 1%	4 1%	-	-	-	-	-	1 1%	3 2%	-	-	-	-	-	-	2 3%	1 1%	-	-
I do not use / often	4 1%	4 1%	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	1 4%	-	-	3 4%	-
The number is stored on the handset	4 1%	4 1%	-	-	-	-	-	-	3 2%	1 1%	-	-	-	-	-	-	-	1 1%	-
When phone is next to me	3 1%	3 1%	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-	-	-	-	2 2%	-
Habit	3 1%	3 1%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	1 1%	1 6%
For using the internet	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-
For business / work use	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	384	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Other	16	13	2	-	1	-	-	3	10	3	-	-	1	-	1	4	4	5	2
	4%a	4%	15%	-	100%	-	-	2%	7%	3%	-	-	13%	-	5%	7%	5%	5%	6%
Don't know	6	6	-	-	-	-	-	3	-	3	-	-	-	-	1	1	-	-	-
	2%	2%	-	-	-	-	-	3%	-	4%h	-	-	-	-	4%	2%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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BASE: All who have used their VoIP in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	346	295	47	23	35	28	28	25	4	17	58	35	17	63	13	253	193	144	337	272	74	346
Weighted Base	384	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Video messaging	92 24%	83 24%	9 23%	7 35%	14 40% o	5 19%	6 19%	1 3%	1 25%	11 40%	18 18%	4 16%	3 23%	16 28%	5 38%	68 23%	50 24%	41 24%	90 24%	76 26%	16 18%	92 24%
Price	90 23%	82 24%	7 18%	5 24%	6 17%	8 28%	5 16%	5 18%	3 48%	4 13%	21 22%	7 26%	4 31%	17 29%	6 46%	63 21%	52 25%	37 22%	88 24%	71 24%	19 22%	90 23%
Convenience/ease of use	61 16%	49 14%	10 27% a	2 11%	5 14%	10 35%	4 14%	6 23%	2 41%	4 14%	12 13%	5 20%	2 13%	6 11%	1 8%	52 17%	35 17%	22 13%	57 15%	50 17%	11 12%	61 16%
For international calls	37 10%	34 10%	3 8%	2 10%	5 13%	1 5%	2 6%	1 4%	- -	- -	11 11%	1 5%	2 15%	12 20% zo	- -	23 8%	21 10%	16 9%	37 10%	30 10%	7 8%	37 10%
Picture messaging	35 9%	34 10%	1 4%	3 13%	5 15%	4 13%	1 3%	4 13%	- -	1 3%	12 12%	2 7%	- -	3 5%	1 8%	31 10%	15 7%	20 12%	35 9%	26 9%	9 10%	35 9%
To see the person / face to face communication	31 8% rs	30 9%	1 3%	2 10%	1 2%	4 12%	1 3%	2 7%	- -	5 17%	11 12%	1 3%	- -	4 6%	1 8%	26 9%	15 7%	14 8%	28 8%	18 6%	13 15% s	31 8% s
Somebody else pays for this service / it's free	26 7%	21 6%	4 11%	1 4%	4 12%	1 4%	- -	2 8%	- -	- -	10 10%	* 2%	1 5%	6 10%	1 8%	18 6%	15 7%	11 6%	26 7%	20 7%	6 7%	26 7%
Reliability/ quality of service/coverage	15 4%	11 3%	3 8%	1 5%	- -	3 12%	2 6%	2 8%	- -	2 6%	1 1%	- -	1 8%	2 3%	1 8%	12 4%	7 3%	8 5%	15 4%	13 4%	2 3%	15 4%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	14 4%	1 4%	1 3%	1 2%	3 9%	- -	- -	- -	- -	4 4%	3 10% o	1 10%	3 6%	- -	10 3%	5 3%	8 5%	13 4%	13 5%	2 2%	15 4%
To call / receive calls from family members	11 3%	11 3%	- -	- -	1 2%	- -	- -	7 23%	- -	- -	2 2%	- -	- -	2 3%	- -	9 3%	4 2%	6 3%	10 3%	8 3%	2 3%	11 3%
Always used it	9 2%	8 2%	* 1%	- -	- -	2 8%	1 3%	- -	- -	- -	5 5%	* 2%	- -	- -	- -	9 3%	4 2%	5 3%	9 2%	6 2%	3 3%	9 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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BASE: All who have used their VoIP in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	384	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Someone else using other line	8 2%p	8 2%	-	-	2 6%j	2 8%	-	-	-	-	-	1 4%	-	2 4%	-	5 2%	1 1%	6 4%p	8 2%p	8 3%	-	8 2%
It's part of a product bundle	7 2% _s	7 2%	-	1 3%	1 4%	-	3 9%	-	-	-	1 1%	-	-	-	1 8%	6 2%	3 1%	4 2%	7 2%	3 1%	4 4%	7 2% _s
Quality of sound	7 2%	4 1%	2 6%za	1 4%	-	-	1 4%	1 4%	-	-	2 2%	1 2%	* 3%	1 1%	-	6 2%	5 2%	2 1%	7 2%	6 2%	* 1%	7 2%
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	4 1%	2 5%	-	-	-	3 11%	-	-	-	-	1 3%	-	-	2 15%	4 1%	3 1%	3 2%	6 2%	5 2%	1 1%	6 2%
When the call is urgent	5 1% _s	4 1%	1 4%	-	-	-	1 5%	-	-	-	2 3%	1 5%	-	-	-	5 2%	2 1%	3 2%	5 1%	2 1%	3 4%	5 1% _s
Tied into contract	5 1%	5 1%	-	-	-	2 8%	1 4%	-	-	-	-	-	-	1 2%	-	4 1%	1 1%	4 2%	5 1%	4 1%	1 2%	5 1%
For making / receiving calls / messages	4 1%	4 1%	-	1 6%	1 3%	-	-	-	-	-	2 2%	-	-	-	-	4 1%	2 1%	2 1%	4 1%	2 1%	2 2%	4 1%
When I'm out / away from home / abroad	4 1%	4 1%	-	-	2 4%	-	-	2 7%	-	-	1 1%	-	-	-	-	4 1%	3 2%	1 1%	4 1%	4 1%	-	4 1%
I do not use / often	4 1%	4 1%	-	-	-	-	-	-	-	-	2 2%	1 3%	-	1 1%	1 8%	2 1%	2 1%	2 1%	4 1%	2 1%	2 2%	4 1%
The number is stored on the handset	4 1%	4 1%	-	-	-	2 8%	-	1 2%	-	-	-	-	* 3%	1 1%	-	3 1%	-	4 3%p	4 1%	4 1%	* 1%	4 1%
When phone is next to me	3 1%	3 1%	-	-	-	-	-	-	-	-	2 2%	1 4%z	-	-	-	3 1%	1 1%	2 1%	3 1%	1 *	2 2%	3 1%
Habit	3 1%	3 1%	-	-	-	-	-	-	-	-	1 2%	-	-	1 2%	-	1 *	1 1%	1 1%	3 1%	3 1%	-	3 1%
For using the internet	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2%zo	-	-	1 1%	-	1 *	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Weighted Base	384	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
For business / work use	1*	1*	-	-	-	-	1	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
Other	16	16	-	1	3	2	-	1	-	2	5	1	-	1	-	15	8	7	15	10	6	16
	4%	5%	-	5%	9%	6%	-	4%	-	8%	6%	3%	-	2%	-	5%	4%	4%	4%	4%	7%	4%
Don't know	6	4	2	-	-	-	3	-	-	2	1	-	-	-	-	6	3	3	6	6	-	6
	2%	1%	5%	-	-	-	11%	-	-	6%	1%	-	-	-	-	2%	2%	2%	2%	2%	-	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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BASE: All who have used their VoIP in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	346	114	307	341	346	334	64	343	215	346	-	329	5	12	-	334	12	341	5
Weighted Base	384	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
Video messaging	92 24%	29 25%	83 24%	92 24%	92 24%	89 24%	15 20%	92 24%	55 24%	92 24%	-	89 24%	-	3 23%	-	89 24%	3 23%	92 24%	-
Price	90 23%h	22 20%	84 24%h	89 23%h	90 23%h	87 23%	17 22%	90 23%h	45 20%	90 23%h	-	85 23%	2 31%	4 30%	-	87 23%	4 30%	89 23%	2 31%
Convenience/ease of use	61 16%	20 17%	54 16%	59 16%	61 16%	58 16%	12 15%	61 16%	39 17%	61 16%	-	56 15%	2 35%	3 23%	-	58 16%	3 23%	59 16%	2 35%
For international calls	37 10%	8 7%	34 10%	37 10%	37 10%	36 10%	10 13%	36 9%	19 8%	37 10%	-	36 10%	-	1 6%	-	36 10%	1 6%	37 10%	-
Picture messaging	35 9%	12 11%	30 9%	34 9%	35 9%	35 9%	7 9%	35 9%	26 11%	35 9%	-	34 9%	1 23%	-	-	35 9%	-	34 9%	1 23%
To see the person / face to face communication	31 8%	9 8%	29 8%h	31 8%h	31 8%	31 8%h	7 9%	31 8%	14 6%	31 8%	-	31 8%	-	-	-	31 8%	-	31 8%	-
Somebody else pays for this service / it's free	26 7%	3 3%	24 7%	26 7%a	26 7%	26 7%a	6 7%	26 7%	17 7%	26 7%	-	26 7%	-	-	-	26 7%	-	26 7%	-
Reliability/ quality of service/coverage	15 4%	8 7%h	14 4%	14 4%	15 4%	15 4%	4 5%	15 4%	6 3%	15 4%	-	14 4%	1 13%	-	-	15 4%	-	14 4%	1 13%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	6 5%	15 4%	15 4%	15 4%	15 4%	4 5%	15 4%	8 3%	15 4%	-	15 4%	-	-	-	15 4%	-	15 4%	-
To call / receive calls from family members	11 3%	3 3%	9 2%	11 3%	11 3%	11 3%	2 2%	11 3%	6 2%	11 3%	-	11 3%	-	-	-	11 3%	-	11 3%	-
Always used it	9 2%h	2 2%	9 3%h	9 2%h	9 2%h	9 2%h	2 2%	9 2%h	1 1%	9 2%h	-	9 2%	-	-	-	9 2%	-	9 2%	-
Someone else using other line	8 2%	2 2%	8 2%h	8 2%	8 2%	8 2%	2 3%	8 2%	2 1%	8 2%	-	8 2%	-	-	-	8 2%	-	8 2%	-
It's part of a product bundle	7 2%	1 1%	6 2%	7 2%	7 2%	7 2%	-	7 2%	6 3%	7 2%	-	7 2%	-	-	-	7 2%	-	7 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 416

FX07_3 - Why do you choose to use your VoIP for making calls from home?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	384	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
Quality of sound	7 2%	3 3%	6 2%	7 2%	7 2%	7 2%	1 1%	7 2%	6 2%	7 2%	-	7 2%	-	-	-	7 2%	-	7 2%	-
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	-	6 2%	6 2%	6 2%	6 2%	-	6 2%	2 1%	6 2%	-	6 2%	-	-	-	6 2%	-	6 2%	-
When the call is urgent	5 1%	5 4%zcd eghi	5 2%	5 1%	5 1%	5 1%	3 4%h	5 1%	1 1%	5 1%	-	5 1%	-	-	-	5 1%	-	5 1%	-
Tied into contract	5 1%	-	5 1%	5 1%	5 1%	5 1%	-	5 1%	3 1%	5 1%	-	5 1%	-	-	-	5 1%	-	5 1%	-
For making / receiving calls / messages	4 1%	2 2%	4 1%	4 1%	4 1%	4 1%	-	4 1%	-	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
When I'm out / away from home / abroad	4 1%	-	4 1%	4 1%	4 1%	4 1%	2 3%	4 1%	4 2%	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
I do not use / often	4 1%	1 1%	3 1%	4 1%	4 1%	4 1%	1 1%	4 1%	2 1%	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
The number is stored on the handset	4 1%cq	* 1%	4 1%	4 1%	4 1%c	4 1%	1 1%	4 1%	2 1%	4 1%c	-	4 1%	1 13%	-	-	4 1%	-	4 1%	1 13%
When phone is next to me	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	-	3 1%	2 1%	3 1%	-	3 1%	-	-	-	3 1%	-	3 1%	-
Habit	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	-	3 1%	3 1%	3 1%	-	3 1%	-	-	-	3 1%	-	3 1%	-
For using the internet	1 *	-	1 *	1 *	1 *	1 *	-	1 *	1 1%	1 *	-	1 *	-	-	-	1 *	-	1 *	-
For business / work use	1 *	-	1 *	1 *	1 *	1 *	1 2%	1 *	1 1%	1 *	-	1 *	-	-	-	1 *	-	1 *	-
Other	16 4%bcq	4 4%	12 3%	14 4%	16 4%bc	16 4%bc	3 4%	16 4%bc	10 4%	16 4%bc	-	14 4%	2 44%	-	-	16 4%	-	14 4%	2 44%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 416

FX07_3 - Why do you choose to use your VoIP for making calls from home?

BASE: All who have used their VoIP in the last year

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
384	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
6	-	6	6	6	4	1	6	4	6	-	4	-	2	-	4	2	6	-
2%eko	-	2%e	2%e	2%e	1%	1%	2%e	2%	2%e	-	1%	-	17%	-	1%	17%	2%	-

Weighted Base

Don't know

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Table 417
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	346	135	12	9	2	8	70	34	2	1	65	8
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Video messaging	92 24%	38 24%	4 39%	1 10%	-	4 26%	22 28%	7 20%	2 100%	1 100%	12 17%	2 30%
Price	90 23%h	46 29%h	1 8%	3 36%	1 33%	3 21%	10 13%	10 27%	1 46%	-	16 23%	1 10%
Convenience/ease of use	61 16%a	17 11%	2 19%	5 61%	1 67%	-	14 18%	9 25%	-	-	14 20%	-
For international calls	37 10%	14 9%	1 13%	1 18%	-	2 15%	9 11%	2 7%	-	-	5 8%	1 18%
Picture messaging	35 9%	13 8%	1 8%	1 10%	-	-	8 11%	2 6%	-	-	10 14%	-
To see the person / face to face communication	31 8%h	16 10%	-	-	-	4 29%	2 2%	3 9%	-	-	6 8%	-
Somebody else pays for this service / it's free	26 7%	8 5%	1 7%	-	-	-	9 12%	2 5%	-	-	6 8%	-
Reliability/ quality of service/coverage	15 4%	8 5%	-	-	-	-	4 5%	2 4%	-	-	1 1%	1 11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	10 6%	1 6%	* 6%	-	-	3 4%	-	-	-	-	1 11%
To call / receive calls from family members	11 3%	2 1%	-	-	-	-	4 6%	-	-	-	2 3%	2 25%
Always used it	9 2%	9 6%z	-	-	-	-	-	-	-	-	-	-
Someone else using other line	8 2%	5 3%	-	-	-	-	1 2%	-	-	-	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
It's part of a product bundle	7 2%	2 1%	-	-	-	-	1 2%	-	-	-	4 6%z	-
Quality of sound	7 2%	2 1%	-	-	-	-	1 1%	3 7%	-	-	1 1%	-
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	5 3%	-	-	-	-	1 1%	-	-	-	-	-
When the call is urgent	5 1%	5 3%	-	-	-	-	-	1 2%	-	-	-	-
Tied into contract	5 1%	4 2%	-	-	-	-	-	1 4%	-	-	-	-
For making / receiving calls / messages	4 1%	3 2%	-	-	-	-	-	1 4%	-	-	-	-
When I'm out / away from home / abroad	4 1%	2 1%	-	-	-	-	-	1 2%	-	-	2 2%	-
I do not use / often	4 1%	1 1%	-	-	-	2 12%	1 1%	1 2%	-	-	-	-
The number is stored on the handset	4 1%	3 2%	-	-	-	-	1 1%	-	-	-	-	-
When phone is next to me	3 1%	1 1%	-	-	-	-	2 2%	-	-	-	-	-
Habit	3 1%	-	-	-	-	-	1 2%	1 3%	-	-	-	-
For using the internet	1 *	-	-	-	-	-	-	-	-	-	1 2%	-
For business / work use	1 *	1 1%	-	-	-	-	-	-	-	-	-	-
Other	16 4%	9 5%	-	-	-	1 5%	2 3%	-	-	-	4 5%	1 17%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 417
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Don't know	6	3	1	-	-	-	2	-	-	-	-	-
	2%	2%	13%	-	-	-	3%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 418
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	346	3	23	1	1	1	1	11	6	20	2
Weighted Base	384	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
Video messaging	92 24%	1 22%	4 16%	- -	- -	1 100%	1 100%	1 7%	1 12%	5 22%	- -
Price	90 23%	- -	5 22%	- -	- -	- -	- -	1 5%	2 26%	3 14%	1 100%
Convenience/ease of use	61 16%	2 47%	4 15%	- -	- -	- -	- -	1 12%	- -	2 10%	- -
For international calls	37 10%	- -	4 15%	- -	1 100%	- -	- -	1 12%	- -	3 11%	- -
Picture messaging	35 9%	1 31%	5 19%	- -	- -	- -	- -	1 7%	1 13%	2 9%	- -
To see the person / face to face communication	31 8%	- -	4 15%	- -	- -	- -	1 100%	- -	- -	1 4%	- -
Somebody else pays for this service / it's free	26 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Reliability/ quality of service/coverage	15 4%	- -	1 4%	- -	- -	- -	- -	2 18%	- -	- -	- -
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	- -	1 2%	- -	- -	- -	- -	2 18%	- -	1 6%	- -
To call / receive calls from family members	11 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Always used it	9 2%	- -	3 13%	- -	- -	- -	- -	- -	- -	- -	- -
Someone else using other line	8 2%	- -	- -	- -	- -	- -	- -	1 9%	- -	- -	- -
It's part of a product bundle	7 2%	- -	- -	- -	- -	- -	- -	1 11%	- -	5 20%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 418
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Weighted Base	384	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
Quality of sound	7	-	1	-	-	-	-	-	2	-	-
	2%	-	3%	-	-	-	-	-	24%	-	-
Have used up all 'free'/pre-paid/ bundled minutes	6	-	1	2	-	-	-	-	-	1	-
	2%	-	4%	100%	-	-	-	-	-	5%	-
When the call is urgent	5	-	1	-	-	-	-	-	1	-	-
	1%	-	5%	-	-	-	-	-	8%	-	-
Tied into contract	5	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
For making / receiving calls / messages	4	-	-	-	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	17%	-	-
When I'm out / away from home / abroad	4	-	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	-	8%	-
I do not use / often	4	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
The number is stored on the handset	4	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	6%	-	-	-
When phone is next to me	3	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	9%	-	-	-
Habit	3	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	13%	-	-	-
For using the internet	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
For business / work use	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Other	16	-	2	-	-	-	-	-	-	-	-
	4%	-	8%	-	-	-	-	-	-	-	-
Don't know	6	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-

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Table 419
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	346	276	70	99	12	8	1	8	62	28	1	50	7	117	14
Weighted Base	384	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
Video messaging	92 24%	80 26%	12 16%	31 26%	4 39%	1 12%	-	4 26%	22 32%	7 26%	1 100%	8 15%	2 33%	34 26%	2 16%
Price	90 23%	78 25%	12 16%	40 33%	1 8%	3 44%	-	3 21%	10 14%	8 29%	1 100%	13 25%	-	26 20%	5 34%
Convenience/ease of use	61 16%	51 17%	10 13%	13 11%	2 19%	5 75%	1 100%	-	12 18%	7 27%	-	11 20%	-	22 17%	4 31%
For international calls	37 10%	27 9%	10 13%	10 8%	1 13%	-	-	2 15%	7 10%	2 9%	-	3 5%	1 19%	10 8%	-
Picture messaging	35 9%	25 8%	10 13%	7 6%	1 8%	1 12%	-	-	8 11%	-	-	9 16%	-	11 9%	1 6%
To see the person / face to face communication	31 8%	26 8%	5 7%	12 10%	-	-	-	4 29%	2 3%	3 12%	-	5 10%	-	8 6%	-
Somebody else pays for this service / it's free	26 7%	26 8%	-	8 7%	1 7%	-	-	-	9 14%	2 7%	-	6 10%	-	12 10%	-
Reliability/ quality of service/coverage	15 4%	12 4%	3 4%	6 5%	-	-	-	-	2 3%	2 6%	-	1 2%	1 12%	1 1%	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	11 4%	4 5%	8 7%	1 6%	*	-	-	1 2%	-	-	-	1 12%	3 2%	* 3%
To call / receive calls from family members	11 3%	11 3%	-	2 2%	-	-	-	-	4 7%	-	-	2 4%	2 27%	7 6%	1 7%
Always used it	9 2%	6 2%	3 4%	6 5%	-	-	-	-	-	-	-	-	-	-	-
Someone else using other line	8 2%	6 2%	1 1%	4 4%	-	-	-	-	1 2%	-	-	1 1%	-	2 2%	1 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 419
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	384	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
It's part of a product bundle	7 2%a	1 *	6 7%zacjt	1 1%	-	-	-	-	-	-	-	-	-	-	-
Quality of sound	7 2%	4 1%	2 3%	2 1%	-	-	-	-	1 2%	1 3%	-	1 2%	-	2 2%	-
Have used up all 'free'/pre-paid/ bundled minutes	6 2%a	2 1%	4 6%za	1 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-
When the call is urgent	5 1%	4 1%	2 2%	3 2%	-	-	-	-	-	1 3%	-	-	-	-	-
Tied into contract	5 1%	5 2%	-	4 3%	-	-	-	-	-	1 5%	-	-	-	1 1%	-
For making / receiving calls / messages	4 1%	3 1%	1 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-
When I'm out / away from home / abroad	4 1%	2 1%	2 2%	-	-	-	-	-	-	1 3%	-	2 3%	-	1 1%	-
I do not use / often	4 1%	4 1%	-	1 1%	-	-	-	2 12%	1 1%	1 3%	-	-	-	1 1%	-
The number is stored on the handset	4 1%	4 1%	1 1%	3 2%	-	-	-	-	1 1%	-	-	-	-	1 1%	-
When phone is next to me	3 1%	2 1%	1 1%	-	-	-	-	-	2 2%	-	-	-	-	2 1%	-
Habit	3 1%	1 *	1 2%	-	-	-	-	-	-	1 4%	-	-	-	-	-
For using the internet	1 *	1 *	-	-	-	-	-	-	-	-	-	1 2%z	-	1 1%	-
For business / work use	1 *	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Other	16 4%	14 5%	2 2%	7 6%	-	-	-	1 5%	2 3%	-	-	4 7%	1 18%	6 5%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 419
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	384	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
Don't know	6	6	-	3	1	-	-	-	2	-	-	-	-	4	-
	2%	2%	-	2%	13%	-	-	-	3%	-	-	-	-	3%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 420
FX07_3 - Why do you choose to use your VoIP for making calls from home?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	346	33	30	10	121	107	30	203	113	281	48	87	259	115	111	64	83	92	91	99	68	84	87
Weighted Base	384	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Video messaging	92 24%	9	9	2	45	39	10	51	32	72	18	21	71	30	26	14	22	24	27	27	14	23	20
		27%	29%	26%	32%z	30%	26%	23%	24%	23%	33%	22%	25%	24%	20%	20%	25%	23%	26%	24%	19%	25%	21%
Price	90 23%l	7	5	1	31	32	9	49	31	73	14	31	60	30	35	21	26	24	22	32	23	24	25
		22%	16%	11%	22%	25%	23%	22%	24%	23%	25%	32%	21%	24%	27%	30%	29%	24%	21%	28%	30%	26%	25%
Convenience/ease of use	61 16%	5	5	3	21	21	7	33	13	55	4	17	44	13	18	8	11	17	14	16	12	12	17
		14%	15%	31%	14%	16%	19%	15%	10%	17%	7%	18%	15%	10%	14%	11%	12%	17%	14%	14%	16%	13%	18%
For international calls	37 10%	4	4	2	14	9	-	18	15	32	4	4	32	12	10	2	7	8	7	10	5	9	9
		13%	14%	18%	10%	7%	-	8%	12%	10%	7%	5%	11%	9%	8%	3%	8%	8%	6%	9%	7%	9%	9%
Picture messaging	35 9%	3	3	1	11	13	2	23	12	30	3	4	31	11	8	9	9	11	9	7	9	8	9
		9%	10%	9%	8%	10%	4%	10%	9%	10%	6%	4%	11%	9%	6%	13% n	10% n	10% n	9%	7%	11% s	8%	9%
To see the person / face to face communication	31 8%	1	1	-	20	21	7	13	16	24	6	3	28	9	16	5	6	8	6	13	6	7	10
		2%	3%	-	14% z	16% z	18%	6%	13%	8%	11%	3%	10%	8%	13% p	7%	6%	8%	6%	11%	8%	8%	10%
Somebody else pays for this service / it's free	26 7%	4	4	-	6	7	-	17	5	18	8	11	15	11	9	5	9	5	12	11	10	10	9
		11%	12%	-	4%	5%	-	8%	4%	6%	14% z	11%	5%	9%	7%	8%	10% q	5%	12%	9%	13% z	11%	9%
Reliability/ quality of service/coverage	15 4%	3	3	1	3	5	-	9	4	12	1	6	9	6	5	4	5	3	5	3	5	4	2
		9%	10%	16%	2%	4%	-	4%	3%	4%	2%	7%	3%	5%	4%	6%	5%	3%	5%	3%	6% s v	4%	2%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	1	1	-	2	6	1	12	3	13	1	2	13	4	5	2	3	1	1	5	2	3	1
		4%	4%	-	2%	5% d	2%	6%	2%	4%	1%	2%	4%	3%	4% q	2%	3%	1%	1%	4% v	3%	3%	1%
To call / receive calls from family members	11 3%	1	1	-	5	2	-	8	2	7	3	5	6	4	2	2	2	2	2	1	1	1	1
		3%	3%	-	3%	1%	-	4%	2%	2%	5%	5%	2%	3%	2%	3%	3%	2%	2%	1%	1%	1%	1%
Always used it	9 2%	1	1	-	2	4	-	6	3	9	-	3	6	-	2	2	-	2	-	2	2	2	2
		4%	4%	-	1%	3%	-	2%	2%	3%	-	3%	2%	-	2%	3%	-	2%	-	2%	3%	2%	2%
Someone else using other line	8 2%	-	-	-	4	6	-	5	2	8	-	-	8	1	3	2	2	3	-	3	3	3	2
		-	-	-	3%	4%	-	2%	2%	2%	-	-	3%	1%	2%	3%	2%	3%	-	3%	4%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 420

FX07_3 - Why do you choose to use your VoIP for making calls from home?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	384	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
It's part of a product bundle	7 2%	-	-	-	4 3%	4 3%	3 9%	4 2%	2 2%	6 2%	1 2%	1 1%	6 2%	3 2%	2 2%	1 1%	2 2%	2 2%	2 2%	2 2%	1 1%	2 2%	2 2%
Quality of sound	7 2% ^l	1 2%	1 3%	1 8%	1 1%	1 1%	-	5 2%	2 1%	7 2%	-	5 5% ^z	2 1%	4 3%	5 4%	3 5%	3 4%	4 4%	3 3%	3 2%	3 4%	3 3%	3 3%
Have used up all 'free'/pre-paid/bundled minutes	6 2%	-	-	-	-	-	-	4 2%	2 2%	6 2%	-	2 2%	4 1%	2 2%	2 2%	3 5%	2 2%	2 2%	2 2%	2 3%	3 3%	2 3%	3 3%
When the call is urgent	5 1%	-	-	1 8%	1 1%	3 2%	-	4 2%	1 1%	5 2%	-	1 1%	5 2%	3 3%	1 1%	1 1%	3 3%	1 1%	2 2%	1 1%	1 1%	1 1%	-
Tied into contract	5 1%	-	-	-	1 1%	4 3%	1 4%	2 1%	3 2%	5 2%	-	-	5 2%	1 1%	1 1%	-	-	1 1%	1 1%	1 1%	1 2%	1 1%	1 1%
For making / receiving calls / messages	4 1% ^l	-	-	-	4 2%	4 3%	-	3 1%	1 1%	4 1%	-	4 4% ^l	1 *	4 3%	4 4% ^z	-	-	-	1 1%	1 1%	-	-	-
When I'm out / away from home / abroad	4 1%	-	-	-	2 1%	1 1%	-	4 2%	-	4 1%	-	1 1%	3 1%	2 2%	3 2%	2 3%	2 2%	1 1%	3 3%	3 2%	2 3%	2 2%	2 2%
I do not use / often	4 1%	-	-	-	3 2%	3 2%	1 2%	3 1%	1 1%	4 1%	-	-	4 1%	1 1%	1 1%	-	1 1%	1 1%	1 1%	-	-	-	-
The number is stored on the handset	4 1%	-	-	-	1 1%	3 2% ^d	-	3 1%	1 1%	4 1%	-	1 1%	3 1%	1 1%	1 1%	-	1 2%	1 1%	-	-	1 1%	1 1%	1 1%
When phone is next to me	3 1%	-	-	-	-	-	-	1 *	2 1%	3 1%	-	2 2%	1 *	-	-	-	-	-	-	-	-	-	-
Habit	3 1%	-	-	-	3 2%	1 1%	1 4%	1 1%	1 1%	1 *	1 2%	-	3 1%	3 2%	1 1%	1 2%	1 2%	1 1%	1 1%	1 1%	1 2%	1 2%	1 1%
For using the internet	1 *	-	-	-	-	-	-	-	1 1%	1 *	-	-	1 *	1 1%	1 1%	1 2%	1 1%	1 1%	1 1%	1 1%	1 1%	1 2%	1 1%
For business / work use	1 *	1 4%	1 4%	-	-	-	-	-	1 1%	1 *	-	-	1 *	-	-	-	-	-	-	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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Table 420

FX07_3 - Why do you choose to use your VoIP for making calls from home?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	384	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Other	16 4% ⁱ	1 4%	1 4%	-	4 3%	3 2%	-	13 6%	3 2%	8 3%	5 9% ⁱ	1 1%	15 5%	2 2%	3 2%	-	3 3%	3 3%	2 2%	3 3%	1 2%	4 4%	4 4%
Don't know	6 2% ^g	-	-	-	-	-	2 5%	1 1%	5 4% ^g	5 2%	-	2 2%	5 2%	1 1%	1 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 421
FX07 - Why do you choose to use for making calls from home: SUMMARY
BASE: All who have used their landline/ mobile phone/ VoIP in the last year

	Landline	Mobile phone	VoIP
Unweighted Base	1983	1774	346
Weighted Base	2032	1859	384
Price	497 24%	344 18%	90 23%
Convenience/ease of use	522 26%	713 38%	61 16%
Always used it	256 13%	161 9%	9 2%
Reliability/ quality of service/coverage	241 12%	78 4%	15 4%
Quality of sound	167 8%	47 3%	7 2%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	346 19%	15 4%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	121 7%	6 2%
It's part of a product bundle	178 9%	142 8%	7 2%
The number is stored on the handset	50 2%	215 12%	4 1%
Picture messaging	2 *	43 2%	35 9%
Video messaging	6 *	24 1%	92 24%
Tied into contract	27 1%	64 3%	5 1%
Difficult to switch	11 1%	5 *	- -
Someone else using other line	31 2%	61 3%	8 2%
When phone is next to me	135 7%	167 9%	3 1%
When the call is urgent	92 5%	158 9%	5 1%

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Table 421

FX07 - Why do you choose to use for making calls from home: SUMMARY

BASE: All who have used their landline/ mobile phone/ VoIP in the last year

	Landline	Mobile phone	VoIP
Weighted Base	2032	1859	384
Somebody else pays for this service / it's free	66 3%	37 2%	26 7%
For calling 0800 numbers that are free	26 1%	-	-
For business / work use	6 *	2 *	1 *
For making / receiving calls / messages	15 1%	4 *	4 1%
For calling people without a landline	-	6 *	-
For calling people without a mobile phone	4 *	-	-
For people not on VoIP	4 *	1 *	-
For emergencies	3 *	23 1%	-
For international calls	14 1%	* *	37 10%
For texting	-	19 1%	-
For using the internet	9 *	1 *	1 *
Habit	12 1%	3 *	3 1%
I do not use / often	32 2%	54 3%	4 1%
I use my mobile	16 1%	-	-
No mobile	10 *	-	-
Poor eyesight / numbers are bigger	2 *	1 *	-

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Table 421

FX07 - Why do you choose to use for making calls from home: SUMMARY

BASE: All who have used their landline/ mobile phone/ VoIP in the last year

	Landline	Mobile phone	VoIP
Weighted Base	2032	1859	384
To call / receive calls from family members	15 1%	2 *	11 3%
To call mobiles / mobile to mobile	-	33 2%	-
To call premium numbers / 0845 numbers	20 1%	1 *	-
To see the person / face to face communication	-	-	31 8%
When making long calls	5 *	-	-
When I'm out / away from home / abroad	-	53 3%	4 1%
When landline / mobile phone is not working	6 *	6 *	-
When the signal is poor	31 2%	2 *	-
Free at weekends	4 *	-	-
For calling other landline	5 *	-	-
Other	79 4%	34 2%	16 4%
Don't know	39 2%	33 2%	6 2%

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Table 422

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	412 19%hij nqr	223 20%	188 17%	-	17 37%zhi jmn	96 36%zgh ijmn	116 31%zhi jmn	104 24%zhi jmn	45 11%ijn	25 6%jn	8 3%	17 36%zhi jmn	212 33%zgh ijmn	149 18%hijn	33 5%j	150 22%zq r	140 23%zq r	56 13%	66 14%	95 19%	184 18%	103 19%
[4] Agree slightly	426 19%ijn u	237 21%z	189 18%	-	10 22%jn	85 31%zfg hijmn	86 23%ijn	98 23%ijn	74 19%ijn	47 12%	26 9%	10 21%jn	171 27%zfh ijmn	171 21%ijn	73 11%	141 21%	104 17%	94 21%	87 18%	118 24%zt u	199 19%	88 16%
[3] Neither agree nor disagree	356 16%not	179 16%	177 16%	-	11 23%	40 15%	65 18%	80 18%n	68 17%	53 14%	39 13%	11 22%	106 16%	147 18%n	92 13%	85 13%	97 16%	78 18%o	96 20%zo	107 22%zt	142 14%	91 16%
[2] Disagree slightly	281 13%u	141 13%	140 13%	-	6 12%	29 11%	49 13%	54 12%	60 15%j	54 14%	30 10%	6 12%	78 12%	114 14%	84 12%	85 13%	77 13%	63 14%	56 12%	71 14%u	156 15%zu	44 8%
[1] Disagree strongly	725 33%ade fgklms	342 30%	383 36%za	1 100%	3 7%	20 7%	55 15%el	97 22%def kl	147 37%zde fgklm	202 53%zde fghklm	199 66%zdef ghiklmn	4 9%d	76 12%e	244 30%def gkl	401 59%zde efghi klm	214 32%	193 32%	149 34%	169 36%	103 21%	367 35%s	231 41%zst
MEAN	2.78bh ijnrtu	2.87zb	2.68	1.00	3.70zg hijkmn	3.77zf ghijlm n	3.43zg hijmn	3.14zh ijmn	2.52ij n	2.05jn	1.73	3.64zg hijmn	3.57zf ghijmn	2.84hi jn	1.91j	2.89q r	2.87q r	2.64	2.63	3.07z tu	2.69	2.62
Agree [NET]	837 38%bhi jnr	460 41%zb	377 35%	-	27 58%zhi jmn	182 67%zfg hijlmn	202 54%zhi jmn	202 47%zhi jmn	119 30%ijn	72 19%jn	35 11%	27 57%zhi jmn	384 60%zfg hijmn	320 39%hij n	106 16%j	291 43%zq r	243 40%r	150 34%	153 32%	213 43%zt u	382 36%	191 34%
Disagree [NET]	1006 46%ade fgklis	482 43%	524 49%za	1 100%	9 19%	49 18%	104 28%el	150 35%del	208 53%zde fgklm	256 67%zde fghklm	229 76%zde fghikl mn	10 21%	153 24%e	358 43%def gkl	485 71%zde efghi klm	299 44%	270 44%	212 48%	225 47%	174 35%	524 50%zs	275 49%ss

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 423

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	412 19%il v	36 22%	86 35%za c	161 25%z	28 22%	13 30%	230 28%zi kl	53 23%il	41 24%il	6 9%	10 44%	7 14%l	45 6%	19 22%il	317 18%	95 21%	264 27%zq v	28 17%v	40 25%v	5 14%v	6 51%	6 14%v	44 6%	18 24%v
[4] Agree slightly	426 19%lv	48 29%z	60 25%	142 22%	28 22%	8 19%	202 25%zl	48 21%l	36 21%l	17 24%l	4 16%	18 35%zg hlm	86 11%	15 17%	332 19%	94 20%	241 25%zq v	26 16%	37 23%v	6 17%	1 5%	14 32%zq v	87 12%	15 20%v
[3] Neither agree nor disagree	356 16%l	37 22%b	31 13%	110 17%	18 15%	8 18%	137 17%	41 18%	26 15%	19 27%zf lm	4 17%	13 26%l	105 14%	11 13%	292 17%	64 14%	158 16%	31 19%	23 15%	11 31%zp rvw	3 24%	13 30%zp rvw	107 15%	10 13%
[2] Disagree slightly	281 13%	18 11%	24 10%	94 15%	21 17%	5 11%	101 12%	35 15%	26 15%	9 14%	2 9%	5 10%	95 13%	8 9%	220 13%	61 13%	123 13%	29 18%	24 15%	4 13%	1 11%	4 9%	89 12%	7 9%
[1] Disagree strongly	725 33%ab cghk pru	26 16%	43 18%	127 20%	31 24%	9 22%	141 17%	55 24%	40 24%	18 26%	4 16%	8 14%	425 56%zf ghikm	35 40%fg hk	577 33%	148 32%	190 19%	50 31%pu	35 22%	9 25%	1 9%	6 15%	408 55%zp qrsuw	26 34%pu
MEAN	2.78l v	3.30z c	3.50z	3.19z	3.01	3.25	3.35z gilm	3.04z l	3.07z l	2.77l	3.63	3.24z l	1.98	2.73l	2.76	2.84	3.27z qvw	2.71v	3.14z qv	2.84v	3.80 v	3.22q	2.01	2.90v
Agree [NET]	837 38%lv	84 51%z	145 60%zc	303 48%z	56 44%	21 50%	432 53%zg ilm	101 43%l	77 46%l	23 33%l	13 59%	26 49%l	131 77%	34 39%l	649 37%	189 41%	506 52%zq sv	54 33%v	77 48%zq v	11 32%v	7 57%	20 46%v	131 18%	33 43%v
Disagree [NET]	1006 46%ab ctkpu	44 27%	67 28%	220 35%	52 41%	14 33%	242 30%	90 39%f	66 39%f	27 40%	5 24%	13 25%	520 69%zf ghikm	43 48%fk	797 46%	208 45%	312 32%	79 48%pu	59 37%	13 38%	2 19%	10 24%	497 68%zp qrsuw	33 43%u

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 424

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	412 19%ch i	265 21%zc	84 23%c	62 12%	171 30%zh	9 44%	-	24 28%h	220 14%	69 11%	135 17%i	78 23%i	89 34%zi jkm	37 20%i	78 29%z	80 35%zp	14 18%	3 14%	-	1 51%	4 50%
[4] Agree slightly	426 19%ch i	279 22%zc	75 20%c	71 13%	149 26%zh	2 11%	-	18 21%	260 17%	84 14%	149 19%i	74 22%i	69 26%zi j	47 26%zi	73 28%z	55 24%	14 17%	8 43%	2 64%	1 49%	3 35%
[3] Neither agree nor disagree	356 16%c	217 17%	68 18%	71 13%	109 19%	3 13%	-	12 14%	234 15%	87 14%	120 15%	63 19%	43 16%	42 23%zi j	49 19%	41 18%	23 28%z	2 13%	1 36%	-	-
[2] Disagree slightly	281 13%c	182 14%zc	44 12%	54 10%	71 12%	5 23%	-	5 6%	200 13%	68 11%	120 15%zi	45 13%	27 10%	21 12%	35 13%	21 9%	14 18%	2 9%	-	-	-
[1] Disagree strongly	725 33%ab dklmn op	350 27%	101 27%	274 52%zab	78 13%	2 10%	2 100%	28 32%d	625 41%zd	311 50%zj klm	265 34%kl m	81 24%l	34 13%	34 19%	29 11%	34 15%	15 19%	4 21%	-	-	1 14%
MEAN	2.78c hi	2.94z c	2.99z c	2.23	3.46zgh	3.55	1.00	3.07h	2.51	2.24	2.71i ij	3.07z ijkm	3.59z ijkm	3.17z ij	3.52z p	3.54z p	2.97	3.20	3.64	4.51	4.07
Agree [NET]	837 38%ch i	544 42%zc	159 43%c	133 25%	320 55%zh	11 54%	-	43 49%h	479 31%	153 25%	284 36%i	152 45%zi j	159 60%zi jkm	83 46%zi j	151 57%zp	135 58%zp	28 35%	11 57%	2 64%	1 100%	7 86%
Disagree [NET]	1006 46%ab dklmn o	532 41%	145 39%	328 62%zab	149 26%	7 33%	2 100%	33 37%cd	826 54%zdg	379 61%zj klm	385 49%kl m	125 37%l	61 23%	55 31%	63 24%	55 24%	30 37%	6 30%	-	-	1 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 425

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	412 19%deg	84 29%zd	73 31%zd	82 27%zd	236 15%	399 18%g	268 23%zeghi k	194 16%	395 20%zegi	391 19%g	195 24%zeghi k	370 20%zegi	315 24%zeghi kn	217 30%zefgh ijkln	293 21%zegi	178 34%zefghijkln
[4] Agree slightly	426 19% d	76 26%zd	55 23% d	78 26%zd	273 17%	416 19%	247 22%zegi	222 18%	402 20%zegi	403 20%	167 20%	391 21%zeghi	282 22%zegi	181 25%zefgh ijkln	278 20%g	108 21%
[3] Neither agree nor disagree	356 16% dijn o	55 19%	43 18%	61 20% d	239 15%	351 16% ijn	182 16%no	183 15%no	315 16%no	318 15%no	114 14%	298 16%jno	201 15%no	101 14%	179 13%	61 12%
[2] Disagree slightly	281 13% jn	30 11%	31 13%	36 12%	209 13%	280 13% jmn	137 12%	156 13% j	258 13% jmn	267 13% jmn	82 10%	235 13% jmn	163 13% j	75 10%	158 11%	58 11%
[1] Disagree strongly	725 33% abcf hkimo	41 14%	35 15%	47 15%	643 40% zabc	715 33% fhklm o	313 27%mo	476 39% zefhi jklmno	600 30% fkmo	682 33% fhklm o	269 32% fkmo	531 29% lmo	337 26%mo	142 20%	475 34% fhklm o	118 23%
MEAN	2.78deg	3.46zd	3.42zd	3.37zd	2.53	2.77g	3.02zegh ikn	2.60	2.87zegi	2.78g	2.93zegi n	2.91zegh in	3.06zegh ijkn	3.36zefg hijkln	2.82g	3.32zefghijkln
Agree [NET]	837 38%deg	160 56%zd	128 54%zd	160 53%zd	509 32%	815 38%g	515 45%zeghi kn	415 34%	798 40%zegi	793 39%eg	363 44%zeghi	760 42%zeghi	596 46%zeghi kn	399 56%zefgh ijkln	571 41%zegi	286 55%zefghijkln
Disagree [NET]	1006 46% abcf hijklmo	71 25%	66 28%	82 27%	852 53% zabc	995 46% zfhjk lmo	450 39%mo	631 51% zefhi jklmno	858 44% fkmo	949 46% fhjkl mo	351 42% lmo	766 42% flmo	499 39%mo	218 30%	633 46% fhjkl mo	176 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- HOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	412 19% ^{befgn}	381 23% ^{zbef}	14 7%	2 6%	1 4%	3 4%	12 5%	75 9%	180 27% ^{zgi}	124 21% ^g	2 15%	5 10%	19 14%	31 18% ⁿ	15 9%	69 21% ⁿ	81 26% ^{zkl n}	80 37% ^{zklm nop}	20 25% ⁿ
[4] Agree slightly	426 19% ^{fgl}	362 22% ^{zef}	34 17% ^f	6 22%	2 10%	9 12%	13 5%	122 15%	156 23% ^{zg}	119 21% ^g	4 22%	13 24% ^l	14 10%	25 14%	35 22% ^l	62 19% ^l	71 23% ^{lm}	47 22% ^l	24 30% ^{zlm}
[3] Neither agree nor disagree	356 16% ^q	274 17%	26 13%	* 2%	3 19%	9 12%	42 18%	125 15%	101 15%	111 19% ^z	2 12%	7 13%	30 22% ^q	27 16%	27 17%	51 15%	43 14%	21 10%	14 18%
[2] Disagree slightly	281 13%	212 13%	26 13%	4 16%	3 15%	12 15%	24 10%	113 14%	80 12%	72 12%	4 28%	4 7%	17 12%	19 11%	15 9%	49 15%	39 12%	27 13%	6 7%
[1] Disagree strongly	725 33% ^{ahipqr}	416 25%	96 49% ^{za}	15 55%	9 52%	45 58% ^{za}	144 61% ^{zab}	394 48% ^{zhi}	148 22%	153 26%	4 23%	24 46% ^{op qr}	59 43% ^{zop qr}	71 41% ^{zop qr}	66 42% ^{zop qr}	100 30% ^q	79 25%	39 18%	16 20%
MEAN	2.78 ^{befgl n}	3.05 ^{zbef}	2.20 ^f	2.07	1.97	1.88	1.83	2.24	3.21 ^{zgi i}	2.98 ^z	2.79	2.45	2.40	2.57	2.47	2.85 ^{ln}	3.12 ^{zkl lmn}	3.47 ^{zkl mnop}	3.33 ^{zklmno}
Agree [NET]	837 38% ^{befgl}	743 45% ^{zbef}	48 24% ^f	8 28%	2 13%	12 15%	24 10%	197 24%	336 51% ^{zgi}	243 42% ^{zg}	6 37%	18 34%	33 24%	55 32%	50 32%	131 40% ^l	153 49% ^{zlm no}	127 59% ^{zklm nop}	44 55% ^{zklmno}
Disagree [NET]	1006 46% ^{ahipqr}	627 38%	122 62% ^{za}	20 71%	12 68%	57 73% ^{za}	168 71% ^{zab}	507 61% ^{zhi}	228 34%	225 39%	8 50%	28 53% ^{pq r}	75 55% ^{zpq r}	90 52% ^{pqr}	81 52% ^{pqr}	149 45% ^{qr}	118 38%	66 31%	22 27%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 427

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	412 19% fghkps	383 19% fghkps	27 17% ghkps	34 24% fghkps	41 23% fghkps	39 22% fghkps	16 9% fghkps	22 13% fghkps	10 9% fghkps	59 26% fghkps	83 18% fghkps	18 10% fghkps	21 20% fghkps	39 21% fghkps	29 29% fghkps	322 18% fghkps	214 16% fghkps	193 23% fghkps	407 19% fghkps	315 17% fghkps	97 26% fghkps	412 19% fghkps
[4] Agree slightly	426 19% caels	379 19% caels	45 28% za	23 17% caels	33 18% caels	23 13% caels	60 33% caels	47 28% caels	17 16% caels	32 15% caels	68 15% caels	53 30% caels	11 11% caels	36 19% caels	22 22% caels	357 20% caels	248 19% caels	166 20% caels	415 19% caels	330 18% caels	96 26% caels	426 19% caels
[3] Neither agree nor disagree	356 16% ag	311 15% ag	44 28% za	25 18% ag	26 14% ag	23 13% ag	43 24% ag	14 8% ag	23 20% ag	27 12% ag	79 18% ag	42 24% ag	14 13% ag	24 13% ag	16 16% ag	302 17% ag	219 16% ag	130 16% ag	349 16% ag	305 17% ag	51 14% ag	356 16% ag
[2] Disagree slightly	281 13% ci	259 13% ci	21 13% ci	10 8% ci	26 14% ci	29 16% ci	21 12% ci	32 19% ci	24 22% ci	16 7% ci	47 10% ci	31 18% ci	7 7% ci	27 15% ci	10 10% ci	236 13% ci	164 12% ci	113 14% ci	278 13% ci	237 13% ci	43 12% ci	281 13% ci
[1] Disagree strongly	725 33% abknqt	700 34% abknqt	21 13% abknqt	47 34% abknqt	57 31% abknqt	62 35% abknqt	43 23% abknqt	51 31% abknqt	37 33% abknqt	89 40% abknqt	172 38% abknqt	32 18% abknqt	53 50% abknqt	59 32% abknqt	24 24% abknqt	589 33% abknqt	487 37% abknqt	226 27% abknqt	714 33% abknqt	639 35% abknqt	86 23% abknqt	725 33% abknqt
MEAN	2.78a lps	2.75 a	3.23z a	2.91h l	2.87i l	2.71 l	2.92h l	2.74 l	2.47 l	2.80 l	2.65 l	2.96h jl	2.44 l	2.83i l	3.22z eghjlmo	2.77i l	2.65 l	2.98zpr l	2.78p l	2.70 l	3.20zsu l	2.78s l
Agree [NET]	837 38% hps	762 37% hps	72 46% za	57 41% hps	74 41% hps	62 35% hps	76 42% hps	69 42% hps	28 25% hps	92 41% hps	151 34% hps	71 40% hps	32 30% hps	75 41% hps	51 50% hps	679 38% hps	462 35% hps	359 43% hps	821 38% hps	645 35% hps	193 52% hps	837 38% hps
Disagree [NET]	1006 46% abknqt	960 47% abknqt	42 27% abknqt	57 41% abknqt	83 45% abknqt	90 52% abknqt	64 35% abknqt	83 50% abknqt	60 55% abknqt	105 47% abknqt	219 49% abknqt	64 36% abknqt	60 56% abknqt	86 47% abknqt	34 34% abknqt	826 46% abknqt	652 49% abknqt	340 41% abknqt	991 46% abknqt	876 48% abknqt	130 35% abknqt	1006 46% abknqt

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 428

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	412 19%ajlm npr	89 11% degj	371 26%zac degj	402 20%za dj	412 19%aj dj	377 22%zac dj	60 24%aj	395 21%zac dj	236 25%za cdegj	138 30%zac degj	7 5%	374 22%zlmn	3 5%	27 9%	7 5%	377 22%zp	34 8%	402 20%zr	10 5%
[4] Agree slightly	426 19%ajlm npr	129 16%j	331 23%zac degj	410 21%za dj	426 19%aj dj	371 21%zad j	53 21%aj	398 21%zad j	218 23%za cdj	113 25%zac dj	11 9%	366 22%zlmn	5 7%	44 14%	11 8%	371 21%zp	55 12%	410 21%zr	16 8%
[3] Neither agree nor disagree	356 16%eiko	124 15%	243 17%egi	328 16%ei	356 16%ei	260 15%	46 18%	301 16%e	145 15%	57 12%	22 17%	255 15%	5 9%	73 24%zkl	23 16%	260 15%	96 21%zo	328 16%	28 14%
[2] Disagree slightly	281 13%	113 14%i	174 12%	261 13%i	281 13%	226 13%	39 15%i	246 13%i	118 12%	45 10%	11 8%	219 13%	7 11%	43 14%	12 9%	226 13%	55 12%	261 13%	19 10%
[1] Disagree strongly	725 33%bcef ghikoq	372 45%zb cdefg hi	291 21%	597 30%bf ghi	725 33%bce fghi	516 29%bfh i	56 22%	547 29%bfh i	231 24%b	105 23%	77 60%zabcdef ghi	473 28%	43 68%zkm	124 40%zk	85 62%zkm	516 29%	209 47%zo	597 30%	128 64%zq
MEAN	2.78ajl mnpr	2.33j	3.22za cdegj	2.88z adj	2.78aj cdj	2.92za cdj	3.09za cdj	2.92za cdj	3.12z acdeg j	3.29z acdeg hj	1.90	2.97zlmn	1.69	2.38ln	1.86	2.92zp	2.22	2.88zr	1.80
Agree [NET]	837 38%ajlm npr	218 26%j	702 50%zac degj	812 41%za dj	837 38%aj	748 43%zac dj	113 45%aj	793 42%zac dj	454 48%za cdegj	250 55%za bcdef ghj	18 14%	741 44%zlmn	7 12%	71 23%n	18 13%	748 43%zp	89 20%	812 41%zr	25 13%
Disagree [NET]	1006 46%bcef ghikoq	486 59%zb cdefg hi	465 33%	859 43%bh i	1006 46%bce fghi	741 42%bhi	96 38%	793 42%bhi	349 37%b	150 33%	88 69%zabcdef ghi	692 41%	50 79%zkm	167 54%zk	98 71%zkm	741 42%	264 59%zo	859 43%	147 73%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 429

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	412 19%aq	120 13%	11 21%	-	4 16%	2 11%	16 27%aq	-	94 25%zalq	47 17%	1 23%	-	112 28%zalq	4 7%
[4] Agree slightly	426 19%q	156 17%	11 21%	-	2 9%	1 7%	11 19%	1 40%	92 24%zaq	56 20%q	-	-	90 22%q	4 7%
[3] Neither agree nor disagree	356 16%	151 17%	10 19%	-	3 12%	2 8%	5 8%	-	66 18%	44 16%	-	-	69 17%	6 12%
[2] Disagree slightly	281 13%	115 13%	7 15%	-	1 2%	5 23%	10 17%	1 27%	52 14%	30 11%	4 61%	-	42 10%	14 25%zahp
[1] Disagree strongly	725 33%hp	366 40%zbhp	12 24%	2 100%	15 60%	10 51%	17 30%	1 33%	75 20%	99 36%hbp	1 16%	2 100%	94 23%	26 48%zbhp
MEAN	2.78aq	2.50q	3.01aq	1.00	2.18	2.04	2.95q	2.48	3.20zalq	2.72q	2.53	1.00	3.21zalq	2.00
Agree [NET]	837 38%aq	276 30%q	22 42%q	-	6 25%	4 18%	26 45%q	1 40%	185 49%zalq	103 37%q	1 23%	-	202 50%zalq	8 15%
Disagree [NET]	1006 46%hp	481 53%zhp	20 39%	2 100%	16 63%	15 74%	27 47%	2 60%	127 34%	129 47%hbp	5 77%	2 100%	135 33%	40 74%zabfhp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 430

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	412 19% _s	2	1	20	-	-	2	1	2	-	-	3	1	33
		19%	100%	12%	-	-	17%	100%	32%	-	-	20%	56%	28% _{zds}
[4] Agree slightly	426 19%	1	-	32	-	-	5	-	2	-	1	4	-	29
		10%	-	20%	-	-	42%	-	33%	-	31%	23%	-	25%
[3] Neither agree nor disagree	356 16%	1	-	40	-	2	3	-	1	-	-	1	-	25
		13%	-	25% _{zs}	-	100%	26%	-	18%	-	-	8%	-	21%
[2] Disagree slightly	281 13%	4	-	22	-	-	1	-	-	1	1	3	1	15
		45%	-	13%	-	-	9%	-	-	45%	42%	20%	44%	12%
[1] Disagree strongly	725 33% _{py}	1	-	48	1	-	1	-	1	1	1	5	-	16
		13%	-	30% _{py}	100%	-	6%	-	18%	55%	27%	29%	-	14%
MEAN	2.78 _s	2.77	5.00	2.71 _s	1.00	3.00	3.55	5.00	3.61	1.45	2.34	2.85	3.67	3.41 _{zds}
Agree [NET]	837 38%	3	1	51	-	-	8	1	4	-	1	7	1	62
		29%	100%	32%	-	-	59%	100%	65%	-	31%	43%	56%	53% _{zds}
Disagree [NET]	1006 46% _{py}	6	-	70	1	-	2	-	1	3	2	8	1	31
		58%	-	43% _p	100%	-	15%	-	18%	100%	69%	49%	44%	26%

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Table 430

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	412 19% _s	5 7%	1 49%	1 59%	-	1 16%	23 22% _s	-	1 7%
[4] Agree slightly	426 19%	16 21%	-	-	-	4 62%	27 26%	-	-
[3] Neither agree nor disagree	356 16%	9 12%	1 51%	-	-	-	20 20%	-	1 7%
[2] Disagree slightly	281 13%	8 10%	-	1 41%	-	1 13%	16 15%	-	1 10%
[1] Disagree strongly	725 33% _{py}	38 50% _{zdp}	-	-	2 100%	1 9%	17 16%	1 100%	7 75%
MEAN	2.78 _s	2.23	3.97	3.78	1.00	3.61	3.23 _{zds}	1.00	1.54
Agree [NET]	837 38%	21 28%	1 49%	1 59%	-	5 77%	51 49% _{zds}	-	1 7%
Disagree [NET]	1006 46% _{py}	45 60% _{zdp}	-	1 41%	2 100%	1 23%	33 32%	1 100%	8 85%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 431

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	412 19%b	295 23%zbc	116 13%	74 16%	9 23%	1 14%	* 6%	12 30%	- -	68 25%zbc	38 20%b	1 14%	- -	91 35%zabcjn	1 5%	152 31%zab cjin	20 42%zabcjn
[4] Agree slightly	426 19%b	271 21%	154 17%	93 21%	5 14%	- -	1 20%	4 9%	1 100%	74 27%zab	36 19%	- -	- -	56 22%	1 2%	112 23%zb	7 14%
[3] Neither agree nor disagree	356 16%at	172 13%	184 20%zacjrt	59 13%	8 21%	1 6%	- -	4 9%	- -	37 14%	28 14%	- -	- -	33 13%	2 9%	63 13%	8 16%
[2] Disagree slightly	281 13%r	165 13%r	116 13%	57 13%	6 15%	1 6%	3 38%	7 18%	- -	39 15%	20 10%	3 63%	- -	22 9%	7 28%	59 12%	3 6%
[1] Disagree strongly	725 33%ajr t	397 31%jrt	328 36%zajrt	168 37%ajrt	10 26%	8 75%	3 36%	14 34%	- -	52 19%	71 37%jrt	1 22%	1 100%	56 22%	15 56%	102 21%	10 22%
MEAN	2.78b c	2.93zb	2.57	2.66	2.93	1.71	2.20	2.83	4.00	3.25zabcn	2.75	2.21	1.00	3.40zabcn	1.72	3.31za bcn	3.48zabcn
Agree [NET]	837 38%b	567 44%zbc	271 30%	166 37%b	14 37%	1 14%	2 26%	16 39%	1 100%	142 52%zabcn	75 39%b	1 14%	- -	147 57%zabcdn	2 7%	264 54%zab cn	27 56%zbc
Disagree [NET]	1006 46%ajr tu	562 43%jrt	444 49%zajrtu	225 50%ajrtu	16 41%	9 81%	5 74%	21 52%	- -	91 34%	91 47%jrtu	4 86%	1 100%	78 30%	22 84%	161 33%	13 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 432

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	412 19%gj	55 28%z	51 28%z	27 47%za b	134 20%	104 21%	41 25%	117 8%	205 32%zg	351 24%zj	41 10%	35 37%z	86 30%z	141 21%	186 37%zm	91 42%zm	141 39%zm	173 47%zmn p	114 20%	179 39%zr	92 39%zr	140 37%zr	167 44%zrsu
[4] Agree slightly	426 19%gj m	31 15%	31 17%	6 11%	140 21%	135 27%zd	52 32%zd	235 17%	162 25%zg	352 24%zj	49 13%	20 21%	77 27%z	108 16%	136 28%zm p	53 25%zm	83 23%zm	93 25%zm	93 16%	122 26%zr u	55 24%r	86 23%r	94 25%zr
[3] Neither agree nor disagree	356 16%de lmnqr	34 17%	27 15%	7 12%	87 13%	63 13%	20 12%	224 16%	105 16%	258 18%z	56 14%	14 14%	29 10%	79 12%	60 12%	31 15%q	49 13%q	38 10%	58 10%	61 13%	34 15%	52 14%	50 13%
[2] Disagree slightly	281 13%nc sv	38 19%z	35 19%z	10 18%	72 11%	53 10%	14 9%	197 14%z	72 11%	205 14%z	52 13%	10 11%	34 12%	71 11%	48 10%	18 8%	34 9%	30 8%	70 12%v	44 9%v	22 9%	36 10%v	27 7%
[1] Disagree strongly	725 33%ab cfhik lnopq stuv	41 21%	38 21%	7 12%	235 35%ef	147 29%f	35 22%	616 44%zh	99 15%	301 21%	193 49%zi	16 17%	63 22%	269 40%zno pq	65 13%q	21 10%	57 16%oq	34 9%	233 41%zst uv	60 13%	31 13%	62 17%sv	40 11%
MEAN	2.78g jmr	3.10z	3.13z	3.62z ab	2.80 d	2.99z e	3.31zd	2.31	3.47zg	3.17zj	2.21	3.50z	3.31z	2.67 m	3.66z p	3.82zm	3.59zm	3.93zm np	2.62 ru	3.68z	3.66zr	3.54zr	3.85zrstu
Agree [NET]	837 38%gj	86 43%	82 45%	33 58%za	274 41%	239 48%zd	93 57%zde	352 25%	367 57%zg	703 48%zj	90 23%	55 58%z	164 57%z	249 37%	322 65%zm	144 67%zm	224 61%zm	266 72%zmn p	207 36%	301 65%zr u	147 63%zr	225 60%zr	262 69%zrstu
Disagree [NET]	1006 46%ce fhikl nopqs tuv	79 40%	72 40%	17 30%	307 46%ef	199 40%f	49 30%	813 59%zh	171 27%	506 34%	246 63%zi	26 28%	96 33%	341 51%zno pq	113 23%q	39 18%	91 25%oq	64 17%	303 53%zst uv	103 22%v	53 23%v	98 26%sv	67 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 433

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	776	441	335	-	27	147	183	169	132	80	38	27	330	301	118	225	256	130	165	233	341	151
Weighted Base	837	460	377	**	27**	182	202	202	119	72*	35*	27**	384	320	106	291	243	150	153	213	382	191
Only need it for internet	337	175	162	-	18	103	73	89	26	22	6	18	175	115	29	100	108	59	69	79	160	74
40%hjn	38%	43%	-	66%	56%zfg	36%h	44%hjm	22%	31%	19%	66%	46%zfh	36%h	27%	34%	45%o	40%	45%o	37%	42%	39%	
Price of making calls on my landline was too high	213	119	93	-	5	32	49	51	42	21	12	5	81	93	33	74	57	42	39	60	79	58
25%elt	26%	25%	-	20%	17%	24%	25%	35%zeflm	30%e	34%e	20%	21%	29%el	31%el	26%	24%	28%	26%	28%	21%	31%t	
Inconvenient/easier to use mobiles	177	122	55	-	7	39	54	31	32	12	4	7	92	63	15	70	52	30	25	38	86	40
21%b	27%zb	15%	-	25%	21%	27%gn	15%	27%gmn	16%	11%	25%	24%g	20%	15%	24%	22%	20%	17%	18%	22%	21%	
I don't place a high value on making calls from my landline	125	64	60	-	5	32	30	28	15	12	2	5	63	43	14	40	42	14	28	38	64	14
15%u	14%	16%	-	18%	18%	15%	14%	12%	17%	5%	18%	16%	13%	13%	14%	17%	10%	18%	18%u	17%u	8%	
Reliability of connection	58	39	19	-	1	4	14	19	10	5	4	1	18	29	9	17	17	15	8	12	32	11
7%e	8%	5%	-	4%	2%	7%	10%e	8%e	8%	12%e	4%	5%	9%e	9%e	6%	7%	10%	5%	6%	8%	6%	
Quality of line/calls	48	25	23	-	1	3	10	15	10	6	4	1	13	24	10	16	11	16	6	16	25	6
6%el	5%	6%	-	4%	2%	5%	7%e	8%el	9%e	12%el	4%	3%	8%el	10%el	6%	4%	10%zpr	4%	8%	7%	3%	
I don't use / need a landline	24	12	13	-	-	4	5	9	3	3	-	-	9	12	3	12	7	-	6	7	6	10
3%	3%	3%	-	-	2%	2%	5%	2%	4%	-	-	-	2%	4%	3%	4%q	3%	-	4%q	3%	2%	5%
Inconvenient/easier to use VoIP	12	9	3	-	-	1	3	1	7	-	-	-	4	8	-	4	5	3	*	2	6	4
1%	2%	1%	-	-	1%	2%	*	6%zefgilmn	-	-	-	-	1%	2%g	-	2%	2%	2%	*	1%	2%	2%
Quality of customer service	11	4	7	-	-	-	2	2	3	4	*	-	2	5	4	4	1	3	2	4	5	2
1%	1%	2%	-	-	-	1%	1%	3%el	5%zefg	1%	-	-	*	2%	4%zel	2%	1%	2%	2%	2%	1%	1%
To get rid of nuisance callers	9	4	5	-	-	-	3	2	3	*	1	-	3	5	1	2	5	2	-	1	7	2
1%	1%	1%	-	-	-	1%	1%	3%e	1%	2%	-	-	1%	2%	1%	1%	2%	1%	-	*	2%	1%
Cheaper to use mobile phone / have free minutes	6	4	2	-	-	2	3	-	1	-	-	-	5	1	-	5	1	-	-	2	1	3
1%	1%	1%	-	-	1%	1%	-	1%	-	-	-	-	1%	*	-	2%	*	-	-	1%	*	2%
Save money	4	4	-	-	-	-	4	-	-	-	-	-	4	-	-	3	-	-	1	-	1	3
*	1%	-	-	-	-	-	2%zm	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	*	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 433
FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	837	460	377	-**	27**	182	202	202	119	72*	35*	27**	384	320	106	291	243	150	153	213	382	191
Mobile phones can be used anywhere	1 *	1 *	1 *	-	-	-	-	-	-	1 2%zlm	-	-	-	-	1 1%zl	1 *	-	-	-	-	-	1 1%
Other	37 4%t	15 3%	22 6%	-	1 4%	5 3%	8 4%	12 6%	4 4%	2 3%	4 12%zel	1 4%	13 3%	17 5%	6 6%	15 5%	11 5%	9 6%	3 2%	7 3%	9 2%	17 9%zst
Don't know	11 1%t	4 1%	6 2%	-	-	-	2 1%	4 2%	-	3 4%zeh	2 6%zeh	-	2 1%	4 1%	5 5%zeh lm	4 1%	2 1%	1 1%	4 3%	4 2%	2 *	4 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 434

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO- YED (h)	NOT WORKI- NG - HOUSE WIFE (i)	STILL IN EDUCA- TION (j)	UNEMP- LOYED (k)	RETIR- ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO- YED (r)	NOT WORKI- NG - HOUSE WIFE (s)	STILL IN EDUCA- TION (t)	UNEMP- LOYED (u)	RETIR- ED (v)	OTHER (w)
Unweighted Base	776	66	110	269	52	16	364	81	68	21	15	34	150	43	624	152	424	51	65	12	9	27	148	40
Weighted Base	837	84*	145*	303	56*	21**	432	101*	77*	23**	13**	26**	131	34*	649	189	506	54*	77*	11**	7**	20**	131	33*
Only need it for internet	337	45	61	135	18	10	197	44	28	13	5	9	30	12	259	79	227	19	30	4	4	8	32	13
40%lv		53%z	42%	45%	31%	48%	46%zl	43%l	36%	55%	38%	35%	23%	35%	40%	42%	45%zv	36%	39%v	39%	52%	40%	24%	39%
Price of making calls on my landline was too high	213	7	41	68	17	4	97	19	21	4	2	10	44	15	173	40	110	12	22	4	-	8	43	13
25%ap		8%	28%a	23%a	31%	19%	22%	19%	27%	18%	16%	37%	34%zf	44%zg	27%	21%	22%	22%	29%	38%	-	38%	33%zp	40%p
Inconvenient/easier to use mobiles	177	18	46	67	12	1	112	19	13	3	3	2	20	6	139	38	123	10	15	1	1	2	20	5
21%l		21%	31%z	22%	21%	6%	26%zl	19%	17%	12%	20%	9%	15%	18%	21%	20%	24%zv	19%	20%	14%	10%	8%	16%	16%
I don't place a high value on making calls from my landline	125	9	26	43	12	*	62	17	12	5	2	5	17	6	102	23	72	13	10	2	1	3	16	7
15%		11%	18%	14%	21%	2%	14%	17%	15%	20%	12%	20%	13%	16%	16%	12%	14%	25%	13%	21%	14%	14%	13%	22%
Reliability of connection	58	6	5	18	5	1	27	2	6	-	1	2	16	4	47	11	29	1	6	-	-	2	16	4
7%		8%	4%	6%	8%	7%	6%	2%	8%	-	9%	7%	12%zf	12%g	7%	6%	6%	2%	8%	-	-	9%	12%zp	12%
Quality of line/calls	48	7	3	17	3	-	22	4	3	1	-	*	15	2	34	14	28	1	3	1	-	*	13	2
6%		8%	2%	6%	5%	-	5%	4%	4%	3%	-	2%	12%zf	7%	5%	8%	6%	2%	4%	5%	-	2%	10%z	7%
I don't use / need a landline	24	4	6	3	1	4	11	2	6	2	2	-	3	-	20	5	11	1	6	2	2	-	3	-
3%c		5%	4%	1%	3%	19%	2%	2%	7%	7%	12%	-	2%	-	3%	3%	2%	2%	7%p	14%	24%	-	2%	-
Inconvenient/easier to use VoIP	12	1	2	5	-	-	8	-	-	-	-	-	3	1	11	1	8	-	-	-	-	-	3	1
1%		1%	2%	1%	-	-	2%	-	-	-	-	-	3%	3%	2%	1%	2%	-	-	-	-	-	3%	3%
Quality of customer service	11	1	1	3	-	-	2	3	-	1	-	-	5	*	6	5	3	2	-	1	-	-	5	*
1%fp		1%	1%	1%	-	-	*	3%f	-	3%	-	-	4%zf	1%	1%	2%	1%	4%p	-	5%	-	-	4%zp	1%
To get rid of nuisance callers	9	-	-	4	1	1	4	-	2	-	-	-	3	-	7	2	6	1	1	-	-	-	1	-
1%		-	-	1%	3%	3%	1%	-	3%	-	-	-	2%	-	1%	1%	1%	1%	2%	-	-	-	1%	-
Cheaper to use mobile phone / have free minutes	6	-	2	*	1	3	2	*	3	-	-	-	1	-	1	5	5	*	-	-	-	-	1	-
1%h		-	1%	*	1%	13%	*	*	4%zf	-	-	-	*	-	*	3%zn	1%	1%	-	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 434
FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	837	84*	145*	303	56*	21**	432	101*	77*	23**	13**	26**	131	34*	649	189	506	54*	77*	11**	7**	20**	131	33*
Save money	4 *n	-	-	1	-	3	1	-	3	-	-	-	-	-	1	3	4	-	-	-	-	-	-	-
		-	-	*	-	13%	*	-	4%zf	-	-	-	-	-	*	1%n	1%	-	-	-	-	-	-	-
Mobile phones can be used anywhere	1 *	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	-	1%zf	-	*	-	-	-	-	-	-	-	1%zp	-
Other	37 4%	4	5	15	2	1	16	8	3	-	1	1	7	2	25	12	20	3	4	-	-	1	7	2
		5%	3%	5%	3%	6%	4%	8%	4%	-	8%	3%	5%	5%	4%	7%	4%	6%	6%	-	-	4%	6%	5%
Don't know	11 1%f	1	1	3	1	-	1	4	1	-	-	-	4	1	8	3	3	2	1	-	-	-	5	-
		1%	1%	1%	2%	-	*	4%zf	1%	-	-	-	3%f	2%	1%	2%	1%	4%p	1%	-	-	-	4%zp	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 435

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Unweighted Base	776	489	149	137	288	10	-	38	456	154	262	136	131	87	136	112	29	13	3	2	7	
Weighted Base	837	544	159	133	320	11**	-**	43*	479	153	284	152	159	83*	151	135*	28**	11**	2**	1**	7**	
Only need it for internet	337 40%h	222 41%	67 42%	48 36%	152 47%zh	5 48%	-	17 40%	169 35%	55 36%	114 40%	73 48%i	60 37%	35 42%	89 59%zo	48 35%	10 35%	6 54%	2 84%	1 51%	-	
Price of making calls on my landline was too high	213 25%	139 26%	31 19%	43 32%b	81 25%	2 17%	-	10 23%	125 26%	35 23%	71 25%	41 27%	40 25%	25 30%	29 19%	38 28%	13 48%	3 26%	-	1 51%	2 23%	
Inconvenient/easier to use mobiles	177 21%	116 21%	37 23%	23 18%	63 20%	4 32%	-	13 30%	105 22%	31 20%	59 21%	30 20%	37 23%	17 20%	31 20%	25 18%	8 28%	1 13%	1 30%	-	4 54%	
I don't place a high value on making calls from my landline	125 15%a	69 13%	27 17%	28 21%za	49 15%	-	-	10 24%	71 15%	32 21%z	38 13%	18 12%	21 13%	15 18%	23 15%	21 15%	3 12%	2 19%	1 30%	-	1 20%	
Reliability of connection	58 7%	42 8%	10 6%	7 5%	24 7%	-	-	2 6%	32 7%	7 5%	15 5%	11 7%	16 10%	8 10%	12 8%	12 9%	2 8%	-	*	-	-	
Quality of line/calls	48 6%k	34 6%	8 5%	7 5%	12 4%	-	-	3 6%	34 7%	6 4%	22 8%k	3 2%	6 4%	12 14%zik	4 3%	7 5%	2 6%	-	-	1 49%	-	
I don't use / need a landline	24 3%	14 3%	4 3%	6 4%	8 3%	2 14%	-	1 3%	14 3%	7 5%	7 2%	4 2%	5 3%	2 2%	3 2%	4 3%	-	1 8%	-	-	-	
Inconvenient/easier to use VoIP	12 1%	10 2%	1 *	2 1%	4 1%	-	-	2 4%	8 2%	2 2%	6 2%	2 2%	2 1%	-	4 3%	-	-	-	-	-	-	
Quality of customer service	11 1%	7 1%	1 1%	3 2%	3 1%	-	-	-	8 2%	2 1%	5 2%	3 2%	-	1 1%	2 1%	-	-	-	-	1 49%	-	
To get rid of nuisance callers	9 1%	4 1%	3 2%	3 2%	2 1%	1 7%	-	-	6 1%	5 3%z	1 *	-	2 1%	1 1%	1 1%	1 *	-	-	-	-	-	
Cheaper to use mobile phone / have free minutes	6 1%	6 1%	-	*	3 1%	-	-	-	3 1%	*	2 1%	1 *	3 2%	-	1 *	3 2%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 435

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	837	544	159	133	320	11**	-**	43*	479	153	284	152	159	83*	151	135*	28**	11**	2**	1**	7**
Save money	4	4	-	-	4	-	-	-	-	-	-	-	4	-	-	4	-	-	-	-	-
	*	1%	-	-	1%h	-	-	-	-	-	-	-	2%zj	-	-	3%z	-	-	-	-	-
Mobile phones can be used anywhere	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%za	-	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	-
Other	37	27	5	5	17	-	-	3	21	4	16	3	11	3	5	8	3	-	-	-	1
	4%	5%	3%	4%	5%	-	-	7%	4%	3%	6%	2%	7%	3%	3%	6%	9%	-	-	-	12%
Don't know	11	4	3	4	3	-	-	-	8	6	2	-	3	-	1	2	-	-	-	-	-
	1%	1%	2%	3%	1%	-	-	-	2%	4%zjk	1%	-	2%	-	1%	2%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 436

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	776	146	116	150	481	757	473	388	729	729	321	696	530	339	517	244
Weighted Base	837	160	128*	160	509	815	515	415	798	793	363	760	596	399	571	286
Only need it for internet	337 40% ^d	82 51% ^{zd}	57 45%	74 47% ^d	183 36%	330 41%	208 40%	169 41%	329 41% ^z	326 41%	143 39%	313 41%	246 41%	188 47% ^{zefgh ijklno}	222 39%	113 40%
Price of making calls on my landline was too high	213 25% ^j	37 23%	32 25%	51 32%	129 25%	210 26% ^j	122 24%	118 28% ^{jm}	204 26% ^j	202 25% ^j	75 21%	193 25% ^j	147 25%	89 22%	147 26% ^j	65 23%
Inconvenient/ easier to use mobiles	177 21%	31 20%	29 23%	26 16%	112 22%	170 21%	118 23%	89 22%	172 22%	169 21%	87 24%	161 21%	131 22%	91 23%	126 22%	73 25%
I don't place a high value on making calls from my landline	125 15% ^{gi}	23 14%	20 16%	24 15%	75 15%	120 15% ^g	83 16% ^g	47 11%	120 15% ^{gi}	112 14% ^g	49 14%	115 15% ^g	97 16% ^{gi}	61 15% ^g	84 15% ^g	41 14%
Reliability of connection	58 7% ^h	11 7%	9 7%	17 10%	32 6%	54 7%	29 6%	26 6%	50 6%	55 7% ^h	21 6%	53 7% ^h	40 7%	20 5%	34 6%	19 7%
Quality of line/ calls	48 6% ^{jlmno}	7 4%	8 6%	6 4%	35 7%	46 6% ^{jlmno}	25 5% ^j	22 5% ^j	46 6% ^{jlmno}	48 6% ^{jlmno}	9 3%	41 5% ^{jn}	31 5% ^{jn}	14 3%	20 4%	9 3%
I don't use / need a landline	24 3%	3 2%	4 3%	5 3%	16 3%	22 3%	15 3%	11 3%	24 3%	22 3%	10 3%	24 3%	16 3%	10 3%	21 4%	10 3%
Inconvenient/ easier to use VoIP	12 1%	1 1%	- -	3 2%	8 2%	12 2%	9 2%	7 2%	12 2%	12 2%	10 3% ^z	12 2%	10 2%	6 1%	10 2%	9 3%
Quality of customer service	11 1% ^{efh}	1 *	2 1%	2 1%	8 2%	9 1%	3 1%	6 1%	8 1%	9 1%	3 1%	9 1%	7 1%	2 *	5 1%	1 *
To get rid of nuisance callers	9 1%	1 *	- -	1 1%	7 1%	9 1%	7 1%	3 1%	9 1%	9 1%	6 2%	9 1%	8 1%	6 2%	8 1%	4 1%
Cheaper to use mobile phone / have free minutes	6 1%	3 2%	- -	- -	3 *	6 1%	3 1%	4 1%	5 1%	5 1%	3 1%	6 1%	6 1% ^m	1 *	4 1%	5 2% ^{zefhim}
Save money	4 *	3 2% ^d	1 1%	1 1%	- -	4 *	1 *	3 1%	4 *	3 *	3 1%	4 *	3 *	1 *	3 *	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	837	160	128*	160	509	815	515	415	798	793	363	760	596	399	571	286
Mobile phones can be used anywhere	1 *	-	-	-	1	1	1	-	1	1	1	1	1	-	1	1
Other	37 4%	6 4%	7 5%	9 6%	22 4%	37 4%	29 6%	19 5%	36 4%	37 5%	18 5%	34 5%	30 5%	17 4%	28 5%	17 6%
Don't know	11 1%k	-	-	3	8	11	7	6	9	11	5	7	5	3	8	3
		-	-	2%	1%	1%k	1%	1%	1%	1%k	1%	1%	1%	1%	1%	1%

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Table 437

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	776	670	53	8	3	12	30	211	265	241	4	19	34	59	51	129	133	97	35
Weighted Base	837	743	48*	8**	2**	12**	24**	197	336	243	6**	18**	33**	55*	50*	131	153	127*	44*
Only need it for internet	337 40%g	309 42%	14 30%	1 13%	1 26%	6 50%	6 26%	43 22%	148 44%g	117 48%zg	5 77%	5 29%	15 47%	18 33%	26 52%	55 42%	65 43%	45 35%	14 32%
Price of making calls on my landline was too high	213 25%	180 24%	23 48%za	2 25%	1 26%	3 25%	4 17%	61 31%zi	82 24%	52 21%	1 23%	5 26%	10 29%	20 37%pq	13 27%	40 31%q	31 20%	23 18%	13 30%
Inconvenient/easier to use mobiles	177 21%	161 22%	8 17%	4 46%	- -	2 15%	3 13%	40 20%	70 21%	54 22%	- -	3 15%	8 23%	7 13%	7 14%	33 25%r	35 23%	44 35%zmn	4 9%
I don't place a high value on making calls from my landline	125 15%go	113 15%	6 13%	* 5%	1 42%	1 7%	3 11%	20 10%	47 14%	48 20%zg	- -	2 11%	6 19%	10 18%	8 15%	11 8%	29 19%o	15 12%	7 15%
Reliability of connection	58 7%	51 7%	2 4%	1 11%	- -	1 6%	3 12%	20 10%	22 7%	13 5%	- -	1 6%	1 4%	3 6%	5 9%	8 6%	11 7%	10 8%	2 4%
Quality of line/calls	48 6%	39 5%	6 12%	- -	- -	* 3%	3 12%	18 9%zh	14 4%	15 6%	- -	1 7%	1 2%	1 2%	1 3%	3 2%	8 5%	9 7%	2 4%
I don't use / need a landline	24 3%	22 3%	1 2%	- -	1 31%	- -	1 2%	8 4%	10 3%	6 2%	- -	2 12%	1 3%	1 2%	1 2%	5 4%	4 3%	3 2%	2 3%
Inconvenient/easier to use VoIP	12 1%	12 2%	- -	- -	- -	- -	- -	2 1%	7 2%	3 1%	- -	- -	- -	- -	1 1%	1 *	2 1%	4 3%	3 8%zo
Quality of customer service	11 1%	9 1%	- -	- -	- -	1 6%	1 6%	6 3%zh	1 *	4 2%	- -	- -	- 2%	- -	- 2%	2 3%	4 3%	- -	- -
To get rid of nuisance callers	9 1%	9 1%	* 1%	- 1%	- -	- -	- -	5 3%z	3 1%	1 *	- -	- -	- -	* 1%	2 4%	2 1%	3 2%	1 1%	- -
Cheaper to use mobile phone / have free minutes	6 1%	6 1%	- -	- -	- -	- -	- -	1 *	4 1%	1 *	- -	- -	- -	- -	* 1%	- -	1 *	3 2%	2 4%
Save money	4 *	4 *	- -	- -	- -	- -	- -	- -	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	3 2%z	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 437
FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	837	743	48*	8**	2**	12**	24**	197	336	243	6**	18**	33**	55*	50*	131	153	127*	44*
Mobile phones can be used anywhere	1 *	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
Other	37 4%	35	2	-	-	-	1	14	13	6	-	1	-	1	4	5	8	6	6
		5%	4%	-	-	-	4%	7% ⁱ	4%	3%	-	5%	-	2%	8%	4%	5%	5%	13% ^z
Don't know	11 1% ^a	7	-	-	-	-	4	3	4	2	-	-	-	1	1	1	2	-	-
		1%	-	-	-	-	16%	1%	1%	1%	-	-	-	1%	1%	1%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 438

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	776	674	97	67	77	66	71	58	20	58	96	87	39	86	51	600	456	306	762	615	161	776
Weighted Base	837	762	72*	57*	74*	62*	76*	69*	28**	92*	151*	71*	32*	75*	51*	679	462	359	821	645	193	837
Only need it for internet	337 40% ^f	312 41%	24 33%	21 37%	37 51% ^{fm}	26 41%	20 27%	31 45%	9 34%	41 45%	55 37%	34 47% ^f	13 39%	26 34%	24 47% ^f	275 40% ^f	187 40%	144 40%	332 40%	259 40%	79 41%	337 40%
Price of making calls on my landline was too high	213 25%	194 25%	18 25%	18 31%	15 21%	18 29%	19 26%	23 33%	6 23%	21 23%	30 20%	24 33%	7 22%	16 22%	15 29%	174 26%	120 26%	90 25%	210 26%	165 26%	47 25%	213 25%
Inconvenient/easier to use mobiles	177 21% ^f	158 21%	17 24%	8 13%	12 17%	15 24%	9 11%	15 22%	5 18%	11 12%	49 32% ^{zcd} fiko	9 13%	9 28% ^{fk}	23 30% ^{zc} fiko	13 25%	132 19%	92 20%	81 23%	173 21%	131 20%	46 24%	177 21%
I don't place a high value on making calls from my landline	125 15%	107 14%	17 24% ^{za}	4 7%	5 7%	13 21% ^{cd}	10 13%	12 17%	6 23%	15 17%	19 12%	13 18%	3 10%	16 21% ^{cd}	8 16%	97 14%	80 17% ^z	44 12%	125 15%	101 16%	24 12%	125 15%
Reliability of connection	58 7% ^{ade} m	47 6%	11 15% ^{za}	4 7% ^e	1 1%	- -	17 23% ^{zcd} egijlm no	2 3%	2 7%	5 5%	9 6%	12 16% ^{zde} gjmo	2 6% ^e	1 1%	3 6%	52 8% ^{dem}	32 7%	26 7%	58 7%	45 7%	13 6%	58 7%
Quality of line/calls	48 6%	40 5%	8 11% ^{za}	- -	3 4%	1 2%	13 17% ^{zcd} eijmno	3 5%	2 9%	3 3%	8 5%	11 15% ^{zcd} eijmno	1 4%	2 3%	1 2%	44 6% ^{cd}	28 6%	20 6%	48 6%	36 6%	12 6%	48 6%
I don't use / need a landline	24 3% ^{fr}	24 3%	- -	5 8% ^{zgj} o	3 4%	1 1%	1 2%	- -	- -	7 8%	2 1%	2 2%	- -	3 4%	1 2%	21 3%	13 3%	10 3%	22 3%	19 3%	5 3%	24 3%
Inconvenient/easier to use VoIP	12 1%	12 2%	1 1%	1 1%	- -	1 1%	1 1%	1 1%	- -	- -	7 5% ^{zo}	1 1%	1 4%	- -	- -	11 2%	8 2%	4 1%	12 2%	10 1%	3 1%	12 1%
Quality of customer service	11 1%	10 1%	1 2%	1 2%	1 1%	1 2%	1 1%	3 4%	- -	- -	1 *	3 4% ^z	- -	1 1%	- -	10 2%	7 1%	4 1%	11 1%	9 1%	2 1%	11 1%
To get rid of nuisance callers	9 1% ^{qr}	9 1%	- -	2 3%	1 2%	- -	- -	- -	- -	- -	4 2%	- -	- -	2 3%	- -	7 1%	7 1%	1 *	7 1%	8 1%	1 1%	9 1%
Cheaper to use mobile phone / have free minutes	6 1% ^{ps}	6 1%	- -	1 1%	- -	- -	- -	- -	- -	3 3%	- -	2 3% ^{zo}	* 1%	- -	- -	6 1%	* *	6 2% ^p	6 1% ^p	1 *	5 3% ^{zsu}	6 1% ^s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 438
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BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	837	762	72*	57*	74*	62*	76*	69*	28**	92*	151*	71*	32*	75*	51*	679	462	359	821	645	193	837
Save money	4*	3*	1%	-	-	-	1	-	-	3	-	-	-	-	-	4	-	4	4	-	4	4
	*	*		-	-	-	1%	-	-	3%zo	-	-	-	-	-	1%	-	1%	*	-	2%zsu	*
Mobile phones can be used anywhere	1*	1*	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	*	*	-	2%zo	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	*	-	*
Other	37	36	2	4	4	2	2	2	2	5	7	1	3	1	4	29	15	19	34	22	15	37
	4%rs	5%	2%	7%	5%	3%	3%	3%	6%	6%	5%	2%	11%km	1%	8% m	4%	3%	5%	4%	3%	8% s	4% s
Don't know	11	10	-	-	-	1	2	1	-	-	2	3	1	-	1	9	9	2	11	9	2	11
	1%	1%	-	-	-	1%	2%	2%	-	-	1%	4%zo	3%	-	2%	1%	2%	1%	1%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 439

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	776	215	635	745	776	681	96	724	411	212	22	672	9	73	22	681	95	745	31
Weighted Base	837	218	702	812	837	748	113*	793	454	250	18**	741	7**	71*	18**	748	89*	812	25**
Only need it for internet	337 40%ap	73 33%	302 43%zac dgi	330 41%a	337 40%a	311 42%a	51 45%a	328 41%zad	182 40%	90 36%	4 23%	308 42%	3 37%	22 31%	4 23%	311 42%p	26 29%	330 41%	7 27%
Price of making calls on my landline was too high	213 25%p	67 31%zb df	168 24%	209 26%b	213 25%	199 27%b	21 18%	205 26%b	119 26%	63 25%	1 8%	197 27%	2 27%	12 17%	1 8%	199 27%p	13 15%	209 26%	3 14%
Inconvenient/easier to use mobiles	177 21%	40 19%	159 23%g	175 22%	177 21%	160 21%	28 24%	168 21%	105 23%	70 28%za bcdeg	2 12%	160 22%	- -	15 21%	2 12%	160 21%	17 19%	175 22%	2 9%
I don't place a high value on making calls from my landline	125 15%	25 12%	114 16%g	122 15%	125 15%	116 15%	15 13%	117 15%	73 16%	43 17%	3 16%	116 16%	- -	6 8%	3 16%	116 15%	9 10%	122 15%	3 12%
Reliability of connection	58 7%bcq	20 9%f	42 6%	52 6%	58 7%bc	49 7%	2 2%	52 7%	26 6%	23 9%bf h	4 20%	48 6%	2 23%	5 7%	4 20%	49 7%	8 9%	52 6%	5 21%
Quality of line/calls	48 6%eo	22 10%zbc degh	35 5%	46 6%e	48 6%e	38 5%	5 5%	44 6%e	20 4%	18 7%	2 12%	38 5%	- -	8 12%zk	2 12%	38 5%	10 12%zo	46 6%	2 8%
I don't use / need a landline	24 3%	7 3%	20 3%	24 3%g	24 3%	21 3%	- -	21 3%	11 2%	8 3%	- -	21 3%	- -	3 4%	- -	21 3%	3 4%	24 3%	- -
Inconvenient/easier to use VoIP	12 1%	5 3%	11 2%	12 2%	12 1%	12 2%	2 2%	12 2%	7 2%	8 3%	- -	12 2%	- -	- -	- -	12 2%	- -	12 2%	- -
Quality of customer service	11 1%bcehk oq	4 2%h	6 1%	9 1%	11 1%bceh	6 1%	1 1%h	9 1%beh	- -	- -	1 4%	5 1%	2 22%	4 6%zk	1 4%	6 1%	5 5%zo	9 1%	2 9%
To get rid of nuisance callers	9 1%	* *	9 1%	9 1%	9 1%	8 1%	1 1%	9 1%	7 2%	4 1%	- -	8 1%	- -	1 1%	- -	8 1%	1 1%	9 1%	- -
Cheaper to use mobile phone / have free minutes	6 1%eko	4 2%e	6 1%e	6 1%e	6 1%e	3 *	3 2%e	6 1%e	2 *	1 *	- -	3 *	- -	3 4%zk	- -	3 *	3 3%zo	6 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	837	218	702	812	837	748	113*	793	454	250	18**	741	7**	71*	18**	748	89*	812	25**
Save money	4 *eko	3 1%e	4 1%e	4 *e	4 *e	1 *	3 2%zbcd eghi	4 *e	1 *	-	-	1 *	-	3 4%zk	-	1 *	3 3%zo	4 *	-
Mobile phones can be used anywhere	1 *	1 1%	-	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-
Other	37 4%	11 5%	29 4%	36 4%	37 4%	35 5%	7 7%	36 4%	27 6%bc	15 6%	1 6%	34 5%	1 13%	2 3%	1 6%	35 5%	3 3%	36 4%	2 8%
Don't know	11 1%bcegk oq	5 2%bce g	5 1%	8 1%	11 1%bceg	6 1%	-	7 1%	3 1%	4 2%	3 17%	6 1%	-	2 3%	3 17%	6 1%	5 6%zo	8 1%	3 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	776	246	22	8	4	19	2	177	100	2	186	7
Weighted Base	837	276	22**	6**	4**	26**	1**	185	103*	1**	202	8**
Only need it for internet	337 40%p	110 40%p	9 40%	4 66%	1 32%	11 43%	1 80%	92 49%zp	45 44%p	-	58 29%	5 64%
Price of making calls on my landline was too high	213 25%	76 28%	2 7%	2 37%	1 39%	2 9%	-	42 23%	37 36%zhp	-	47 23%	3 36%
Inconvenient/easier to use mobiles	177 21%a	42 15%	7 30%	1 14%	1 39%	9 35%	* 20%	30 16%	25 24%	1 100%	59 29%zah	1 16%
I don't place a high value on making calls from my landline	125 15%	32 12%	2 10%	1 17%	-	2 9%	-	34 19%	14 14%	-	37 18%	-
Reliability of connection	58 7%	31 11%zhl	1 3%	-	1 19%	1 4%	-	8 4%	4 4%	-	13 6%	-
Quality of line/calls	48 6%	17 6%	1 7%	1 17%	-	2 6%	-	5 3%	10 10%h	-	11 5%	-
I don't use / need a landline	24 3%	13 5%	2 11%	-	-	-	-	2 1%	1 1%	-	6 3%	-
Inconvenient/easier to use VoIP	12 1%	3 1%	1 4%	-	-	1 4%	-	2 1%	1 1%	-	4 2%	-
Quality of customer service	11 1%	3 1%	-	1 17%	-	1 3%	-	-	2 2%	-	4 2%	-
To get rid of nuisance callers	9 1%	1 *	-	-	-	-	-	3 2%	3 3%	-	3 2%	-
Cheaper to use mobile phone / have free minutes	6 1%	3 1%	-	-	* 11%	-	-	-	2 2%	-	1 *	-
Save money	4 *	3 1%	-	-	-	-	-	-	-	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 440

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	837	276	22**	6**	4**	26**	1**	185	103*	1**	202	8**
Mobile phones can be used anywhere	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Other	37 4%	15 5%	- -	- -	- -	3 12%	- -	10 5%	3 3%	- -	7 3%	- -
Don't know	11 1%	6 2%	1 4%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 441

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)
Unweighted Base	776	2	1	46	8	1	5	1	6	1	56	20	1	1
Weighted Base	837	3**	1**	51*	8**	1**	4**	1**	7**	1**	62*	21**	1**	1**
Only need it for internet	337 40%	1 35%	1 100%	21 41%	3 36%	-	4 84%	-	2 28%	1 100%	29 47%	11 54%	-	-
Price of making calls on my landline was too high	213 25%	-	-	22 42%zp	1 11%	1 100%	2 42%	-	2 34%	-	12 20%	9 44%	-	-
Inconvenient/easier to use mobiles	177 21% ^d	2 65%	-	2 4%	2 25%	-	-	1 100%	1 8%	-	9 15%	4 18%	1 100%	-
I don't place a high value on making calls from my landline	125 15%	-	-	6 11%	-	-	1 25%	-	1 8%	-	10 16%	3 17%	-	1 100%
Reliability of connection	58 7%	-	-	11 21%zp	1 9%	-	-	-	-	-	2 3%	1 6%	-	-
Quality of line/calls	48 6%	-	-	5 10%	1 19%	-	1 25%	-	-	-	5 7%	-	-	-
I don't use / need a landline	24 3%	-	-	1 1%	-	-	-	-	-	-	3 4%	-	-	-
Inconvenient/easier to use VoIP	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality of customer service	11 1%	-	-	-	-	-	1 25%	-	1 11%	-	1 1%	1 4%	-	-
To get rid of nuisance callers	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Cheaper to use mobile phone / have free minutes	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Save money	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile phones can be used anywhere	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 441

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	BB bundle (FX02B)		
		Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	776	4	45	1
Weighted Base	837	5**	51*	1**
Only need it for internet	337 40%	3 71%	16 32%	-
Price of making calls on my landline was too high	213 25%	-	14 29%	-
Inconvenient/easier to use mobiles	177 21% ^d	-	8 16%	-
I don't place a high value on making calls from my landline	125 15%	1 29%	8 16%	-
Reliability of connection	58 7%	-	7 13%	1 100%
Quality of line/calls	48 6%	-	5 10%	-
I don't use / need a landline	24 3%	-	2 4%	-
Inconvenient/easier to use VoIP	12 1%	-	1 1%	-
Quality of customer service	11 1%	-	-	-
To get rid of nuisance callers	9 1%	-	-	-
Cheaper to use mobile phone / have free minutes	6 1%	-	-	-
Save money	4 *	-	1 2%	-
Mobile phones can be used anywhere	1 *	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 441
FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)
Weighted Base	837	3**	1**	51*	8**	1**	4**	1**	7**	1**	62*	21**	1**	1**
Other	37	-	-	2	-	-	-	-	2	-	5	1	-	-
	4%	-	-	4%	-	-	-	-	26%	-	8%	5%	-	-
Don't know	11	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 441

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?

BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	BB bundle (FX02B)		
		Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	837	5**	51*	1**
Other	37	-	-	-
	4%	-	-	-
Don't know	11	-	1	-
	1%	-	2%	-

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Table 442

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Product bundles														
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	776	518	258	143	14	2	2	11	2	133	73	1	135	2	238	22
Weighted Base	837	567	271	166	14**	1**	2**	16**	1**	142	75*	1**	147	2**	264	27**
Only need it for internet	337 40% _r	233 41% _r	104 39%	75 45% _r	6 42%	1 39%	-	5 32%	1 80%	73 52% _{zabrt}	31 42%	-	41 28%	-	110 42% _r	9 34%
Price of making calls on my landline was too high	213 25%	141 25%	71 26%	44 26%	1 5%	-	1 78%	1 6%	-	32 23%	28 37% _{zajrt}	-	33 22%	2 100%	59 22%	6 24%
Inconvenient/easier to use mobiles	177 21% _b	139 24% _{zbj}	39 14%	33 20%	5 33%	1 61%	1 78%	9 56%	* 20%	22 15%	16 21%	1 100%	50 34% _{zabcjt}	1 70%	69 26% _{zbj}	11 41%
I don't place a high value on making calls from my landline	125 15%	89 16%	35 13%	17 11%	2 15%	-	-	2 12%	-	28 20%	10 14%	-	30 20% _c	-	51 19% _{zc}	4 13%
Reliability of connection	58 7% _{at}	31 5% _t	27 10% _{zajrt}	15 9% _t	-	-	-	1 7%	-	5 4%	2 3%	-	8 5%	-	8 3%	1 4%
Quality of line/calls	48 6% _{ajt}	22 4% _{jt}	26 10% _{zajrt}	7 4% _t	-	-	-	1 7%	-	1 1%	9 12% _{zacjrt}	-	4 3%	-	2 1%	-
I don't use / need a landline	24 3%	17 3% _t	8 3%	8 5% _t	2 17%	-	-	-	-	1 1%	1 1%	-	4 3%	-	3 1%	-
Inconvenient/easier to use VoIP	12 1% _b	12 2%	1 *	3 2%	1 6%	-	-	1 7%	-	2 2%	1 1%	-	4 3% _b	-	5 2%	-
Quality of customer service	11 1% _a	3 1%	8 3% _{zat}	-	-	-	-	-	-	-	1 1%	-	3 2% _t	-	-	-
To get rid of nuisance callers	9 1%	9 2%	-	1 *	-	-	-	-	-	3 2% _b	3 4% _b	-	3 2% _b	-	6 2% _b	3 9%
Cheaper to use mobile phone / have free minutes	6 1%	6 1%	-	3 2%	-	-	* 22%	-	-	-	2 3% _{zbt}	-	1 *	-	1 *	-
Save money	4 *	3 *	1 *	3 2%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 442

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Product bundles														
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	837	567	271	166	14**	1**	2**	16**	1**	142	75*	1**	147	2**	264	27**
Mobile phones can be used anywhere	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -
Other	37 4%	27 5%	11 4%	10 6%	- -	- -	- -	1 9%	- -	7 5%	2 3%	- -	7 4%	- -	16 6%	2 7%
Don't know	11 1%	5 1%	6 2%	2 1%	1 6%	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	2 1%	1 3%

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Table 443

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	776	85	77	28	240	208	82	338	332	651	79	49	139	233	289	133	208	246	188	277	139	208	239
Weighted Base	837	86*	82*	33**	274	239	93*	352	367	703	90*	55*	164	249	322	144	224	266	207	301	147	225	262
Only need it for internet	337 40%g	35 40%	36 44%	16 50%	106 39%	94 39%	30 32%	96 27%	169 46%zg	298 42%zj	26 29%	23 41%	54 33%	96 39%	130 40%	52 36%	89 40%	113 43%	81 39%	131 44%tu	52 36%	86 38%	106 40%
Price of making calls on my landline was too high	213 25%	22 26%	21 25%	9 29%	82 30%	71 30%	28 30%	118 34%zh	80 22%	173 25%	28 31%	10 18%	46 28%	64 26%	96 30%	47 33%z	72 32%z	84 32%z	65 31%z	94 31%z	51 34%z	73 32%z	85 32%z
Inconvenient/easier to use mobiles	177 21%	17 20%	17 21%	5 16%	68 25%	55 23%	22 24%	62 18%	82 22%	149 21%	26 29%	11 19%	52 32%z	59 24%	73 23%	26 18%	48 21%	60 22%	44 21%	65 22%	33 22%	55 24%	60 23%
I don't place a high value on making calls from my landline	125 15%r	16 19%	15 19%	5 15%	38 14%	34 14%	13 13%	45 13%	69 19%z	106 15%	16 18%	7 12%	28 17%	36 14%	50 15%	21 15%	37 16%	44 17%	21 10%	50 16%r	20 14%	43 19%rt	51 19%zt
Reliability of connection	58 7%hin pqstul v	4 5%	3 3%	2 5%	12 4%	12 5%	8 8%	39 11%zh	16 4%	42 6%	6 7%	4 7%	16 10%	14 5%	14 4%	9 7%	9 4%	11 4%	13 6%tv	10 3%	3 2%	7 3%	6 2%
Quality of line/calls	48 6%hqs v	1 2%	1 2%	2 5%	12 4%	10 4%	6 7%	34 10%zh	13 4%	40 6%	5 5%	2 3%	16 10%z	9 4%	13 4%	9 6%q	8 4%	8 3%	12 6%sv	9 3%	6 4%	7 3%	7 3%
I don't use / need a landline	24 3%	2 3%	2 3%	1 2%	6 2%	6 3%	3 3%	10 3%	10 3%	22 3%	1 1%	3 5%	5 3%	11 4%o	10 3%o	1 *	9 4%o	8 3%o	10 5%t	11 4%t	1 1%	6 2%	6 2%
Inconvenient/easier to use VoIP	12 1%	1 1%	1 1%	-	4 2%	6 3%	1 1%	8 2%	5 1%	11 2%	1 2%	2 4%	6 4%	3 1%	4 1%	3 2%p	1 *	3 1%	4 2%	4 1%	4 2%	3 1%	4 1%
Quality of customer service	11 1%	-	-	-	-	-	-	11 3%zh	-	7 1%	-	-	-	3 1%	4 1%	2 2%	3 2%	3 1%	4 2%	3 1%	1 1%	1 1%	1 1%
To get rid of nuisance callers	9 1%	2 3%	1 2%	-	5 2%	5 2%	1 1%	3 1%	6 2%	7 1%	3 3%	-	1 1%	4 1%	5 1%	1 1%	5 2%	5 2%	1 1%	5 2%	4 2%	4 2%	5 2%
Cheaper to use mobile phone / have free minutes	6 1%	-	-	-	6 2%z	2 1%	2 2%	4 1%	2 *	6 1%	-	-	1 *	-	5 2%q	4 3%zmpq	2 1%	2 1%	-	2 1%	2 1%	2 1%	4 2%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 443

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	837	86*	82*	33**	274	239	93*	352	367	703	90*	55*	164	249	322	144	224	266	207	301	147	225	262
Save money	4	-	-	-	3	-	-	4	-	4	-	-	-	-	4	3	-	-	-	1	1	1	3
	*	-	-	-	1%	-	-	1%	-	1%	-	-	-	-	1%	2%z	-	-	-	*	1%	*	1%
Mobile phones can be used anywhere	1	1	1	-	-	-	-	1	1	1	1	-	-	-	1	-	1	1	-	1	-	-	1
	*	1%	1%	-	-	-	-	*	*	*	1%	-	-	-	*	-	*	*	-	*	-	-	*
Other	37	3	2	-	18	20	7	21	13	29	4	1	12	11	16	7	9	12	7	14	7	10	12
	4%	3%	2%	-	7%	8%z	7%	6%	3%	4%	5%	2%	7%	4%	5%	5%	4%	4%	4%	5%	5%	5%	4%
Don't know	11	-	-	-	6	2	-	8	3	7	1	3	1	3	4	1	1	1	-	1	1	-	1
	1%	-	-	-	2%	1%	-	2%	1%	1%	1%	6%zl	1%	1%	1%q	1%	*	*	-	*	1%	-	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)

12 Jan 2016

Table 444
FX10 - Why don't you make ALL your calls by mobile phone when you are at home?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1774	965	809	1	45	222	318	348	369	310	161	46	540	717	471	470	587	318	399	487	811	379
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
The price of calls/certain calls are too high	692 37%elo u	345 35%	347 39%	-	11 25%	71 27%	117 33%	144 35%	130 38%el	146 50%zde fghklm	72 48%zde fghklm	11 24%	188 30%	275 37%el	218 49%zde efghklm	187 32%	218 40%o	142 38%	145 40%o	146 34%	351 40%zs u	143 31%
Not applicable/ already make most most/all calls by mobile	433 23%hij nou	246 25%	187 21%	-	20 45%zfg hijmn	114 43%zfg hijlmn	99 28%hij mn	99 24%ijn	63 18%ijn	34 12%jn	5 3%	20 44%zfg hijmn	213 34%zfg hijmn	162 21%hijn	39 9%j	104 18%	149 27%zo	98 26%o	83 23%	121 28%zu	210 24%u	79 17%
Reliability of connection	276 15%sl	151 16%	125 14%	-	6 13%	32 12%	50 14%	67 16%	49 14%	49 17%	24 16%	6 13%	82 13%	116 15%	73 16%	85 15%	84 15%	60 16%	47 13%	48 11%	124 14%	94 21%zst
Coverage/can't get a signal	224 12%rs	131 13%	93 11%	-	3 7%	29 11%	44 12%	51 13%	49 14%	29 10%	18 12%	3 7%	73 12%	101 13%	47 11%	95 16%zr	66 12%r	41 11%r	22 6%	35 8%	100 11%	86 19%zst
Quality of line/ calls	193 10%el	114 12%	80 9%	-	1 2%	14 5%	27 8%	41 10%	34 10%	48 16%zde fghklm	29 19%zde ghklm	1 2%	41 7%	74 10%	77 17%zde efghklm	67 11%	65 12%	30 8%	31 9%	49 11%	97 11%	45 10%
Inconvenient/ Difficult to use	157 8%efl	82 8%	76 9%	1 100%	3 6%	6 2%	18 5%	39 10%el	28 8%el	38 13%zef l	25 17%zefg hlm	4 8%de	24 4%	67 9%el	63 14%ze fhlm	57 10%	41 7%	30 8%	29 8%	32 7%	76 9%	42 9%
Land line calls are cheaper / free	36 2%	15 2%	21 2%	-	-	3 1%	7 2%	10 2%	13 4%zin	3 1%	2 2%	-	9 2%	22 3%z	5 1%	18 3%	10 2%	3 1%	5 1%	10 2%	13 1%	10 2%
Prefer to use the landline	23 1%	16 2%	7 1%	-	-	-	4 1%	1 *	8 2%egm	6 2%eg	4 3%egl	-	4 1%	9 1%g	10 2%zeg l	7 1%	7 1%	5 1%	4 1%	2 1%	9 1%	11 2%sl
Concerned about impact on health	23 1%al	7 1%	16 2%	-	-	1 *	4 1%	3 1%	8 2%	2 1%	5 3%zegl	-	5 1%	11 1%	7 2%l	5 1%	10 2%	3 1%	4 1%	5 1%	11 1%	5 1%
Only use landline for certain numbers / people	16 1%	11 1%	6 1%	-	-	-	5 1%	4 1%	5 1%	1 *	1 1%	-	5 1%	9 1%	3 1%	7 1%	5 1%	3 1%	2 *	3 1%	7 1%	6 1%
Part of the package / deal	15 1%	7 1%	8 1%	-	-	3 1%	1 *	3 1%	1 *	3 1%	4 3%zfhm	-	4 1%	4 1%	7 1%	8 1%	2 *	2 1%	3 1%	3 1%	6 1%	7 2%
Habit	15 1%pl	10 1%	5 1%	-	-	-	2 *	3 1%	2 1%	5 2%l	2 1%	-	2 *	6 1%	7 2%zl	10 2%zp	1 *	2 *	3 1%	6 1%	8 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Convenience	15 1%	11 1%	4 *	-	-	1 *	-	7 2%fl	2 1%	2 1%	2 2%fl	-	1 *	10 1%	4 1%	5 1%	3 1%	3 1%	4 1%	2 1%	5 1%	8 2%
Ease / easier to use	3 *	3 *	1 *	-	-	-	1 *	1 *	1 *	-	-	-	1 *	2 *	-	-	1 *	1 *	1 *	1 *	1 *	1 *
Some people only have landlines / don't have mobiles	3 *	1 *	2 *	-	-	-	1 *	-	1 *	* *	-	-	1 *	1 *	* *	1 *	* *	-	1 *	-	2 *	* *
Emergency only	2 *	1 *	1 *	-	-	-	-	-	2 *	-	1 *	-	-	2 *	1 *	-	* *	2 *	-	-	1 *	1 *
Other	81 4%ap	32 3%	49 6%za	-	1 2%	10 4%	15 4%	23 6%	19 6%	9 3%	4 2%	1 2%	25 4%	42 6%	13 3%	38 7%zp	14 3%	12 3%	16 4%	17 4%	30 3%	26 6%
Don't know	32 2%mu	16 2%	16 2%	-	2 5%gm	7 3%	8 2%	3 1%	4 1%	5 2%	3 2%	2 5%gm	16 3% m	7 1%	8 2%	6 1%	8 2%	11 3%	6 2%	16 4%ztu	13 2%	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 445

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1774	126	184	536	111	29	671	175	140	70	25	56	550	87	1421	353	801	131	131	41	15	45	532	78
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
The price of calls/certain calls are too high	692 37%af pr	33 21%	70 30%	236 39%ab	40 33%	10 25%	253 33%	86 40%	49 31%	24 36%	4 17%	14 28%	238 47%zf hkm	24 33%	543 38%	149 36%	315 34%	59 41%r	39 26%	14 41%	2 19%	11 28%	230 48%zp ruw	21 32%
Not applicable/ already make most most/all calls by mobile	433 23%lv	41 26%	52 23%	186 31%zb	32 27%	11 29%	230 30%zl	49 23%l	43 27%l	16 25%l	8 36%	17 34%l	52 10%	18 25%l	337 23%	96 23%	261 28%zv	37 25%v	45 30%v	9 27%v	6 53%	12 31%v	46 9%	17 26%v
Reliability of connection	276 15%h	19 12%	38 16%	77 13%	26 22%	8 21%	100 13%	34 16%	34 22%zf	10 16%	3 12%	6 12%	79 16%	11 14%	200 14%	76 18%	135 14%	21 14%	22 15%	6 18%	2 15%	4 10%	75 16%	12 18%
Coverage/can't get a signal	224 12%	18 11%	47 20%zc	68 11%	16 13%	3 8%	104 13%	29 13%	19 12%	4 6%	1 6%	4 8%	58 12%	5 7%	173 12%	52 12%	131 14%zw	14 9%	18 12%	1 2%	- -	3 8%	54 11%	3 5%
Quality of line/ calls	193 10%cp r	15 9%	22 9%	45 7%	9 8%	3 8%	64 8%	18 8%	13 8%	5 7%	3 13%	4 7%	80 16%zf gh	8 11%	156 11%	38 9%	77 8%	21 15%pr	7 5%	2 6%	* 3%	3 7%	75 16%zp r	8 12%
Inconvenient/ Difficult to use	157 8%cf p	16 10%c	12 5%	31 5%	11 9%	3 8%	42 5%	17 8%	14 9%	8 12%f	2 8%	6 12%	63 13%zf	6 8%	120 8%	37 9%	57 6%	17 12%p	11 7%	2 7%	1 5%	4 9%	64 13%zpw	2 3%
Land line calls are cheaper / free	36 2%	5 3%	5 2%	12 2%	4 3%	- -	16 2%	6 3%	4 2%	1 1%	- -	- -	8 2%	2 2%	24 2%	12 3%	20 2%	4 3%	2 1%	1 3%	- -	- -	7 2%	2 3%
Prefer to use the landline	23 1%lp	1 1%	- -	3 *	4 3%	1 2%	3 *	1 *	4 3%f	- -	- -	- -	13 3%zf	2 3%f	19 1%	4 1%	6 1%	1 1%	4 2%	- -	- -	- -	13 3%zp	- -
Concerned about impact on health	23 1%lp	1 *	2 1%	7 1%	2 2%	- -	2 *	7 3%zf	2 1%	- -	* 2%	- -	8 2%f	3 4%zf	18 1%	5 1%	3 *	6 4%zp	1 2%	- -	* 4%	- -	9 2%p	3 5%zp
Only use landline for certain numbers / people	16 1%	2 1%	5 2%	4 1%	2 2%	- -	12 2%z	- -	2 1%	- -	- -	- -	2 *	- -	13 1%	3 1%	12 1%	- -	2 1%	- -	- -	- -	2 *	- -
Part of the package / deal	15 1%	- -	4 2%	4 1%	1 *	- -	6 1%	1 1%	1 *	- -	- -	- -	6 1%	1 1%	13 1%	3 1%	6 1%	- -	1 *	- -	- -	- -	6 1%	2 3%zpq
Habit	15 1%	- -	4 2%	3 *	- -	- -	6 1%	1 *	- -	1 2%	- -	- -	7 1%	- 1%	12 1%	3 1%	7 1%	1 *	- -	- -	- -	- -	7 1%	- 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*	
Convenience	15 1%	3 2%	3 1%	3 1%	-	1 2%	9 1%	-	1 1%	-	-	-	5 1%	1 1%	13 1%	2 1%	9 1%	-	1 1%	-	-	-	-	5 1%	1 1%
Ease / easier to use	3 *	-	1 1%	1 *	-	-	3 *	-	-	-	-	-	1 *	-	3 *	-	3 *	-	-	-	-	-	1 *	-	
Some people only have landlines / don't have mobiles	3 *	-	-	*	-	-	-	*	-	-	-	-	2 *	1 1% ^f	3 *	-	-	*	-	-	-	-	2 *	1 1% ^z	
Emergency only	2 *	-	*	-	1 1% ^z	-	*	-	1 1%	-	-	-	1 *	-	1 *	1 *	*	-	1 1%	-	-	-	-	1 *	-
Other	81 4% ^{cn}	4 3%	13 6%	17 3%	6 5%	5 14%	27 4%	8 4%	11 7%	4 6%	1 3%	5 10% ^{fl}	17 3%	7 10% ^{zfg}	55 4%	26 6%	36 4%	2 1%	15 10% ^{zpq}	1 4%	-	4 9% ^q	16 3%	7 11% ^{zpqv}	
Don't know	32 2%	8 5% ^{zc}	3 1%	8 1%	1 1%	-	18 2%	1 *	1 *	1 2%	2 7%	1 1%	9 2%	-	27 2%	4 1%	20 2%	1 1%	1 1%	1 4%	-	1 2%	9 2%	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1774	1089	296	386	497	18	3	76	1208	446	654	281	219	167	232	189	69	20	5	2	8
Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
The price of calls/certain calls are too high	692 37% ^{dg} l	423 36%	117 37%	150 40%	175 32%	7 38%	2 75%	20 23%	494 40% ^{zd} g	192 44% ^{zk} lm	261 39% ^l	110 34%	76 30%	52 31%	82 32%	70 32%	23 32%	4 22%	1 19%	- -	1 12%
Not applicable/ already make most most/all calls by mobile	433 23% ^{ch} i	273 23% ^c	93 30% ^{za} c	67 18%	172 31% ^{zh}	7 38%	- -	23 27%	240 20%	82 19%	139 21%	86 27% ⁱ	77 30% ^{zi} j	47 28% ⁱ	88 34% ^z	61 28%	24 32%	6 33%	1 35%	1 51%	3 31%
Reliability of connection	276 15% ^o	182 16%	44 14%	50 13%	78 14%	* 2%	- -	15 18%	187 15%	60 14%	95 14%	54 17%	32 12%	37 22% ^{zi} jl	40 16% ^o	18 8%	20 28% ^{zn} o	3 14%	- -	1 49%	1 10%
Coverage/can't get a signal	224 12% ⁱ	160 14% ^{zc}	29 9%	36 9%	65 12%	1 5%	1 25%	11 13%	151 12%	38 9%	101 15% ^{zi}	42 13%	28 11%	16 9%	32 13%	28 13%	7 10%	- -	- -	- -	- -
Quality of line/ calls	193 10% ^{dk}	127 11%	23 7%	44 12%	41 7%	1 6%	- -	7 8%	148 12% ^{zd}	49 11%	84 12% ^{kl}	22 7%	17 7%	20 12%	18 7%	16 7%	6 8%	2 9%	1 25%	- -	2 20%
Inconvenient/ Difficult to use	157 8% ^b	97 8% ^b	11 4%	47 13% ^{zab}	35 6%	- -	- -	6 7%	118 10% ^z	42 10%	61 9%	24 7%	18 7%	10 6%	14 5%	16 7%	6 8%	1 6%	1 21%	- -	2 23%
Land line calls are cheaper / free	36 2%	23 2%	3 1%	10 3%	12 2%	1 7%	- -	1 1%	22 2%	10 2%	10 2%	5 1%	5 2%	7 4%	4 2%	4 2%	3 4%	- -	- -	- -	- -
Prefer to use the landline	23 1% ^d	14 1%	1 *	8 2%	1 *	- -	- -	* *	22 2% ^{zd}	6 1%	10 1%	4 1%	3 1%	- -	* *	3 1%	- -	- -	- -	- -	- -
Concerned about impact on health	23 1% ^a	9 1%	6 2%	8 2% ^a	5 1%	- -	- -	- -	18 1%	8 2%	8 1%	5 2%	1 *	- -	1 *	4 2%	- -	- -	- -	- -	- -
Only use landline for certain numbers / people	16 1%	12 1%	3 1%	1 *	4 1%	- -	- -	2 2%	12 1%	3 1%	8 1%	2 1%	3 1%	- -	3 1%	1 1%	- -	- -	- -	- -	- -
Part of the package / deal	15 1% ^{aj}	4 *	5 2% ^a	6 2% ^a	2 *	- -	1 25%	- -	13 1%	10 2% ^{zjk}	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 14%
Habit	15 1% ^d	10 1%	2 1%	4 1%	1 *	- -	- -	1 1%	14 1% ^{zd}	5 1%	8 1%	2 1%	- -	1 *	1 *	- -	- -	- -	- -	- -	- -

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Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
Convenience	15 1%	6 *	2 1%	7 2%za	-	2 8%	-	2 3%da	11 1%da	8 2%zj	3 *	4 1%	-	-	-	-	-	-	-	-	-
Ease / easier to use	3 *	3 *	1 *	-	1 *	-	-	-	2 *	1 *	1 *	-	-	1 1%	1 *	-	-	-	-	-	-
Some people only have landlines / don't have mobiles	3 *	2 *	* *	* *	1 *	-	-	-	2 *	* *	1 *	* *	1 *	-	-	1 1%	-	-	-	-	-
Emergency only	2 *	2 *	-	1 *	-	-	-	-	2 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-
Other	81 4%	44 4%	17 5%	20 5%	24 4%	-	-	7 9%	50 4%	20 5%	21 3%	19 6%	16 6%j	5 3%	9 4%	12 6%	1 1%	3 15%	-	-	-
Don't know	32 2%	18 2%	10 3%	4 1%	12 2%	-	-	1 1%	19 2%	8 2%	10 1%	6 2%	5 2%	2 1%	4 2%	7 3%	* 1%	1 5%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 447

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1774	249	205	267	1257	1743	977	970	1705	1673	681	1541	1095	587	1133	426
Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
The price of calls/certain calls are too high	692 37%abfm	79 29%	65 29%	94 33%	512 40%zabc	679 37%fm	353 34%	410 41%zefhi jklmno	662 37%fm	654 37%fm	254 34%	606 37%fm	435 37%fm	220 32%	452 37%fm	163 33%
Not applicable/ already make most most/all calls by mobile	433 23%ogn	107 39%zcd	73 33%zcd	71 25%	253 20%	426 23%gn	268 26%zeghi jkn	194 19%	422 24%gin	401 23%g	168 23%g	388 24%gn	288 24%gn	198 29%zeghi jklm	260 21%g	126 26%gn
Reliability of connection	276 15%	38 14%	32 14%	49 17%	194 15%	270 15%	148 14%	176 17%zefhi km	270 15%	262 15%	117 16%	247 15%	198 17%zefhi k	95 14%	189 16%	74 15%
Coverage/can't get a signal	224 12%	31 11%	24 11%	32 11%	157 12%	219 12%	120 12%	140 14%zeh	216 12%	217 12%	101 14%	203 12%	147 12%	90 13%	169 14%zefhi k	76 16%zefhikl
Quality of line/ calls	193 10%bfm	18 7%	13 6%	27 9%	151 12%zab	192 11%flm	78 8%	120 12%fjklm n	187 10%fm	187 11%fjlmn	64 9%	165 10%fm	110 9%l	49 7%	115 9%fm	53 11%fm
Inconvenient/ Difficult to use	157 8%aklm	13 5%	15 7%	27 9%a	119 9%a	156 9%klm	85 8%lm	85 8%	153 9%klm	154 9%klm	62 8%	128 8%	81 7%	42 6%	104 9%lm	38 8%
Land line calls are cheaper / free	36 2%	4 2%	8 3%	5 2%	24 2%	36 2%	22 2%	21 2%	36 2%	36 2%	19 3%	33 2%	26 2%	19 3%	30 2%	19 4%zefghikl
Prefer to use the landline	23 1%	1 *	2 1%	* *	20 2%	23 1%	10 1%	13 1%	22 1%	22 1%	7 1%	18 1%	12 1%	7 1%	19 2%	3 1%
Concerned about impact on health	23 1%h	4 1%	1 *	1 *	18 1%	21 1%h	11 1%	12 1%	18 1%	22 1%h	10 1%	21 1%h	13 1%	7 1%	14 1%	5 1%
Only use landline for certain numbers / people	16 1%e	1 *	1 *	2 1%	12 1%	15 1%	11 1%	8 1%	16 1%	16 1%	7 1%	14 1%	15 1%e	6 1%	10 1%	9 2%zekn
Part of the package / deal	15 1%e	- -	1 *	1 *	14 1%	14 1%	13 1%elmn	5 1%	15 1%	15 1%	7 1%	12 1%	8 1%	3 *	7 1%	3 1%
Habit	15 1%fm	- -	- -	1 *	14 1%z	15 1%fm	13 1%fm	6 1%	15 1%fm	15 1%fm	12 2%zeghi lmo	13 1%fm	10 1%fm	1 *	12 1%fm	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Convenience	15 1%	-	-	-	15 1%z	15 1%	5 1%	11 1%	14 1%	14 1%	11 2%ze	14 1%	10 1%	4 1%	14 1% ^f	5 1%
Ease / easier to use	3 * ^h	-	1 *	-	2 *	3 * ^h	1 *	2 *	2 *	3 * ^h	-	3 * ^h	2 *	1 *	3 * ^h	-
Some people only have landlines / don't have mobiles	3 *	-	1 1%	1 *	2 *	3 *	1 *	2 *	3 *	3 *	2 *	3 *	2 *	1 *	2 *	1 *
Emergency only	2 *	-	-	-	2 *	2 *	2 *	1 *	2 *	2 *	1 *	2 *	2 *	* *	2 *	* *
Other	81 4%	8 3%	12 5%	19 6%	55 4%	79 4%	40 4%	41 4%	80 4%	77 4%	25 3%	71 4%	55 5%	32 5%	59 5% ^j	23 5%
Don't know	32 2% ^{il}	6 2%	2 1%	7 2%	20 2%	31 2% ^{il}	21 2% ^l	15 1%	29 2%	26 1%	18 2% ^{il}	27 2%	14 1%	14 2%	21 2%	10 2%

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Table 448

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1774	1396	182	18	12	53	113	662	495	503	9	41	94	137	136	293	263	166	58
Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
The price of calls/certain calls are too high	692 37%ahq	538 36%	77 46%za	7 41%	5 35%	25 49%	39 39%	253 41%zh	193 31%	187 38%h	2 21%	18 45%q	35 36%	61 48%zpq r	64 49%zpq r	115 38%q	97 34%	50 24%	22 28%
Not applicable/ already make most most/all calls by mobile	433 23%bfg	387 26%zbf	24 14%	1 6%	1 5%	10 19%	11 11%	77 12%	174 28%zg	152 31%zg	4 38%	5 12%	22 23%	27 21%	29 22%	78 26%	65 23%	52 25%	12 16%
Reliability of connection	276 15%gi	227 15%	28 16%	2 13%	2 14%	4 7%	14 14%	97 16%	106 17%i	57 12%	4 36%	4 10%	14 14%	16 13%	17 13%	37 12%	47 17%	25 12%	19 25%zoq
Coverage/can't get a signal	224 12%il	188 12%	19 12%	- 28%	4 5%	3 11%	11 11%	78 13%	96 15%zi	44 9%	3 23%	5 14%	7 8%	12 9%	18 14%	31 10%	38 13%	36 18%zlo	25 32%zlmnopq
Quality of line/ calls	193 10%	151 10%	24 14%	1 6%	- -	7 14%	11 11%	88 14%zhi	61 10%	41 8%	- -	6 15%	7 7%	10 8%	12 9%	22 7%	28 10%	18 9%	8 10%
Inconvenient/ Difficult to use	157 8%ai	107 7%	18 11%	6 36%	1 5%	9 17%za	16 15%za	71 11%zi	51 8%	27 5%	2 20%	5 11%	15 15%zop	9 7%	10 8%	21 7%	20 7%	21 10%	5 7%
Land line calls are cheaper / free	36 2%	31 2%	2 1%	- -	- -	1 2%	2 2%	10 2%	17 3%	7 1%	- -	- -	1 1%	2 2%	3 2%	7 2%	5 2%	6 3%	2 2%
Prefer to use the landline	23 1%	18 1%	1 *	- -	- -	- 5%zab	5 5%	9 1%	5 1%	8 2%	- -	1 3%	2 2%	1 1%	- -	7 2%	5 2%	1 *	- -
Concerned about impact on health	23 1%	18 1%	2 1%	- -	- -	- 4%za	4 4%	8 1%	6 1%	8 2%	- -	1 2%	- -	2 1%	4 3%zp	6 2%	1 *	1 1%	1 1%
Only use landline for certain numbers / people	16 1%	14 1%	1 1%	- -	- -	- 1%	1 1%	4 1%	9 1%	3 1%	- -	- -	- -	- -	1 1%	- -	4 1%	3 2%	1 2%
Part of the package / deal	15 1%	10 1%	3 2%	- -	- -	- 2%	2 2%	8 1%	2 *	4 1%	- -	1 2%	2 2%	3 3%zp	- -	4 1%	1 *	2 1%	- -
Habit	15 1%	12 1%	3 2%	- -	- -	- -	- -	9 1%	5 1%	1 *	- -	1 1%	- -	- -	1 *	4 1%	2 1%	3 2%	- -
Convenience	15 1%	11 1%	4 2%	- -	1 6%	- -	- -	3 1%	7 1%	4 1%	- -	- -	- -	1 1%	1 *	3 1%	5 2%	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 448
FX10 - Why don't you make ALL your calls by mobile phone when you are at home?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Ease / easier to use	3*	2*	1	-	-	-	-	1*	1*	1*	-	-	-	-	1*	3	-	-	-
			1%za	-	-	-	-	*	*	*	-	-	-	-	*	1%z	-	-	-
Some people only have landlines / don't have mobiles	3*	2*	*	-	-	-	-	1*	-	2*	-	-	-	*	-	1*	-	-	-
			*	-	-	-	-	*	-	*	-	-	-	*	-	*	-	-	-
Emergency only	2*	2*	-	-	-	-	1*	2*	-	-	-	-	1*	-	-	-	-	-	-
			-	-	-	-	1%	*	-	-	-	-	1%	-	-	-	-	-	-
Other	81	66	6	-	1	3	5	34	27	12	-	2	3	7	3	11	11	19	3
	4%i	4%	3%	-	8%	6%	5%	6%i	4%	2%	-	5%	3%	6%	2%	4%	4%	9%znop	4%
Don't know	32	23	1	1	-	3	4	9	10	12	-	-	2	2	1	5	9	1	1
	2%	2%	1%	4%	-	6%zab	4%	2%	2%	2%	-	-	2%	1%	1%	2%	3%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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BASE: All who have used their mobile phone in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1774	1573	194	145	177	164	152	117	65	121	262	181	90	203	97	1384	1068	674	1742	1481	293	1774
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
The price of calls/certain calls are too high	692 37%bh	654 38%zb	36 25%	51 44%fh io	69 42%fh	59 38%	48 30%	47 35%	22 24%	55 31%	144 38%	55 36%	32 47%fh io	59 36%	52 54%ze fghij kmo	549 36%	396 37%	286 38%	682 37%	579 38%	112 34%	692 37%
Not applicable/ already make most most/all calls by mobile	433 23%a	376 22%	57 39%za	28 24%	39 24%	35 23%	29 18%	45 34%zfi lmo	21 23%	29 16%	91 24%	50 33%ze fijlm o	11 17%	30 18%	24 25%	368 24%gi	246 23%	177 24%	423 23%	343 22%	91 27%	433 23%
Reliability of connection	276 15%	255 15%	19 13%	11 9%	17 11%	18 12%	39 25%zc deg hij kmno	17 12%	6 6%	53 29%zc deg hij kmno	49 13%	20 14%	12 18%h	24 15%	10 10%	230 15%cd	145 14%	125 17%	270 15%	223 15%	53 16%	276 15%
Coverage/can't get a signal	224 12%n	210 12%	14 9%	11 9%	18 11%	17 11%	18 11%	18 13%n	12 13%	30 17%n	54 14%n	16 11%	5 7%	23 14%n	4 4%	192 13%n	120 11%	103 14%	223 12%	175 11%	49 15%	224 12%
Quality of line/ calls	193 10%cn t	179 10%	15 10%	4 4%	20 13%ci n	17 11%cn	36 23%zcd eghijk lmno	11 8%	8 9%	10 6%	44 11%cn	17 11%cn	5 7%	18 11%cn	3 3%	168 11%cn	123 11%	68 9%	191 10%	170 11%ztu	23 7%	193 10%t
Inconvenient/ Difficult to use	157 8%k	150 9%	7 5%	8 7%	11 7%	17 11%fk	7 4%	9 7%	14 16%lko	13 7%	38 10%k	6 4%	6 8%	22 13%zdf ko	7 7%	123 8%k	95 9%	58 8%	153 8%	132 9%	25 8%	157 8%
Land line calls are cheaper / free	36 2%	33 2%	3 2%	3 3%	6 4%g	1 1%	2 1%	- -	4 4%	4 2%	8 2%	1 1%	1 2%	2 1%	3 3%	30 2%	19 2%	17 2%	36 2%	34 2%	3 1%	36 2%
Prefer to use the landline	23 1%	23 1%	* *	1 *	2 1%	1 1%	2 1%	1 1%	1 1%	4 2%	7 2%	- -	3 5%zce kmo	1 *	1 1%	18 1%	16 1%	6 1%	22 1%	20 1%	3 1%	23 1%
Concerned about impact on health	23 1%	22 1%	* *	1 1%	1 1%	1 1%	3 2%	1 *	- -	1 *	7 2%	4 3%	1 2%	2 1%	1 1%	19 1%	15 1%	7 1%	23 1%	20 1%	3 1%	23 1%
Only use landline for certain numbers / people	16 1%	16 1%	- -	- -	2 1%	1 1%	- -	2 1%	1 1%	2 1%	6 2%	- -	- -	3 2%	- -	14 1%	7 1%	9 1%	16 1%	16 1%	- -	16 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Part of the package / deal	15 1%	14 1%	1 1%	-	3 2%	2 2%	-	-	-	3 1%	4 1%	1 1%	2 2%	1 1%	-	13 1%	11 1%	4 *	15 1%	12 1%	3 1%	15 1%
Habit	15 1%	14 1%	1 *	*	-	3 2%	3 2%	2 2%	-	2 1%	2 *	-	-	2 1%	-	13 1%	9 1%	6 1%	15 1%	12 1%	3 1%	15 1%
Convenience	15 1%	14 1%	1 1%	2 2%	2 1%	1 *	1 *	1 1%	-	1 *	7 2%	-	-	-	-	15 1%	12 1%	3 *	15 1%	15 1%	-	15 1%
Ease / easier to use	3 *	3 *	-	-	1 *	-	-	-	1 2%zo	-	1 *	-	-	-	-	3 *	2 *	1 *	3 *	3 *	-	3 *
Some people only have landlines / don't have mobiles	3 *o	3 *	-	1 1%o	-	-	-	-	-	-	-	-	*	2 1%zo	-	1 *	1 *	2 *	3 *	3 *	-	3 *
Emergency only	2 *rs	2 *	-	2 1%zjo	-	-	-	-	-	-	-	-	*	-	-	2 *	1 *	*	1 *	1 *	2 *	2 *s
Other	81 4%	77 5%	3 2%	6 5%	6 3%	5 4%	6 4%	9 6%k	4 5%	9 5%	14 4%	2 2%	3 4%	9 5%	7 7%k	62 4%	45 4%	34 4%	78 4%	61 4%	20 6%	81 4%
Don't know	32 2%	30 2%	2 2%	3 2%	2 1%	7 5%zgi	4 2%	-	2 2%	-	5 1%	4 3%	1 1%	4 2%	1 1%	26 2%	20 2%	11 2%	31 2%	25 2%	7 2%	32 2%

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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1774	742	1254	1774	1774	1491	214	1611	814	377	-	1491	-	283	-	1491	283	1774	-
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
The price of calls/certain calls are too high	692 37%bfi	314 43%zbc defghi	450 33%	692 37%bfi	692 37%bfi	583 37%bfi	73 30%	627 37%bfi	312 35%i	127 30%	-	583 37%	-	108 40%	-	583 37%	108 40%	692 37%	-
Not applicable/ already make most most/all calls by mobile	433 23%amp	99 14%	380 28%zac degi	433 23%a	433 23%a	388 24%zac d	58 25%a	415 24%zac d	227 26%a	97 23%a	-	388 24%zm	-	45 16%	-	388 24%zp	45 16%	433 23%	-
Reliability of connection	276 15%	129 18%zcd deg	197 15%	276 15%	276 15%	235 15%	38 16%	259 15%	130 15%	67 16%	-	235 15%	-	41 15%	-	235 15%	41 15%	276 15%	-
Coverage/can't get a signal	224 12%mp	95 13%	160 12%	224 12%	224 12%	205 13%zcd g	31 13%	211 12%	101 11%	74 17%zab cdeghi	-	205 13%zm	-	19 7%	-	205 13%zp	19 7%	224 12%	-
Quality of line/calls	193 10%bh	104 14%zbc deghi	124 9%	193 10%bh	193 10%bh	157 10%h	28 12%	175 10%bh	69 8%	43 10%	-	157 10%	-	37 14%	-	157 10%	37 14%	193 10%	-
Inconvenient/ Difficult to use	157 8%bg	81 11%zbc defgi	87 6%	157 8%bg	157 8%bg	130 8%b	12 5%	135 8%b	75 9%b	32 7%	-	130 8%	-	27 10%	-	130 8%	27 10%	157 8%	-
Land line calls are cheaper / free	36 2%	14 2%	29 2%	36 2%	36 2%	33 2%	5 2%	35 2%	18 2%	15 4%zcd	-	33 2%	-	4 1%	-	33 2%	4 1%	36 2%	-
Prefer to use the landline	23 1%bg	15 2%zbc deghi	10 1%	23 1%bg	23 1%bg	18 1%b	3 1%	18 1%b	8 1%	3 1%	-	18 1%	-	5 2%	-	18 1%	5 2%	23 1%	-
Concerned about impact on health	23 1%	14 2%b	12 1%	23 1%	23 1%	18 1%	1 *	19 1%	8 1%	3 1%	-	18 1%	-	4 2%	-	18 1%	4 2%	23 1%	-
Only use landline for certain numbers / people	16 1%	5 1%	14 1%	16 1%	16 1%	14 1%	6 2%zacd eg	15 1%	10 1%	7 2%	-	14 1%	-	3 1%	-	14 1%	3 1%	16 1%	-
Part of the package / deal	15 1%	6 1%	9 1%	15 1%	15 1%	10 1%	2 1%	12 1%	10 1%	2 *	-	10 1%	-	5 2%	-	10 1%	5 2%	15 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 450

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
Habit	15 1%	8 1%	9 1%	15 1%	15 1%	15 1%	2 1%	15 1%	10 1%	4 1%	-	15 1%	-	-	-	15 1%	-	15 1%	-
Convenience	15 1%	6 1%	9 1%	15 1%	15 1%	13 1%	3 1%	13 1%	7 1%	2 *	-	13 1%	-	2 1%	-	13 1%	2 1%	15 1%	-
Ease / easier to use	3 *	1 *	2 *	3 *	3 *	3 *	-	3 *	1 *	-	-	3 *	-	-	-	3 *	-	3 *	-
Some people only have landlines / don't have mobiles	3 *	2 *	1 *	3 *	3 *	3 *	-	3 *	* *	2 *	-	3 *	-	-	-	3 *	-	3 *	-
Emergency only	2 *	2 *	2 *	2 *	2 *	-	-	2 *	* *	* *	-	2 *	-	1 *	-	2 *	1 *	2 *	-
Other	81 4%	37 5%	58 4%	81 4%	81 4%	68 4%	16 7%	74 4%	39 4%	30 7%zbc degh	-	68 4%	-	13 5%	-	68 4%	13 5%	81 4%	-
Don't know	32 2%eko	10 1%	24 2%	32 2%e	32 2%e	22 1%	3 1%	27 2%e	15 2%	6 1%	-	22 1%	-	10 4%zk	-	22 1%	10 4%zo	32 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 451

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1774	679	49	20	16	43	3	332	238	6	1	338	44
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
The price of calls/certain calls are too high	692 37%	284 39%	15 32%	8 49%	8 46%	19 35%	- -	123 36%	82 35%	2 35%	- -	132 37%	17 39%
Not applicable/ already make most most/all calls by mobile	433 23%a	140 19%	12 26%	1 5%	3 21%	7 14%	1 52%	114 33%zafiq	51 22%	1 11%	- -	97 27%aq	5 12%
Reliability of connection	276 15%hp	136 18%zhp	7 14%	5 29%	3 19%	11 20%	- -	37 11%	33 14%	2 27%	1 100%	37 11%	4 9%
Coverage/can't get a signal	224 12%	103 14%	9 19%	1 8%	2 14%	6 11%	1 48%	35 10%	30 13%	1 14%	- -	33 9%	3 8%
Quality of line/ calls	193 10%h	85 12%h	6 12%	1 8%	3 15%	7 13%	- -	22 6%	27 12%h	1 14%	- -	33 9%	8 20%hp
Inconvenient/ Difficult to use	157 8%	69 9%	4 9%	3 19%	2 10%	9 17%h	- -	23 7%	19 8%	- -	- -	26 7%	2 5%
Land line calls are cheaper / free	36 2%	17 2%	1 2%	1 8%	- -	2 4%	- -	5 1%	7 3%	- -	- -	4 1%	- -
Prefer to use the landline	23 1%	10 1%	- -	- -	- -	- -	- -	2 1%	6 3%	- -	- -	2 1%	2 5%zaho
Concerned about impact on health	23 1%	11 2%	1 2%	- -	- -	1 2%	- -	4 1%	2 1%	- -	- -	1 1%	1 3%
Only use landline for certain numbers / people	16 1%	9 1%	1 2%h	- -	- -	- -	- -	- -	1 *	1 16%	- -	5 1%	- -
Part of the package / deal	15 1%	4 *	1 1%	- -	- -	- -	- -	6 2%za	2 1%	- -	- -	3 1%	- -
Habit	15 1%	3 *	- -	- -	- -	2 3%	- -	1 *	4 2%	- -	- -	4 1%	1 2%
Convenience	15 1%	10 1%	- -	- -	- -	- -	- -	1 *	3 1%	- -	- -	2 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 451

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Ease / easier to use	3*	1*	-	-	-	-	-	-	1*	-	-	-	1
Some people only have landlines / don't have mobiles	3*	1*	* 1%	-	-	-	-	1*	-	-	-	* *	1%hp -
Emergency only	2*	-	-	-	-	-	-	* *	-	-	-	1 *	1 3%zahip
Other	81 4%	33 4%	2 4%	1 3%	-	4 7%	-	14 4%	9 4%	1 12%	-	15 4%	2 5%
Don't know	32 2%	10 1%	1 2%	1 7%	-	-	-	4 1%	5 2%	-	-	9 3%	1 2%

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Table 452

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1774	10	1	129	1	1	14	1	7	2	3	12	2	103
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
The price of calls/certain calls are too high	692 37%	4 42%	1 100%	57 39%	- -	- -	1 6%	- -	2 30%	3 100%	- -	3 26%	1 44%	40 36%
Not applicable/ already make most most/all calls by mobile	433 23%	2 17%	- -	27 19%	- -	2 100%	3 27%	- -	- -	- -	1 27%	3 25%	1 56%	32 29%
Reliability of connection	276 15%	1 14%	- -	37 26%zp	1 100%	- -	3 22%	- -	3 48%	1 55%	- -	1 6%	- -	13 12%
Coverage/can't get a signal	224 12%	1 9%	- -	22 15%	- -	- -	2 15%	- -	- -	3 100%	1 42%	4 30%	- -	7 7%
Quality of line/ calls	193 10%	3 33%	- -	9 6%	- -	- -	2 13%	- -	- -	1 55%	1 42%	2 18%	- -	8 7%
Inconvenient/ Difficult to use	157 8%	- -	- -	6 4%	- -	- -	2 20%	- -	1 18%	1 55%	- -	1 7%	- -	7 7%
Land line calls are cheaper / free	36 2%	- -	- -	1 1%	- -	- -	- -	- -	1 22%	- -	- -	- -	- -	2 1%
Prefer to use the landline	23 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Concerned about impact on health	23 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Only use landline for certain numbers / people	16 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%
Part of the package / deal	15 1%	- -	- -	- -	- -	- -	1 5%	- -	- -	- -	- -	- -	- -	- -
Habit	15 1%	2 19%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 5%	- -	- -
Convenience	15 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 452

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	1774	62	2	2	1	5	82	8
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
The price of calls/certain calls are too high	692 37%	31 48%	1 51%	2 100%	-	4 62%	28 31%	2 35%
Not applicable/ already make most most/all calls by mobile	433 23%	13 21%	-	-	-	1 17%	22 25%	1 15%
Reliability of connection	276 15%	11 17%	1 49%	-	-	-	16 18%	1 18%
Coverage/can't get a signal	224 12%	5 8%	-	-	-	-	8 10%	-
Quality of line/ calls	193 10%	9 14%	-	-	-	1 20%	6 7%	1 13%
Inconvenient/ Difficult to use	157 8%	9 14% ^d	-	-	-	-	9 11%	-
Land line calls are cheaper / free	36 2%	2 3%	-	-	-	-	-	-
Prefer to use the landline	23 1%	2 3%	-	-	2 100%	-	-	-
Concerned about impact on health	23 1%	-	-	-	-	-	-	-
Only use landline for certain numbers / people	16 1%	-	-	-	-	-	1 1%	-
Part of the package / deal	15 1%	*	-	-	-	-	-	-
Habit	15 1%	-	-	-	-	-	*	-
Convenience	15 1%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 452

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Ease / easier to use	3	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-	-	-	-	-
Some people only have landlines / don't have mobiles	3	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Emergency only	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	81	-	-	4	-	-	-	-	-	-	1	-	-	9
	4%	-	-	2%	-	-	-	-	-	-	31%	-	-	8%y
Don't know	32	-	-	3	-	-	-	1	1	-	-	-	-	-
	2%	-	-	2%	-	-	-	100%	19%	-	-	-	-	-

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Table 452

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
Ease / easier to use	3*	-	-	-	-	-	-	-
Some people only have landlines / don't have mobiles	3*	-	-	-	-	-	-	-
Emergency only	2*	-	-	-	-	-	-	1
		-	-	-	-	-	-	18%
Other	81	2	1	-	-	-	1	-
	4%	3%	51%	-	-	-	1%	-
Don't know	32	1	-	-	-	-	6	1
	2%	2%	-	-	-	-	6%zp	11%

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Table 453

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	1774	1119	655	361	36	11	7	31	2	244	171	4	1	229	22	438	42
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
The price of calls/certain calls are too high	692 37% ^c	424 36%	268 40% ^c	129 32%	15 42%	6 70%	3 45%	16 41%	-	88 35%	61 36%	2 47%	-	95 39%	8 39%	169 36%	17 36%
Not applicable/ already make most most/all calls by mobile	433 23% ^b	296 25% ^b	137 20%	85 21%	9 25%	1 10%	2 33%	5 12%	* 20%	90 36% ^{zabcnt}	38 22%	1 14%	-	64 27%	1 5%	138 29% ^{zabc}	14 31%
Reliability of connection	276 15% ^{rt}	160 13% ^t	116 17% ^{art}	68 17% ^{art}	3 9%	2 21%	-	7 18%	-	31 12%	23 14%	-	1 100%	22 9%	2 10%	46 10%	6 12%
Coverage/can't get a signal	224 12%	157 13%	68 10%	65 16% ^{zb}	7 20%	1 15%	-	2 6%	1 80%	27 11%	25 15%	-	-	25 10%	2 10%	54 12%	4 9%
Quality of line/ calls	193 10% ^j	124 10% ^j	69 10%	51 13% ^{jt}	4 12%	1 15%	-	5 12%	-	15 6%	20 12%	-	-	23 10%	3 16%	38 8%	4 8%
Inconvenient/ Difficult to use	157 8%	101 9%	56 8%	40 10%	2 6%	1 12%	2 22%	8 21%	-	15 6%	13 7%	-	-	18 8%	2 8%	38 8%	3 6%
Land line calls are cheaper / free	36 2%	29 2%	7 1%	12 3% ^b	1 2%	-	-	2 5%	-	5 2%	5 3%	-	-	4 2%	-	9 2%	-
Prefer to use the landline	23 1%	16 1%	7 1%	8 2%	-	-	-	-	-	2 1%	5 3%	-	-	1 *	1 6%	4 1%	-
Concerned about impact on health	23 1%	18 1%	5 1%	7 2%	1 2%	-	-	1 3%	-	4 2%	2 1%	-	-	2 1%	1 7%	6 1%	-
Only use landline for certain numbers / people	16 1%	12 1%	4 1%	5 1%	1 2% ^j	-	-	-	-	-	1 *	1 22%	-	5 2% ^j	-	7 2%	2 4% ^{zbcj}
Part of the package / deal	15 1%	11 1%	4 1%	4 1%	-	-	-	-	-	5 2%	1 1%	-	-	1 *	-	8 2% ^{zr}	-
Habit	15 1%	11 1%	4 1%	3 1%	-	-	-	1 3%	-	1 1%	2 1%	-	-	4 2%	-	6 1%	2 5% ^{zabcjt}
Convenience	15 1%	12 1%	3 *	7 2%	-	-	-	-	-	1 *	3 2%	-	-	2 1%	-	7 2% ^j	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 453

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Ease / easier to use	3*	2*	1*	-	-	-	-	-	-	-	1	-	-	-	1	-	-
											1%	-	-	-	3%	-	-
Some people only have landlines / don't have mobiles	3*	2*	1*	1*	*1%	-	-	-	-	-	-	-	-	*	-	*	*
														*	-	*	1%
Emergency only	2*	**	2*	-	-	-	-	-	-	*	-	-	-	-	-	*	-
										*	-	-	-	-	-	*	-
Other	81	55	26	19	2	-	-	4	-	8	7	1	-	12	2	20	1
	4%	5%	4%	5%	5%	-	-	10%	-	3%	4%	16%	-	5%	11%	4%	2%
Don't know	32	11	21	3	1	-	-	-	-	4	-	-	-	3	-	7	*
	2%a	1%	3%zacn	1%	3%	-	-	-	-	2%	-	-	-	1%	-	1%	1%

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Table 454
FX10 - Why don't you make ALL your calls by mobile phone when you are at home?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1774	164	145	44	545	427	138	1081	552	1386	388	82	247	516	430	190	327	329	449	417	213	329	335
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
The price of calls/certain calls are too high	692 37%ch ikns	65 37%ch ikns	62 38%ch ikns	8 16%	233 40%	175 37%	54 35%	491 44%zh	189 32%	515 35%	177 45%zi	22 24%	89 32%	234 43%zno pq	145 31%	65 32%	125 36%pn	114 32%	208 44%zst uv	145 32%	77 34%	123 35%	116 32%
Not applicable/ already make most most/all calls by mobile	433 23%dg jmr	46 27%	39 24%	21 39%zo	111 19%	98 21%	42 27%do	128 11%	187 32%zg	398 27%zj	35 9%	25 27%	58 21%	90 17%	144 31%zm	65 32%zm	109 31%zm	120 34%zm	89 19%	151 34%zr	86 38%zru	113 32%zr	128 36%zru
Reliability of connection	276 15%hi n	28 16%	24 15%	4 8%	77 13%	60 13%	20 13%	210 19%zh	63 11%	203 14%	73 19%zi	16 17%	41 15%	84 16%h	53 11%	25 12%	44 12%	41 12%	70 15%	52 12%	24 11%	44 12%	45 12%
Coverage/can't get a signal	224 12%hi q	17 10%	17 10%	6 10%	90 15%z	74 16%z	21 14%	172 15%zh	51 9%	164 11%	60 15%zi	17 18%	47 17%z	81 15%znp q	52 11%q	21 11%	31 9%	29 8%	65 14%	51 11%	27 12%	40 11%	38 10%
Quality of line/ calls	193 10%hin pqsvu	11 6%	9 6%	1 3%	51 9%	48 10%	9 6%	142 13%zh	43 7%	136 9%	57 15%zi	6 7%	27 10%	63 12%npq	23 5%	15 7%	23 7%	20 6%	53 11%stuv	21 5%	15 7%	22 6%	21 6%
Inconvenient/ Difficult to use	157 8%hiq	12 7%	12 7%	1 1%	42 7%	30 7%	11 7%	125 11%zh	27 5%	98 7%	59 15%zi	5 5%	22 8%	54 10%pq	34 7%q	12 6%	21 6%q	13 4%	44 9%tu	32 7%	11 5%	20 6%	22 6%
Land line calls are cheaper / free	36 2%	3 2%	2 1%	1 2%	14 2%	15 3%	6 4%	17 2%	19 3%zg	28 2%	9 2%	- -	13 5%z	13 2%	12 2%	4 2%	7 2%	6 2%	6 1%	7 2%	3 1%	6 2%	4 1%
Prefer to use the landline	23 1%is	3 1%	3 2%	2 4%	10 2%	8 2%	2 2%	16 1%	7 1%	10 1%	13 3%zi	- -	3 1%	10 2%h	2 *	1 *	2 1%	1 *	5 1%	1 *	- -	1 *	1 *
Concerned about impact on health	23 1%	1 1%	1 1%	- -	9 2%	4 1%	- -	17 2%	6 1%	19 1%	4 1%	- -	1 1%	7 1%	3 1%	1 *	1 *	1 *	3 1%	3 1%	2 1%	2 1%	3 1%
Only use landline for certain numbers / people	16 1%	- -	- -	- -	5 1%	6 1%	2 1%	7 1%	8 1%	13 1%	4 1%	- -	4 1%	7 1%	4 1%	3 2%	2 1%	4 1%	6 1%	5 1%	3 1%	4 1%	4 1%
Part of the package / deal	15 1%	1 1%	1 1%	1 1%	9 2%	4 1%	4 2%	10 1%	4 1%	10 1%	5 1%	* *	1 1%	3 1%	6 1%	- -	4 1%	3 1%	5 1%	3 1%	- -	3 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 454

FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Habit	15 1% _i	1 1%	1 1%	1 1%	10 2% _{ze}	3 1%	-	11 1%	4 1%	8 1%	7 2% _i	2 2%	1 *	6 1%	7 1%	3 1%	2 1%	6 2% _p	9 2% _z	7 2%	4 2%	6 2%	6 2%
Convenience	15 1%	1 *	1 *	-	5 1%	5 1%	3 2%	9 1%	6 1%	14 1%	1 *	1 1%	1 *	5 1%	5 1%	1 1%	4 1%	6 2%	2 *	5 1%	1 *	4 1%	5 1% _t
Ease / easier to use	3 *	-	-	-	1 *	1 *	1 1%	2 *	1 *	3 *	-	-	-	-	2 *	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Some people only have landlines / don't have mobiles	3 *	-	-	-	-	-	-	2 *	1 *	3 *	-	-	2 1%	-	-	-	-	-	1 *	-	-	1 *	-
Emergency only	2 *	-	-	-	1 *	-	-	2 *	-	-	2 1% _{zi}	-	-	-	-	-	-	-	-	-	-	-	-
Other	81 4% _{pt}	7 4%	9 6%	7 13% _{za}	43 7% _z	27 6%	6 4%	52 5%	26 4%	64 4%	17 4%	5 6%	22 8% _z	23 4% _p	22 5% _p	8 4% _p	3 1%	11 3% _p	16 3%	17 4% _t	2 1%	11 3% _t	14 4% _t
Don't know	32 2% _{ru}	1 1%	1 1%	2 4% _a	6 1%	6 1%	4 2%	18 2%	10 2%	25 2%	7 2%	2 3%	3 1%	4 1%	5 1%	4 2%	4 1%	4 1%	1 *	4 1% _u	2 1%	1 *	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 455

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	346	196	150	1	12	50	89	81	58	39	16	13	139	139	55	143	119	43	41	117	129	87
Weighted Base	384	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
Not suitable for certain types of conversation	139 36% _s	82 38%	57 34%	-	3 27%	25 41%	40 39%	37 37%	20 36%	12 33%	1 9%	3 24%	65 40%	57 36%	14 26%	74 40%	38 33%	20 39%	8 22%	26 25%	61 42% _s	46 38%
Inconvenient/ Difficult to use	81 21%	52 24%	29 18%	-	2 16%	19 31%	23 23%	16 16%	11 20%	6 15%	5 30%	2 15%	42 26%	27 17%	10 20%	39 21%	25 22%	11 21%	6 18%	25 24%	28 19%	22 18%
Not applicable/ already use VoIP instead of landline	63 16%	37 17%	26 15%	-	4 38%	11 19%	14 14%	15 15%	9 17%	6 15%	3 18%	4 35%	26 16%	24 16%	8 16%	24 13%	21 19%	10 20%	7 19%	21 20%	26 18%	15 12%
Reliability of connection	48 12%	26 12%	22 13%	-	1 13%	10 17%	11 11%	12 12%	6 12%	5 13%	2 12%	1 12%	21 13%	18 12%	7 13%	26 14%	9 8%	6 12%	7 18%	11 10%	18 13%	17 14%
Quality of line/ calls	26 7%	14 7%	12 7%	-	-	2 4%	10 10%	9 9%	3 5%	2 4%	1 3%	-	12 7%	12 7%	2 4%	13 7%	5 4%	4 8%	4 12%	9 8%	7 5%	10 8%
Not many people use VoIP	13 3%	4 2%	9 5%	-	-	-	6 6%	3 3%	3 4%	1 2%	-	-	6 4%	6 4%	1 2%	4 2%	8 7% _z	1 1%	-	2 2%	5 4%	5 4%
Use it for international calls	4 1%	2 1%	2 1%	-	-	-	2 2%	1 1%	1 1%	-	1 4%	-	2 1%	1 1%	1 1%	3 1%	1 1%	-	-	1 1%	1 1%	2 1%
Use both VoIP and landline	2 *	1 *	1 *	-	-	1 1%	-	-	1 2%	-	-	-	1 *	1 1%	-	1 *	1 1%	-	-	-	2 1%	-
Other	44 11% _{fl}	24 11%	20 12%	1 100%	1 6%	4 6%	4 4%	13 13%	8 15% _{fl}	8 22% _{zef}	4 24%	2 15%	8 5%	22 14% _{fl}	12 22% _{ze}	19 10%	12 11%	5 11%	7 19%	15 14%	10 7%	18 15%
Don't know	5 1%	1 *	4 2%	-	-	1 1%	1 1%	3 3%	-	1 2%	-	-	1 1%	3 2%	1 1%	1 *	2 2%	-	2 5% _o	3 3%	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 456

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	346	30	66	101	36	6	160	37	42	9	11	10	67	10	260	86	194	22	39	3	6	9	64	9
Weighted Base	384	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Not suitable for certain types of conversation	139	8	42	41	19	2	69	23	20	3	1	1	19	2	101	38	87	10	21	*	*	*	18	2
	36%	21%	48%	36%	47%	28%	36%	44%	44%	47%	15%	11%	31%	27%	36%	36%	38%	39%	45%	38%	9%	6%	30%	23%
Inconvenient/ Difficult to use	81	9	23	25	5	2	41	16	7	1	2	4	9	1	57	25	55	6	5	-	1	3	9	1
	21%	23%	25%	22%	13%	29%	22%	31%	15%	17%	22%	44%	15%	12%	20%	24%	24%	25%	11%	-	21%	40%	16%	13%
Not applicable/ already use VoIP instead of landline	63	10	9	19	5	1	31	7	6	*	2	2	11	3	49	14	34	4	6	*	2	2	11	3
	16%	25%	10%	17%	13%	15%	16%	13%	13%	6%	26%	25%	17%	34%	17%	14%	15%	17%	13%	31%	37%	26%	18%	36%
Reliability of connection	48	7	8	16	3	1	26	5	4	2	-	*	10	-	32	16	33	2	4	-	-	-	9	-
	12%	18%	9%	14%	7%	17%	14%	10%	9%	34%	-	5%	16%	-	11%	16%	14%	7%	9%	-	-	-	15%	-
Quality of line/ calls	26	3	4	10	5	-	17	-	5	-	1	*	3	-	21	5	17	-	5	-	1	-	3	-
	7%	6%	5%	9%	13%	-	9%	-	11%	-	9%	5%	4%	-	7%	5%	7%	-	11%	-	18%	-	4%	-
Not many people use VoIP	13	1	3	6	1	1	7	2	2	-	-	-	2	-	10	3	8	1	2	-	-	-	2	-
	3%	2%	3%	5%	3%	10%	4%	4%	4%	-	-	-	3%	-	3%	3%	3%	3%	5%	-	-	-	3%	-
Use it for international calls	4	1	-	2	-	-	2	1	-	-	-	-	1	-	3	1	3	-	-	-	-	-	1	-
	1%	2%	-	2%	-	-	1%	2%	-	-	-	-	2%	-	1%	1%	1%	-	-	-	-	-	2%	-
Use both VoIP and landline	2	-	-	-	-	-	-	-	-	-	1	-	1	-	2	-	-	-	-	-	1	-	1	-
	*	-	-	-	-	-	-	-	-	-	7%	-	1%	-	1%	-	-	-	-	-	14%	-	2%	-
Other	44	3	6	10	5	2	14	4	7	*	2	2	12	2	31	13	19	3	7	*	-	2	10	2
	11%fp	7%	6%	9%	12%	30%	7%	8%	15%	6%	21%	18%	19%zf	26%	11%	12%	8%	12%	15%	31%	-	19%	17%	28%
Don't know	5	-	-	3	-	-	3	-	-	-	-	1	1	-	3	1	3	-	-	-	-	1	1	-
	1%	-	-	3%	-	-	2%	-	-	-	-	7%	1%	-	1%	1%	1%	-	-	-	-	8%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 457

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	346	239	56	51	113	7	-	26	209	58	132	67	54	35	47	55	13	3	-	-	-
Weighted Base	384	269	62*	53*	129*	8**	-.**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	-.**	-.**	-.*
Not suitable for certain types of conversation	139 36%	96 36%	20 33%	23 43%	43 33%	2 22%	-	10 33%	84 37%	24 40%	52 36%	27 34%	27 40%	10 29%	15 27%	24 38%	5 34%	* 24%	-	-	-
Inconvenient/ Difficult to use	81 21%	63 23%	12 19%	7 13%	33 26%	-	-	6 20%	45 20%	13 21%	26 18%	21 27%	15 23%	6 17%	15 28%	14 22%	4 30%	* 24%	-	-	-
Not applicable/ already use VoIP instead of landline	63 16%	37 14%	15 24%	11 20%	21 16%	3 36%	-	5 17%	36 16%	12 20%	26 18%	11 14%	11 16%	3 10%	11 20%	10 16%	1 4%	-	-	-	
Reliability of connection	48 12%	40 15%	2 4%	6 11%	20 16%	-	-	4 12%	24 11%	3 5%	12 8%	14 18%	8 13%	10 31%zi j	9 16%	9 15%	2 13%	* 24%	-	-	-
Quality of line/ calls	26 7%	22 8%	4 6%	1 1%	10 8%	1 14%	-	-	15 7%	1 2%	11 8%	4 5%	2 3%	7 22%zj kl	4 8%	5 8%	2 12%	1 66%	-	-	-
Not many people use VoIP	13 3%	7 3%	5 8%	1 2%	6 5%	-	-	3 9%	5 2%	3 5%	3 2%	3 3%	4 6%	-	3 6%	3 5%	-	-	-	-	-
Use it for international calls	4 1%	3 1%	1 1%	1 1%	1 1%	-	-	-	3 1%	1 2%	2 1%	-	1 1%	-	1 2%	-	-	-	-	-	-
Use both VoIP and landline	2 *	-	1 1%	1 2%	-	-	-	-	2 1%	2 3%	-	-	-	-	-	-	-	-	-	-	-
Other	44 11%	28 10%	7 11%	9 17%	11 9%	2 28%	-	3 9%	29 13%	8 13%	19 13%	11 14%	4 6%	2 6%	5 10%	5 7%	2 15%	-	-	-	-
Don't know	5 1%	4 1%	1 1%	-	1 1%	-	-	1 2%	2 1%	-	2 2%	1 2%	-	1 2%	1 1%	-	-	1 34%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 458

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	346	57	52	54	228	341	233	185	340	334	174	340	279	170	263	154
Weighted Base	384	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
Not suitable for certain types of conversation	139 36%k	24 38%	21 36%	20 32%	95 38%	136 36%k	96 37%	72 35%	138 37%k	134 36%	68 34%	133 35%	115 37%	78 38%	111 37%	59 33%
Inconvenient/ Difficult to use	81 21%e	17 27%	13 23%	14 23%	48 19%	78 21%	53 21%	46 22%	81 22%e	81 22%e	45 22%	78 21%	65 21%	49 24%	68 23%	44 24%
Not applicable/ already use VoIP instead of landline	63 16%	10 16%	12 21%	8 14%	41 16%	63 17%zn	44 17%	26 13%	61 16%	59 16%	36 18%	63 17%on	46 15%	37 18%	43 14%	31 17%
Reliability of connection	48 12%	13 21%b	4 7%	7 12%	27 11%	48 13%	27 11%	30 15%	46 12%	48 13%	26 13%	48 13%	43 14%	26 13%	36 12%	22 12%
Quality of line/ calls	26 7%hmn	4 6%	7 13%	5 9%	14 6%	26 7%hmn	17 7%on	15 7%on	23 6%on	25 7%mn	9 5%	26 7%hmn	22 7%mn	7 3%	15 5%	10 6%
Not many people use VoIP	13 3%	2 3%	-	4 7%	6 2%	13 3%	11 4%	6 3%	13 3%	13 3%	9 4%	13 3%	12 4%	10 5%	13 4%	10 6%
Use it for international calls	4 1%k	-	-	1 1%	3 1%	4 1%k	3 1%	2 1%	4 1%	4 1%	1 1%	3 1%	4 1%	1 *	2 1%	3 2%
Use both VoIP and landline	2 *	-	-	-	2 1%	2 *	1 *	1 *	2 *	2 *	2 1%	2 *	2 *	1 *	2 1%	1 *
Other	44 11%e	5 8%	4 7%	8 13%	32 13%	42 11%	25 10%	29 14%on	43 11%	42 11%	22 11%	42 11%	37 12%on	16 8%	40 13%km	18 10%
Don't know	5 1%	1 1%	1 2%	-	3 1%	5 1%	3 1%	3 2%	5 1%	4 1%	3 2%	5 1%	4 1%	3 2%	4 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 459

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	346	325	18	1	1	-	1	122	125	84	1	7	10	10	29	54	70	69	19
Weighted Base	384	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Not suitable for certain types of conversation	139 36%	135 37%	4 25%	-	-	-	-	39 32%	59 37%	34 39%	-	5 70%	* 5%	2 25%	8 32%	16 30%	32 40%	36 40%	5 20%
Inconvenient/ Difficult to use	81 21%	77 21%	4 26%	-	-	-	-	20 17%	36 23%	15 18%	4 100%	1 11%	2 29%	-	4 16%	21 38%z	20 25%	20 22%	3 13%
Not applicable/ already use VoIP instead of landline	63 16%	58 16%	3 18%	1 100%	-	-	2 100%	20 17%	27 17%	14 16%	-	1 10%	3 35%	2 27%	2 6%	10 17%	11 14%	15 17%	3 11%
Reliability of connection	48 12%	47 13%	1 7%	-	-	-	-	16 13%	14 9%	12 14%	4 100%	-	-	3 32%	3 11%	8 14%	10 12%	10 11%	4 14%
Quality of line/ calls	26 7%	26 7%	-	-	-	-	-	6 5%	9 6%	11 12%	-	-	1 9%	* 5%	3 12%	2 3%	2 2%	8 9%	3 12%
Not many people use VoIP	13 3%	13 3%	-	-	-	-	-	2 2%	6 4%	4 5%	-	-	1 10%	-	3 12%	-	1 1%	5 5%	1 6%
Use it for international calls	4 1%	3 1%	1 4%	-	-	-	-	1 1%	3 2%	-	-	-	-	-	1 2%	1 3%	1 1%	1 1%	-
Use both VoIP and landline	2 *	2 *	-	-	-	-	-	1 1%	1 *	-	-	1 9%	-	-	-	-	1 1%	-	-
Other	44 11%q	39 11%	3 20%	-	1 100%	-	-	20 16%	16 10%	7 9%	-	1 19%	2 23%	1 16%	3 11%	7 13%q	12 15%q	-	8 30%
Don't know	5 1%	5 1%	-	-	-	-	-	2 2%	1 *	1 1%	-	-	-	-	1 4%	1 1%	1 1%	2 2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 460

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	346	295	47	23	35	28	28	25	4	17	58	35	17	63	13	253	193	144	337	272	74	346
Weighted Base	384	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Not suitable for certain types of conversation	139 36%	123 36%	16 42%	7 35%	11 30%	14 48%	11 34%	9 31%	1 25%	14 51%	30 31%	7 28%	5 41%	23 40%	6 46%	104 35%	70 34%	64 38%	134 36%	104 35%	35 39%	139 36%
Inconvenient/ Difficult to use	81 21% ^b	79 23% ^b	2 6%	3 12%	9 27%	8 27%	7 21%	5 17%	- -	7 26%	18 19%	5 20%	* 3%	13 22%	6 46%	62 21%	44 21%	36 22%	80 21%	59 20%	23 25%	81 21%
Not applicable/ already use VoIP instead of landline	63 16%	54 16%	8 21%	2 9%	7 21%	4 13%	6 19%	7 25%	2 28%	1 4%	17 18%	4 17%	1 6%	11 18%	1 8%	50 17%	39 19%	23 14%	62 17%	51 17%	11 13%	63 16%
Reliability of connection	48 12% ^{ms}	42 12%	6 15%	3 17%	2 6%	- -	4 12%	6 22%	2 34%	2 7%	18 18% ^m	3 12%	4 27%	2 3%	2 15%	40 13% ^m	22 10%	26 16%	48 13%	30 10%	18 20%	48 12% ^s
Quality of line/ calls	26 7% ^a	19 5%	5 13%	1 3%	3 10%	- -	4 11%	1 3%	1 14%	- -	6 6%	6 23% ^{zjm} o	1 7%	4 7%	- -	21 7%	19 9%	7 4%	26 7%	23 8%	3 4%	26 7%
Not many people use VoIP	13 3%	13 4%	- -	3 16%	1 3%	- -	- -	1 4%	- -	1 4%	4 4%	- -	- -	2 4%	- -	10 3%	7 4%	5 3%	12 3%	8 3%	4 5%	13 3%
Use it for international calls	4 1%	3 1%	1 2%	- -	1 2%	- -	1 2%	- -	- -	- -	- -	1 3%	1 5%	1 2%	- -	2 1%	2 1%	2 1%	4 1%	2 1%	2 2%	4 1%
Use both VoIP and landline	2 *	2 *	- -	2 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	2 1%	- -	2 *	2 1%	- -	2 *
Other	44 11% ^t	42 12%	1 3%	3 13%	4 11%	3 11%	2 7%	2 8%	- -	5 19%	12 13%	3 10%	1 8%	7 13%	1 8%	34 11%	25 12%	16 10%	42 11%	40 14% ^{ztu}	4 4%	44 11% ^t
Don't know	5 1% ^o	4 1%	1 2%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -	2 13%	1 1%	1 8%	1 *	2 1%	2 1%	5 1%	3 1%	2 2%	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 461

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	346	114	307	341	346	334	64	343	215	346	-	329	5	12	-	334	12	341	5
Weighted Base	384	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
Not suitable for certain types of conversation	139 36%	38 33%	126 36%	139 37%	139 36%	133 36%	25 32%	138 36%	84 36%	139 36%	-	133 36%	-	5 47%	-	133 36%	5 47%	139 37%	-
Inconvenient/ Difficult to use	81 21%	23 20%	76 22%	81 21%	81 21%	80 22%	10 14%	81 21%	44 19%	81 21%	-	80 22%	-	1 7%	-	80 22%	1 7%	81 21%	-
Not applicable/ already use VoIP instead of landline	63 16%	19 16%	54 15%	61 16%	63 16%	61 16%	18 24%	62 16%	41 18%	63 16%	-	59 16%	2 35%	2 18%	-	61 16%	2 18%	61 16%	2 35%
Reliability of connection	48 12%	15 13%	44 13%	46 12%	48 12%	47 13%	10 13%	48 12%	24 11%	48 12%	-	45 12%	2 43%	* 4%	-	47 13%	* 4%	46 12%	2 43%
Quality of line/ calls	26 7%eko	11 9%	24 7%	24 6%	26 7%e	23 6%	7 10%	26 7%e	14 6%	26 7%e	-	21 6%	2 31%	3 25%	-	23 6%	3 25%	24 6%	2 31%
Not many people use VoIP	13 3%	6 5%	13 4%	13 3%	13 3%	13 3%	1 1%	13 3%	11 5%	13 3%	-	13 3%	-	-	-	13 3%	-	13 3%	-
Use it for international calls	4 1%	1 1%	3 1%	4 1%	4 1%	4 1%	-	4 1%	3 1%	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
Use both VoIP and landline	2 *	1 1%	2 *	2 *	2 *	2 *	-	2 *	1 *	2 *	-	2 *	-	-	-	2 *	-	2 *	-
Other	44 11%	8 7%	39 11%	43 11%	44 11%	44 12%	5 7%	44 11%	25 11%	44 11%	-	43 12%	1 21%	-	-	44 12%	-	43 11%	1 21%
Don't know	5 1%	2 1%	4 1%	5 1%	5 1%	5 1%	1 2%	5 1%	1 1%	5 1%	-	5 1%	-	-	-	5 1%	-	5 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 462

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	346	135	12	9	2	8	70	34	2	1	65	8
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Not suitable for certain types of conversation	139 36%	58 37%	3 31%	1 13%	- -	5 39%	29 38%	18 50%	- -	- -	22 31%	2 32%
Inconvenient/ Difficult to use	81 21%	31 20%	3 26%	4 53%	1 67%	2 18%	20 26%	4 11%	- -	1 100%	14 20%	1 15%
Not applicable/ already use VoIP instead of landline	63 16%a	16 10%	- -	1 9%	- -	6 43%	21 27%za	2 7%	1 46%	- -	17 24%a	- -
Reliability of connection	48 12%h	26 17%h	- -	- -	1 33%	- -	4 5%	6 17%	1 54%	- -	8 11%	2 32%
Quality of line/ calls	26 7%	15 10%	1 6%	- -	- -	- -	3 3%	2 5%	- -	- -	5 8%	- -
Not many people use VoIP	13 3%	5 3%	- -	- -	- -	- -	1 1%	- -	- -	- -	6 8%z	1 17%
Use it for international calls	4 1%	2 2%	1 7%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Use both VoIP and landline	2 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Other	44 11%	23 14%	2 21%	3 33%	- -	- -	6 7%	5 14%	- -	- -	5 7%	1 9%
Don't know	5 1%	2 1%	1 8%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 463

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	346	3	23	1	1	1	1	11	6	20	2
Weighted Base	384	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
Not suitable for certain types of conversation	139 36%	-	6	-	-	1	-	2	4	7	-
		-	26%	-	-	100%	-	16%	56%	30%	-
Inconvenient/ Difficult to use	81 21%	-	3	-	-	-	1	1	1	5	-
		-	11%	-	-	-	100%	11%	12%	23%	-
Not applicable/ already use VoIP instead of landline	63 16%	-	5	2	-	-	-	5	-	3	-
		-	21%	100%	-	-	-	43%	-	13%	-
Reliability of connection	48 12%	4	2	-	-	-	-	2	2	7	1
		100%	10%	-	-	-	-	15%	32%	28%	50%
Quality of line/ calls	26 7%	-	3	-	-	-	-	2	-	2	-
		-	14%	-	-	-	-	16%	-	9%	-
Not many people use VoIP	13 3%	-	1	-	-	-	1	-	-	1	-
		-	5%	-	-	-	100%	-	-	5%	-
Use it for international calls	4 1%	-	1	-	-	-	-	-	-	-	-
		-	3%	-	-	-	-	-	-	-	-
Use both VoIP and landline	2 *	-	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	3%	-
Other	44 11%	-	3	-	1	-	-	1	-	-	-
		-	13%	-	100%	-	-	13%	-	-	-
Don't know	5 1%	-	-	-	-	-	-	1	-	-	1
		-	-	-	-	-	-	5%	-	-	50%

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Table 464

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	346	276	70	99	12	8	1	8	62	28	1	50	7	117	14
Weighted Base	384	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
Not suitable for certain types of conversation	139 36%	119 39%	20 26%	47 40%	3 31%	1 16%	- -	5 39%	29 43%	14 51%	- -	17 32%	2 35%	53 41%b	3 22%
Inconvenient/ Difficult to use	81 21%	70 23%	11 14%	26 22%	3 26%	4 65%	1 100%	2 18%	19 27%	4 15%	- -	10 19%	1 16%	33 25%	4 31%
Not applicable/ already use VoIP instead of landline	63 16% ^c	47 15% ^c	16 20% ^c	8 7%	- -	1 10%	- -	6 43%	16 23% ^c	2 9%	1 100%	14 27% ^{ac}	- -	26 20% ^c	4 26%
Reliability of connection	48 12% ^{at}	30 10%	18 23% ^{zaj}	18 15%	- -	- -	- -	- -	4 5%	1 4%	- -	5 10%	2 36%	8 6%	1 8%
Quality of line/ calls	26 7%	18 6%	8 10%	10 9%	1 6%	- -	- -	- -	2 3%	2 7%	- -	3 6%	- -	5 4%	- -
Not many people use VoIP	13 3%	9 3%	3 4%	2 2%	- -	- -	- -	- -	1 1%	- -	- -	5 9% ^{zat}	1 18%	4 3%	- -
Use it for international calls	4 1%	3 1%	1 1%	2 1%	1 7%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -
Use both VoIP and landline	2 *	1 *	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	44 11%	38 12%	6 8%	20 16%	2 21%	1 18%	- -	- -	4 6%	5 19%	- -	5 9%	1 10%	12 9%	2 13%
Don't know	5 1%	3 1%	1 2%	2 2%	1 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 465

FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	346	33	30	10	121	107	30	203	113	281	48	87	259	115	111	64	83	92	91	99	68	84	87
Weighted Base	384	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Not suitable for certain types of conversation	139 36%	16 49%	16 51%	5 49%	57 40%	51 39%	12 32%	74 33%	56 43%	114 36%	22 40%	37 38%	102 35%	47 38%	47 36%	25 36%	27 30%	37 36%	41 40%	39 34%	22 29%	31 33%	30 30%
Inconvenient/ Difficult to use	81 21%oq	5 15%	5 17%	- -	33 23%	31 24%	8 20%	42 19%	31 24%	68 22%	10 19%	14 14%	68 23%	24 19%o	23 18%oq	5 7%	18 20%oq	12 11%	21 21%	21 19%	13 17%	18 19%	20 20%
Not applicable/ already use VoIP instead of landline	63 16%gm	5 15%	4 13%	4 44%	23 16%	22 17%	5 13%	24 11%	25 19%	56 18%	5 9%	22 23%	41 14%	13 10%	24 18%gm	18 25%gm	18 20%gm	23 22%gm	14 14%	21 19%	17 23%gu	15 16%	20 20%
Reliability of connection	48 12%	1 4%	1 2%	- -	18 13%	18 13%	5 12%	35 16%gz	13 10%	41 13%	3 6%	11 12%	37 13%	21 17%	15 12%	13 19%gn	12 13%	14 14%	14 13%	16 14%	15 20%	16 17%	20 20%zs
Quality of line/ calls	26 7%hps	1 4%	1 4%	- -	10 7%	8 6%	1 2%	20 9%h	3 2%	20 6%	3 6%	8 8%	18 6%	9 7%p	5 4%	4 6%p	2 2%	4 4%	5 5%	1 1%	2 3%	3 3%ss	2 2%
Not many people use VoIP	13 3%li	1 4%	1 4%	- -	5 4%	5 4%	3 8%	9 4%	4 3%	7 2%	5 10%zi	6 6%	7 2%	4 4%	1 1%	1 2%	4 5%nn	- -	3 3%	3 3%	2 2%	3 3%	3 3%
Use it for international calls	4 1%	- -	- -	- -	1 1%	1 *	- -	4 2%	- -	3 1%	1 2%	- -	4 1%	- -	- -	- -	1 1%	- -	- -	2 1%	1 1%	2 2%	1 1%
Use both VoIP and landline	2 *	1 2%	1 2%	1 7%	- -	- -	- -	1 *	1 1%	2 *	- -	1 1%	1 *	1 1%	2 1%	1 1%	2 2%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%
Other	44 11%kl	1 4%	1 5%	- -	14 10%	12 9%	6 16%	35 16%zh	8 6%	33 10%	8 15%	5 5%	39 13%	17 14%	18 14%	5 7%	8 9%	14 14%	14 14%	14 12%	7 10%	11 11%	11 11%
Don't know	5 1%	1 3%	1 3%	- -	1 *	1 1%	- -	1 1%	2 2%	5 1%	- -	1 1%	3 1%	2 2%	2 1%	- -	1 1%	2 2%	2 2%	1 1%	- -	- -	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 466

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1949	1053	896	1	46	228	330	361	403	370	210	47	558	764	580	520	634	349	446	520	902	430
Weighted Base	2031	1056	975	1**	45*	271	366	427	375	349	197	46*	637	802	546	643	585	403	400	465	962	507
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%ijn t	399 38%	385 39%	1 100%	30 67%zfg hijlmn	143 53%zgh ijmn	179 49%zgh ijmn	155 36%jn	133 35%jn	103 29%jn	40 21%	31 68%zfg hijlmn	322 51%zgh ijmn	287 36%jn	143 26%j	241 37%	235 40%	142 35%	166 42%	206 44%zt	322 33%	215 42%t
Prefer to talk to the other person	439 22%elr s	231 22%	208 21%	-	5 11%	34 12%	70 19%	96 22%el	84 23%el	104 30%zde fghklm	47 24%el	5 11%	104 16%	181 23%el	150 28%zde efkl	159 25%r	136 23%r	84 21%	61 15%	72 16%	247 26%zs u	95 19%
Not suitable for certain types of conversation	259 13%dkr s	147 14%	113 12%	-	1 2%	37 14%dk	43 12%	58 14%dk	57 15%dk	43 12%k	20 10%	1 2%	80 13%dk	115 14%dk	64 12%	98 15%r	78 13%	45 11%	38 10%	42 9%	142 15%zs	65 13%
I don't use instant messaging	145 7%efls	84 8%	61 6%	-	-	4 2%	11 3%	43 10%zde fkl	37 10%zdef kl	31 9%defk l	18 9%defk l	-	16 2%	80 10%zdef kl	49 9%def kl	45 7%	43 7%	34 8%	23 6%	22 5%	86 9%zs	30 6%
No good when you need an immediate response	125 6%r	65 6%	60 6%	-	1 2%	12 5%	18 5%	33 8%	31 8%l	21 6%	9 5%	1 2%	30 5%	64 8%zl	30 6%	52 8%qr	43 7%r	16 4%	15 4%	21 5%	63 7%	34 7%
Inconvenient/ difficult to use	117 6%fls	57 5%	60 6%	-	-	10 4%	8 2%	23 5%	16 4%	33 9%zde fghkl m	27 14%zdef ghklm	-	18 3%	39 5%	60 11%zde fghklm	33 5%	38 6%	20 5%	26 7%	18 4%	63 7%	27 5%
Takes too long to type/ a voice call is quicker	113 6%	61 6%	53 5%	-	2 5%	8 3%	20 5%	28 7%	24 6%	23 7%	9 4%	2 5%	27 4%	52 7%	32 6%	31 5%	39 7%	23 6%	20 5%	18 4%	64 7%	26 5%
Reliability of connection	108 5%	54 5%	54 6%	-	2 5%	11 4%	13 4%	26 6%	23 6%	27 8%zflj	6 3%	2 5%	24 4%	49 6%	33 6%j	35 5%	34 6%	20 5%	19 5%	22 5%	58 6%	28 5%
I don't use email	105 5%o	53 5%	53 5%	-	-	10 4%	15 4%	19 4%	19 5%	27 8%zl	15 8%l	-	25 4%	38 5%	42 8%zel m	20 3%	25 4%	32 8%zop	29 7%zop	30 6%	44 5%	18 3%
I don't use mobile phone texts	104 5%efgl o	58 5%	46 5%	-	-	1 *	10 3%	10 2%	23 6%efgl m	26 7%efg lm	34 18%zdef ghklmn	-	11 2%e	33 4%egl	60 11%zde fghkl m	15 2%	26 4%	33 8%zop	30 7%zo	23 5%	51 5%	21 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 466

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2031	1056	975	1**	45*	271	366	427	375	349	197	46*	637	802	546	643	585	403	400	465	962	507
My friends/family don't use instant messaging	94 5%	50 5%	44 4%	- -	- -	14 5%	13 4%	29 7% n	18 5%	14 4%	6 3%	- -	27 4%	47 6%	20 4%	39 6% r	25 4%	18 4%	11 3%	23 5%	49 5%	16 3%
My friends/family don't use email	79 4%	37 3%	43 4%	- -	2 4%	9 3%	14 4%	20 5%	17 4%	13 4%	5 2%	2 4%	23 4%	36 5%	18 3%	21 3%	19 3%	20 5%	19 5%	27 6% z	34 3%	18 4%
My friends/family don't use mobile phone texts	70 3%	32 3%	38 4%	- -	- -	10 4%	8 2%	24 6% z fin	13 4%	7 2%	8 4%	- -	18 3%	37 5% zi	15 3%	28 4%	13 2%	19 5%	9 2%	22 5% u	36 4%	10 2%
Conversation is too public	47 2% f	30 3%	17 2%	- -	1 2%	8 3%	2 1%	9 2%	15 4% z fl	10 3% f	2 1%	1 2%	10 2% f	23 3% f	12 2%	17 3%	13 2%	11 3%	6 1%	10 2%	19 2%	16 3%
Coverage/black spots	45 2% bot	31 3% b	14 1%	- -	- -	6 2%	8 2%	7 2%	16 4% z mn	7 2%	2 1%	- -	14 2%	22 3%	9 2%	7 1%	14 2%	15 4% o	9 2%	11 2%	14 1%	19 4% z t
No need / do not want to / use landline	15 1%	6 1%	9 1%	- -	- -	3 1%	2 *	- -	6 2% gm	1 *	4 2% g	- -	4 1%	6 1%	5 1% i	8 1%	5 1%	- -	1 *	2 1%	5 *	7 1%
Cheaper / free calls	8 *	6 1%	3 *	- -	- -	1 *	1 *	3 1%	2 1%	- -	1 1%	- -	2 *	5 1%	1 *	4 1%	1 *	1 *	2 1%	- -	7 1%	1 *
Too impersonal	4 *	2 *	3 *	- -	- -	- -	- -	2 1%	1 *	1 *	- -	- -	- -	4 *	1 *	2 *	2 *	- -	1 *	- -	2 *	3 1%
I do not like / own a mobile / smart phone	3 *	1 *	2 *	- -	- -	- -	1 *	- -	- -	2 *	1 *	- -	1 *	- -	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Other	48 2% l	23 2%	25 3%	- -	- -	3 1%	4 1%	8 2%	10 3%	15 4% z efl	9 4% efl	- -	6 1%	18 2%	23 4% z efl l	15 2%	15 3%	6 2%	12 3%	6 1%	20 2%	20 4% z s
Don't know	40 2% u	17 2%	23 2%	- -	4 10% z efg hijlmn	6 2%	6 2%	6 2%	8 2%	7 2%	3 1%	4 9% z efg hijlmn	12 2%	14 2%	10 2%	7 1%	13 2%	12 3%	8 2%	16 3% z u	21 2%	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 467

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1949	130	193	557	115	34	693	187	149	72	26	57	665	100	1568	381	829	144	141	42	16	46	643	88
Weighted Base	2031	161	242	626	125*	43**	801	228	168	67*	22**	50*	610	85*	1587	445	963	160	157	34*	12**	40*	590	74*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%lv	67 41%	104 43%	282 45%z	45 36%	15 36%	361 45%zl	92 40%l	60 36%	26 38%	16 73%	28 56%zh lm	171 28%	30 35%	616 39%	168 38%	418 43%zv	74 46%v	63 40%v	10 30%	9 77%	21 51%v	164 28%	24 33%
Prefer to talk to the other person	439 22%km w	24 15%	58 24%	130 21%	33 27%	12 28%	160 20%k	52 23%km	45 27%km	12 17%	1 3%	4 8%	157 26%zf km	9 11%	342 22%	98 22%	195 20%	32 20%	41 26%uw	8 22%	1 5%	4 9%	151 26%zp uw	9 12%
Not suitable for certain types of conversation	259 13%l	21 13%	51 21%zc	74 12%	17 14%	7 16%	110 14%i	36 16%i	24 14%i	3 4%	* 2%	6 12%	70 11%	10 12%	204 13%	55 12%	134 14%	25 16%	14 9%	2 7%	* 4%	6 15%	68 12%	9 13%
I don't use instant messaging	145 7%afp	4 2%	12 5%	43 7%	15 12%	- -	37 5%	22 10%f	15 9%	1 2%	- -	4 7%	53 9%f	13 15%zfi	112 7%	33 7%	51 5%	21 13%zpr	5 3%	1 3%	- -	3 7%	54 9%zpr r	9 12%pr
No good when you need an immediate response	125 6%fn	11 7%	15 6%	32 5%	10 8%	7 16%	36 4%	23 10%f	17 10%f	2 4%	1 5%	3 7%	39 6%	4 5%	84 5%	41 9%zn	60 6%	9 5%	11 7%	1 3%	- -	3 8%	36 6%	4 6%
Inconvenient/ difficult to use	117 6%cfp	8 5%c	6 2%	9 1%	8 6%	1 2%	16 2%	7 3%	8 5%	5 8%f	- -	4 8%f	62 10%zf g	14 16%zfg h	86 5%	31 7%	29 3%	11 7%p	5 3%	2 4%	- -	3 7%	58 10%zp r	10 13%zpr
Takes too long to type/ a voice call is quicker	113 6%	5 3%	11 4%	34 5%	12 9%	3 7%	36 5%	13 6%	14 9%	2 3%	- -	1 2%	37 6%	9 10%f	82 5%	31 7%	48 5%	8 5%	13 8%	1 3%	- -	1 2%	33 6%	9 12%zpv
Reliability of connection	108 5%	9 6%	7 3%	32 5%	12 9%	* 1%	41 5%	7 3%	12 7%	4 6%	- -	2 5%	39 6%	2 2%	80 5%	28 6%	53 5%	4 2%	9 5%	3 9%q	- -	2 6%	34 6%	4 5%
I don't use email	105 5%b	7 4%b	2 1%	34 5%b	6 5%	- -	32 4%	11 5%	6 3%	4 6%	1 4%	2 5%	42 7%zf	7 8%	85 5%	20 5%	42 4%	5 3%	3 2%	3 9%r	1 7%	2 6%	41 7%zpr	7 9%r
I don't use mobile phone texts	104 5%bcp op	5 3%	1 1%	21 3%	3 3%	- -	17 2%	10 4%	3 2%	5 8%fh	1 4%	2 4%	58 10%zfg h	7 8%fh	97 6%zo	7 2%	21 2%	8 5%	3 2%	4 13%zpr	1 7%	1 3%	59 10%zpr	7 9%pr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2031	161	242	626	125*	43**	801	228	168	67*	22**	50*	610	85*	1587	445	963	160	157	34*	12**	40*	590	74*
My friends/family don't use instant messaging	94 5%	7 4%	21 8%zc	27 4%	8 6%	1 2%	44 6%	10 5%	9 5%	3 4%	2 10%	1 3%	21 4%	3 3%	74 5%	19 4%	54 6%	7 4%	5 3%	1 3%	1 7%	1 4%	21 4%	3 4%
My friends/family don't use email	79 4%	8 5%	7 3%	22 4%	9 7%	5 13%	29 4%	8 4%	14 9%zfl	1 2%	2 10%	3 6%	19 3%	2 3%	66 4%	13 3%	33 3%	7 5%	13 8%zpv	1 4%	1 7%	3 7%	19 3%	3 4%
My friends/family don't use mobile phone texts	70 3%	7 4%	11 4%	22 4%	3 3%	3 6%	34 4%	6 2%	6 4%	2 4%	2 10%	1 3%	17 3%	1 1%	51 3%	18 4%	39 4%	4 3%	5 3%	1 4%	1 7%	1 4%	16 3%	1 1%
Conversation is too public	47 2%	- -	10 4%a	15 2%	3 2%	- -	19 2%	6 2%	3 2%	- -	- -	2 3%	17 3%	- -	37 2%	10 2%	24 3%	4 2%	- -	- -	- -	2 4%r	17 3%	- -
Coverage/black spots	45 2%	2 1%	7 3%	22 4%z	4 4%	- -	25 3%l	6 3%	4 3%	- -	- -	- -	8 1%	1 1%	38 2%	8 2%	28 3%	5 3%	3 2%	- -	- -	- -	8 1%	1 1%
No need / do not want to / use landline	15 1%	- -	- -	5 1%	1 1%	- -	5 1%	- -	1 1%	1 2%	- -	- -	8 1%	- -	11 1%	4 1%	5 1%	- -	1 1%	- -	- -	- -	8 1%z	- -
Cheaper / free calls	8 *	1 1%	1 1%	3 *	1 *	- -	4 *	1 *	1 *	- -	- -	- -	2 *	1 1%	8 *	1 *	5 *	- -	1 *	- -	- -	- -	2 *	1 1%
Too impersonal	4 *	- -	- -	2 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	2 *	1 1%	3 *	1 *	1 *	- -	1 1%	- -	- -	- -	2 *	1 1%
I do not like / own a mobile / smart phone	3 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	2 *	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 *	- -
Other	48 2%f	1 1%	3 1%	11 2%	3 2%	2 4%	10 1%	5 2%	5 3%	4 6%f	- -	- -	22 4%zf	2 2%	37 2%	10 2%	16 2%	3 2%	5 3%	1 3%	- -	- -	22 4%zp	2 2%
Don't know	40 2%	6 4%b	- -	15 2%b	1 1%	3 6%	20 2%	1 *	3 2%	1 2%	1 3%	1 1%	11 2%	3 3%	30 2%	11 2%	19 2%	1 *	5 3%	1 4%	- -	1 2%	11 2%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 468

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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1949	1177	332	437	514	19	3	79	1362	508	738	296	226	173	237	198	73	20	5	2	8
Weighted Base	2031	1251	348	429	571	21**	2**	88*	1378	500	751	335	261	176	261	230	80*	18**	3**	1**	8**
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%ch j	469 37%	170 49%za c	146 34%	275 48%zh	10 49%	- -	44 50%h	469 34%	181 36%	254 34%	156 46%zi j	112 43%j	75 43%	127 49%z	106 46%z	37 47%	11 60%	1 21%	- -	5 65%
Prefer to talk to the other person	439 22%bm	282 23%b	54 16%	101 24%b	107 19%	1 5%	- -	22 25%	317 23%z	108 22%im	183 24%zm	67 20%im	59 23%im	19 11%	59 23%	42 18%	12 15%	* 3%	1 35%	- -	2 23%
Not suitable for certain types of conversation	259 13%n	161 13%	44 13%	55 13%	63 11%	2 11%	1 59%	7 8%	187 14%	60 12%	104 14%	42 12%	38 14%	16 9%	19 7%	36 16%n	7 8%	2 9%	- -	- -	- -
I don't use instant messaging	145 7%do	94 8%	22 6%	29 7%	21 4%	- -	- -	3 4%	122 9%zd	37 7%	70 9%zkl	17 5%	11 4%	10 5%	11 4%	6 3%	4 5%	- -	- -	- -	- -
No good when you need an immediate response	125 6%	85 7%	14 4%	26 6%	43 8%	1 5%	- -	3 3%	80 6%	29 6%	49 7%	17 5%	23 9%	7 4%	16 6%	24 10%z	4 4%	- -	- -	- -	1 8%
Inconvenient/ difficult to use	117 6%dkn	64 5%	15 4%	38 9%zab	19 3%	2 11%	- -	4 5%	93 7%zd	39 8%zkl	47 6%k	10 3%	8 3%	14 8%kl	7 2%	6 2%	6 7%	2 13%	- -	- -	- -
Takes too long to type/ a voice call is quicker	113 6%	75 6%	15 4%	23 5%	31 6%	2 10%	- -	5 5%	77 6%	27 5%	49 7%	19 6%	10 4%	8 4%	17 6%	8 4%	6 8%	- -	- -	- -	- -
Reliability of connection	108 5%b	76 6%b	6 2%	26 6%b	25 4%	1 5%	- -	3 3%	81 6%	27 5%	41 5%	12 4%	12 4%	16 9%zkl	10 4%	5 2%	8 10%o	1 8%	* 10%	- -	- -
I don't use email	105 5%	57 5%	14 4%	34 8%za	20 3%	1 5%	- -	* 1%	84 6%zd	29 6%	40 5%	16 5%	9 3%	11 6%	8 3%	6 3%	7 8%	- -	1 15%	- -	1 12%
I don't use mobile phone texts	104 5%adl no	47 4%	15 4%	42 10%zab	10 2%	- -	- -	1 2%	92 7%zd	50 10%zjk lm	34 4%	11 3%	4 1%	5 3%	5 2%	3 1%	3 4%	- -	- -	1 51%	- -
My friends/family don't use instant messaging	94 5%	63 5%	18 5%	13 3%	17 3%	- -	- -	4 5%	75 5%zd	17 3%	50 7%zik m	10 3%	11 4%	4 2%	6 2%	8 3%	1 1%	- -	1 19%	1 49%	1 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 468

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Weighted Base	2031	1251	348	429	571	21**	2**	88*	1378	500	751	335	261	176	261	230	80*	18**	3**	1**	8**	
My friends/family don't use email	79	48	11	20	19	-	-	5	57	18	32	13	10	6	10	6	2	1	-	-	-	
	4%	4%	3%	5%	3%			5%	4%	4%	4%	4%	4%	3%	4%	3%	2%	5%	-	-	-	
My friends/family don't use mobile phone texts	70	48	4	17	9	-	*	3	58	18	34	4	9	4	4	6	1	*	-	-	-	
	3%bdk	4%b	1%	4%b	2%	-	16%	3%	4%zd	4%	5%k	1%	4%	2%	1%	3%	1%	2%	-	-	-	
Conversation is too public	47	28	8	11	8	1	-	1	38	14	22	4	5	2	5	3	-	-	-	-	-	
	2%	2%	2%	3%	1%	6%		2%	3%	3%	3%	1%	2%	1%	2%	1%	-	-	-	-	-	
Coverage/black spots	45	32	6	7	4	-	-	-	41	9	21	5	5	4	2	4	-	-	-	-	-	
	2%cd	3%	2%	2%	1%			-	3%zd	2%	3%	2%	2%	2%	1%	2%	-	-	-	-	-	
No need / do not want to / use landline	15	11	1	2	2	-	-	-	13	3	9	1	2	-	1	2	-	-	-	-	-	
	1%	1%	*	1%	*	-	-	-	1%	1%	1%	*	1%	-	*	1%	-	-	-	-	-	
Cheaper / free calls	8	6	-	2	4	-	-	-	4	2	3	1	-	2	2	2	-	-	-	-	-	
	*	*	-	1%	1%			-	*	*	*			1%	1%	1%					-	
Too impersonal	4	2	1	2	1	-	-	-	3	2	1	-	1	-	-	1	-	-	-	-	-	
	*	*	*	*	*	-	-	-	*	*	*	-	*	-	-	1%	-	-	-	-	-	
I do not like / own a mobile / smart phone	3	1	1	2	-	-	-	-	3	1	1	1	-	1	-	1	-	-	-	-	-	
	*	*	*	*				-	*	*	*	*		*	-	*	-	-	-	-	-	
Other	48	26	8	14	5	2	1	2	39	18	19	6	3	1	3	2	-	-	-	-	-	
	2%cd	2%	2%	3%	1%	9%	25%	2%	3%cd	4%z	3%	2%	1%	1%	1%	1%	-	-	-	-	-	
Don't know	40	22	13	5	7	-	-	1	32	11	16	7	3	4	4	3	-	-	-	-	-	
	2%	2%	4%zc	1%	1%			1%	2%	2%	2%	2%	1%	2%	2%	1%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 469

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1949	259	214	277	1414	1914	1055	1079	1821	1833	737	1698	1184	617	1239	447
Weighted Base	2031	284	234	300	1439	1996	1110	1119	1910	1908	801	1787	1279	710	1321	516
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39% ^d	144 51% ^{zd}	124 53% ^{zcd}	127 42% ^d	503 35%	768 38%	455 41% ^{ze}	434 39%	758 40% ^{ze}	743 39%	325 40%	708 40% ^{ze}	524 41% ^{zei}	345 49% ^{zefgh ijkl}	532 40%	245 47% ^{zefghijkl}
Prefer to talk to the other person	439 22% ^{abfm}	45 16%	37 16%	67 22% ^b	324 23% ^{ab}	432 22% ^{fm}	212 19%	246 22% ^m	407 21% ^{fm}	419 22% ^{fhm}	181 23% ^{fm}	391 22% ^{fm}	277 22% ^{fm}	123 17%	287 22% ^{fm}	99 19%
Not suitable for certain types of conversation	259 13%	35 12%	26 11%	28 9%	195 14%	254 13%	129 12%	160 14% ^{zefh}	241 13%	247 13%	96 12%	231 13%	170 13%	90 13%	175 13%	84 16% ^{zefhijkmn}
I don't use instant messaging	145 7% ^{abcfh m}	10 4%	6 3%	12 4%	123 9% ^{zabc}	139 7% ^{fhm}	65 6% ^m	83 7% ^m	125 7% ^m	137 7% ^{fhm}	51 6% ^m	134 7% ^{efhm}	88 7% ^m	23 3%	89 7% ^m	34 7% ^m
No good when you need an immediate response	125 6% ^{ef}	16 6%	12 5%	23 8%	81 6%	119 6%	56 5%	64 6%	120 6% ^{fj}	119 6% ^{fj}	38 5%	109 6%	82 6% ^{fj}	38 5%	88 7% ^{fj}	40 8% ^{fjm}
Inconvenient/ difficult to use	117 6% ^{klm}	9 3%	9 4%	12 4%	96 7% ^z	117 6% ^{klm}	60 5% ^m	67 6% ^{lm}	110 6% ^{lm}	109 6% ^{lm}	41 5%	95 5% ^{lm}	56 4%	27 4%	70 5%	29 6%
Takes too long to type/ a voice call is quicker	113 6% ^e	14 5%	11 5%	16 5%	82 6%	108 5%	51 5%	70 6%	107 6%	109 6% ^f	47 6%	99 6%	70 5%	38 5%	80 6% ^f	33 6%
Reliability of connection	108 5% ^o	12 4%	10 4%	16 5%	83 6%	108 5% ^o	60 5% ^o	55 5%	104 5% ^o	105 6% ^o	35 4%	95 5% ^o	67 5% ^o	29 4%	64 5%	16 3%
I don't use email	105 5% ^{hkmo}	8 3%	12 5%	11 4%	83 6%	104 5% ^{hkmo}	60 5% ^{mo}	56 5% ^o	93 5% ^o	96 5% ^o	42 5% ^o	84 5% ^o	63 5% ^o	25 4%	61 5% ^o	11 2%
I don't use mobile phone texts	104 5% ^{acfi jklmno}	7 2%	5 2%	5 2%	93 6% ^{zabc}	101 5% ^{ijklmno}	46 4% ^{lmo}	56 5% ^{ijklmo}	94 5% ^{ijklmo}	92 5% ^{ijklmo}	24 3% ^{mo}	61 3% ^{lmo}	34 3% ^{mo}	10 1%	55 4% ^{lmo}	6 1%
My friends/family don't use instant messaging	94 5% ^a	5 2%	8 3%	10 3%	77 5% ^{za}	93 5%	52 5%	55 5%	94 5% ^z	93 5% ^z	37 5%	89 5%	73 6% ^{ze}	36 5%	70 5%	39 8% ^{zefghijkmn}

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2031	284	234	300	1439	1996	1110	1119	1910	1908	801	1787	1279	710	1321	516
My friends/family don't use email	79 4%	7 2%	8 4%	12 4%	61 4%	78 4%	39 4%	47 4%j	76 4%j	73 4%	22 3%	69 4%	60 5%fijk	34 5%j	58 4%j	21 4%
My friends/family don't use mobile phone texts	70 3%	5 2%	4 2%	5 2%	59 4%z	69 3%	33 3%	48 4%ze	68 4%	66 3%	28 3%	61 3%	51 4%f	29 4%	50 4%	20 4%
Conversation is too public	47 2%ahj	1 *	1 1%	7 2%	39 3%a	45 2%j	19 2%	27 2%j	40 2%j	43 2%j	8 1%	44 2%fhj	29 2%j	15 2%j	28 2%j	14 3%j
Coverage/black spots	45 2%ci	5 2%	3 1%	* *	38 3%zc	45 2%j	20 2%j	32 3%jm	45 2%j	43 2%j	7 1%	45 2%fj	33 3%jm	10 1%	27 2%j	12 2%j
No need / do not want to / use landline	15 1%	- -	- -	3 1%	12 1%	15 1%	9 1%	9 1%	14 1%	15 1%l	8 1%l	14 1%l	6 *	6 1%	12 1%l	5 1%
Cheaper / free calls	8 *e	3 1%	2 1%	1 *	4 *	7 *	3 *	5 *	8 *	8 *	4 1%	7 *	4 *	3 *	7 1%	2 *
Too impersonal	4 *	- -	- -	1 *	3 *	4 *	4 *	1 *	4 *	4 *	2 *	3 *	4 *	1 *	3 *	1 *
I do not like / own a mobile / smart phone	3 *	- -	1 *	1 *	2 *	3 *	2 *	2 *	2 *	3 *	1 *	2 *	3 *	- -	2 *	1 *
Other	48 2%	2 1%	2 1%	2 1%	43 3%zac	48 2%	27 2%	28 3%	43 2%	46 2%	27 3%hlm	45 2%lm	26 2%	10 1%	38 3%hlm	12 2%
Don't know	40 2%gin	5 2%	1 *	2 1%	33 2%	39 2%gn	27 2%gn	15 1%	37 2%	34 2%	15 2%	35 2%ln	22 2%	16 2%	19 1%	7 1%

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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1949	1508	212	26	17	67	119	780	516	538	10	45	109	157	151	319	279	171	59
Weighted Base	2031	1621	193	25**	18**	66*	109	735	652	526	14**	44*	109*	151	145	325	307	212	80*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%befg	691 43%zbf	44 23%	6 23%	4 23%	14 21%	25 23%	231 31%	256 39%g	249 47%zg h	4 27%	19 44%	40 36%	54 36%	69 48%zm	144 44%z	121 40%	88 42%	27 34%
Prefer to talk to the other person	439 22%gi	349 22%	51 27%	5 19%	5 29%	10 14%	19 18%	175 24%i	143 22%	93 18%	1 11%	6 14%	15 14%	29 19%	29 20%	69 21%	74 24%l	50 24%	19 24%
Not suitable for certain types of conversation	259 13%	210 13%	26 14%	2 9%	1 6%	9 14%	11 10%	81 11%	99 15%g	65 12%	4 26%	7 17%	11 10%	17 11%	16 11%	36 11%	35 11%	42 20%zlnop	17 21%
I don't use instant messaging	145 7%afq	98 6%f	23 12%zaf	4 17%	3 15%	16 24%zabf	1 1%	64 9%zi	44 7%	27 5%	1 7%	2 4%	10 9%q	13 9%q	6 4%	21 7%	23 7%q	5 2%	5 7%
No good when you need an immediate response	125 6%f	104 6%f	15 8%f	1 5%	- -	3 5%	2 2%	42 6%	51 8%i	24 5%	- -	2 5%	4 4%	12 8%	5 4%	16 5%	22 7%	16 8%	6 8%
Inconvenient/ difficult to use	117 6%ah	74 5%	18 9%za	4 18%	2 9%	8 12%a	11 10%za	56 8%zh	19 3%	29 6%h	2 15%	2 5%	11 10%q	9 6%	12 8%q	20 6%	15 5%	5 2%	4 5%
Takes too long to type/ a voice call is quicker	113 6%	92 6%	10 5%	1 3%	* 3%	8 12%zaf	2 2%	43 6%	36 6%	28 5%	* 3%	4 9%n	5 4%	9 6%	3 2%	16 5%	23 7%nq	6 3%	4 5%
Reliability of connection	108 5%	89 5%	13 7%e	1 3%	- -	- -	6 5%	47 6%	36 6%	23 4%	- -	1 3%	2 2%	12 8%lq	9 6%	12 4%	16 5%	5 2%	9 11%log
I don't use email	105 5%ahq	49 3%	18 9%za	5 21%	5 26%	24 36%zabf	5 5%	43 6%	22 3%	27 5%	- -	1 2%	5 5%	12 8%qr	4 3%	22 7%q	10 3%	2 1%	- -
I don't use mobile phone texts	104 5%ahq	38 2%	13 7%a	4 16%	2 11%	11 17%zab	36 33%zabe	54 7%zhi	17 3%	22 4%	1 6%	4 9%q	10 10%opq	12 8%pq	9 6%q	13 4%	8 3%	3 1%	1 2%
My friends/family don't use instant messaging	94 5%fi	82 5%f	7 4%	- -	1 8%	3 4%f	- -	35 5%i	41 6%i	13 2%	- -	1 3%	3 3%	7 4%	3 2%	11 3%	18 6%	18 9%zno	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2031	1621	193	25**	18**	66*	109	735	652	526	14**	44*	109*	151	145	325	307	212	80*
My friends/family don't use email	79 4%	68 4%	8 4%	- -	* 3%	2 3%	1 1%	32 4%	29 4%	18 3%	- -	2 5%	8 7% ^q	15 10% ^{znop}	4 3%	11 3%	13 4%	2 1%	1 2%
My friends/family don't use mobile phone texts	70 3%	54 3%	8 4%	- -	1 6%	1 2%	5 5%	24 3%	30 5%	14 3%	- -	2 4%	5 5%	6 4%	4 3%	10 3%	11 3%	11 5%	3 4%
Conversation is too public	47 2%	37 2%	9 5% ^{zf}	- -	1 3%	- -	- -	14 2%	20 3%	11 2%	- -	- -	2 2%	2 2%	4 3%	4 1%	7 2%	5 2%	2 3%
Coverage/black spots	45 2%	39 2%	6 3%	- -	* 3%	- -	- -	19 3%	14 2%	11 2%	- -	1 3%	2 2%	4 2%	3 2%	3 1%	7 2%	2 1%	5 6% ^{oo}
No need / do not want to / use landline	15 1%	11 1%	1 1%	- -	* 3%	1 1%	1 1%	9 1%	3 *	2 *	- -	- -	1 1%	- -	1 1%	2 1%	3 1%	2 1%	1 1%
Cheaper / free calls	8 *	6 *	1 1%	- -	- -	- 1%	1 1%	3 *	1 *	5 1%	- -	1 2% ^o	1 1%	1 *	- -	- -	1 *	4 2% ^{zo}	- -
Too impersonal	4 *	3 *	1 *	- -	- -	- 1%	1 1%	4 1%	1 *	- -	- -	- -	- -	1 1%	1 1%	- -	- 1%	1 1%	- -
I do not like / own a mobile / smart phone	3 *	1 *	1 *	- -	- -	1 1%	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Other	48 2%	32 2%	11 6% ^{za}	- -	- -	2 4%	2 2%	25 3% ^{zh}	9 1%	11 2%	2 14%	- -	5 5% ^{np}	4 3%	- -	10 3%	4 1%	5 2%	3 4% ⁿ
Don't know	40 2%	30 2%	5 2%	- -	- -	3 5%	2 2%	15 2%	15 2%	11 2%	- -	- -	2 2%	2 1%	1 1%	3 1%	10 3%	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 471

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1949	1739	202	160	191	181	165	129	70	140	289	195	113	219	97	1520	1189	726	1915	1629	320	1949
Weighted Base	2031	1874	151	128	174	165	172	147	98*	207	420	163	82	178	97*	1674	1196	800	1996	1673	359	2031
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39% ^f	715 38%	67 44%	57 45% ^f	76 43% ^f	57 34%	50 29%	56 38%	46 47% ^f	76 37%	143 34%	75 46% ^{ze} fjo	31 38%	76 43% ^f	41 42% ^f	636 38% ^f	480 40%	290 36%	770 39%	652 39%	132 37%	784 39%
Prefer to talk to the other person	439 22% ^{bp}	422 23% ^{zb}	17 11%	24 18%	38 22%	30 18%	34 19%	39 27%	13 14%	44 21%	111 26% ^{ho}	30 18%	18 21%	34 19%	25 26%	362 22%	234 20%	201 25% ^{zpr}	435 22% ^p	353 21%	87 24%	439 22%
Not suitable for certain types of conversation	259 13% ^f	244 13%	14 10%	17 13%	20 11%	19 11%	12 7%	27 18% ^f	10 10%	30 15%	63 15% ^f	19 12%	11 13%	22 12%	10 10%	217 13% ^f	141 12%	114 14%	254 13%	211 13%	49 14%	259 13%
I don't use instant messaging	145 7% ^{gkp}	136 7%	8 5%	6 5%	18 10% ^{gk}	13 8% ^g	13 7% ^g	2 1%	4 4%	16 8% ^g	46 11% ^{zcgk} mo	5 3%	6 7% ^g	10 6%	7 7% ^g	122 7% ^{gk}	72 6%	68 9%	140 7% ^p	119 7%	25 7%	145 7%
No good when you need an immediate response	125 6% ^{cdp} s	118 6%	7 5%	3 2%	4 2%	14 9% ^{cdf} m	4 3%	16 11% ^{zcdf} kmo	8 8%	19 9% ^{cdf} m	33 8% ^{cdf}	7 5%	4 4%	6 3%	7 7%	109 6% ^{cdf}	60 5%	64 8% ^{zpr}	124 6% ^p	93 6%	32 9% ^{zsu}	125 6% ^s
Inconvenient/ difficult to use	117 6% ^b	113 6% ^b	3 2%	8 6%	8 5%	9 6%	8 5%	12 8% ^k	3 3%	7 4%	36 8% ^{ko}	5 3%	4 4%	8 5%	9 9% ^k	96 6%	69 6%	44 6%	113 6%	97 6%	20 6%	117 6%
Takes too long to type/ a voice call is quicker	113 6%	106 6%	7 5%	6 4%	12 7%	16 10% ^{zgi} klo	7 4%	3 2%	2 2%	6 3%	37 9% ^{zgio}	6 4%	2 3%	11 6%	4 4%	96 6%	64 5%	46 6%	110 6%	88 5%	25 7%	113 6%
Reliability of connection	108 5% ^{mn}	98 5%	8 6%	4 3%	13 7% ^{mn}	10 6%	10 6%	9 6%	4 4%	13 6%	25 6%	11 6% ^{mn}	6 7% ^{mn}	4 2%	1 1%	98 6% ^{mn}	60 5%	48 6%	107 5%	95 6%	13 4%	108 5%
I don't use email	105 5% ^g	98 5%	7 5%	7 5% ^g	12 7% ^g	12 7% ^g	10 6%	2 1%	9 9% ^g	8 4%	15 4%	4 3%	5 7% ^g	8 5%	13 13% ^{zcf} gijkmo	78 5% ^g	69 6%	36 4%	104 5%	92 5%	14 4%	105 5%
I don't use mobile phone texts	104 5% ^{gqt}	96 5%	8 5%	6 5%	10 6% ^g	12 7% ^{gk}	15 9% ^{gjk} o	1 1%	6 6%	10 5%	16 4%	4 2%	6 7% ^{gk}	8 4%	9 9% ^{gjk}	81 5% ^g	74 6% ^{zqr}	28 3%	102 5% ^q	94 6% ^{zu}	10 3%	104 5% ^t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 471

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2031	1874	151	128	174	165	172	147	98*	207	420	163	82	178	97*	1674	1196	800	1996	1673	359	2031
My friends/family don't use instant messaging	94 5%bp	91 5%	2 2%	3 2%	14 8%zchjo	8 5%	7 4%	10 7%	1 1%	10 5%	13 3%	6 4%	5 6%	12 7%chj	5 5%	71 4%	45 4%	48 6%zp	93 5%p	77 5%	17 5%	94 5%
My friends/family don't use email	79 4%cj	73 4%	6 4%	1 1%	10 6%cj	15 9%zchjno	8 5%c	5 3%	1 1%	11 5%c	7 2%	6 4%	7 8%zchjno	9 5%cj	1 1%	62 4%cj	41 3%	35 4%	76 4%	65 4%	14 4%	79 4%
My friends/family don't use mobile phone texts	70 3%b	68 4%	1 1%	3 2%	10 6%j	4 3%	8 5%	11 7%zjno	4 4%	4 2%	8 2%	4 2%	5 6%j	8 4%	1 1%	56 3%	38 3%	31 4%	69 3%	55 3%	15 4%	70 3%
Conversation is too public	47 2%	42 2%	5 3%	2 1%	3 2%	7 4%	2 1%	7 4%	- -	4 2%	14 3%	5 3%	- -	2 1%	2 2%	43 3%	28 2%	19 2%	47 2%	42 3%	5 1%	47 2%
Coverage/black spots	45 2%p	42 2%	3 2%	2 2%	5 3%	10 6%zfgjmo	2 1%	1 *	2 2%	6 3%	5 1%	6 4%	3 3%	2 1%	1 1%	39 2%	19 2%	26 3%zp	45 2%p	42 2%	3 1%	45 2%
No need / do not want to / use landline	15 1%	14 1%	* *	1 1%	1 *	2 1%	- -	1 1%	- -	- -	6 2%	* *	- -	2 1%	1 1%	11 1%	9 1%	6 1%	15 1%	9 1%	5 1%	15 1%
Cheaper / free calls	8 *	8 *	- -	1 *	1 1%	2 1%	1 1%	- -	- -	- -	3 1%	- -	1 1%	- -	- -	8 *	6 1%	2 *	8 *	8 *	1 *	8 *
Too impersonal	4 *	4 *	- -	1 1%o	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 1%j	1 *	- -	3 *	2 *	2 *	4 *	3 *	1 *	4 *
I do not like / own a mobile / smart phone	3 *as	2 *	1 1%za	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	1 1%zjo	- -	- -	2 *	1 *	2 *	3 *	1 *	2 1%sa	3 *s
Other	48 2%	45 2%	3 2%	4 3%	3 2%	1 1%	1 1%	3 2%	1 1%	4 2%	21 5%zezo	3 2%	2 2%	4 2%	1 1%	41 2%	31 3%	15 2%	47 2%	39 2%	9 2%	48 2%
Don't know	40 2%	38 2%	2 1%	1 *	1 1%	8 5%zcdgijln o	12 7%zcdgijkl no	- -	3 3%	2 1%	5 1%	3 2%	- -	6 3%g	- -	34 2%	21 2%	18 2%	39 2%	34 2%	6 2%	40 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 472

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1949	809	1305	1880	1949	1657	227	1786	865	401	-	1591	66	289	3	1657	292	1880	69
Weighted Base	2031	795	1410	1966	2031	1750	255	1886	936	454	-**	1687	62*	279	3**	1750	282	1966	65*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%almp r	229 29%	637 45%zac degh	773 39%za d	784 39%a	709 41%zac d	102 40%a	752 40%zac	386 41%a	199 44%zac	-	698 41%zlm	11 17%	75 27%	-	709 41%zp	75 27%	773 39%zr	11 16%
Prefer to talk to the other person	439 22%b	200 25%zb cdefg hi	275 20%	420 21%b	439 22%b	385 22%b	45 18%	407 22%b	188 20%	92 20%	-	366 22%	19 31%	54 20%	-	385 22%	54 19%	420 21%	19 29%
Not suitable for certain types of conversation	259 13%h	108 14%	177 13%	248 13%h	259 13%h	229 13%h	37 15%	243 13%h	101 11%	83 18%zab cdegh	-	217 13%	11 18%	31 11%	-	229 13%	31 11%	248 13%	11 17%
I don't use instant messaging	145 7%bcfh iq	88 11%zbc defghi	62 4%	131 7%bi	145 7%bcfh i	132 8%bcfh i	9 4%	145 8%zbc fhi	52 6%i	14 3%	-	119 7%	13 21%zkm	12 4%	1 21%	132 8%	13 5%	131 7%	13 21%zq
No good when you need an immediate response	125 6%	58 7%h	77 5%	121 6%	125 6%	113 6%bh	15 6%	117 6%bh	46 5%	30 7%	-	109 6%	4 6%	12 4%	-	113 6%	12 4%	121 6%	4 6%
Inconvenient/ difficult to use	117 6%begko	67 8%zbc deghi	58 4%	113 6%b	117 6%beg	92 5%b	13 5%	101 5%b	49 5%	24 5%	-	87 5%	4 7%	25 9%zk	-	92 5%	25 9%zo	113 6%	4 6%
Takes too long to type/ a voice call is quicker	113 6%b	59 7%zbc degh	68 5%	110 6%b	113 6%b	97 6%	17 7%	102 5%	49 5%	26 6%	-	93 6%	4 6%	16 6%	-	97 6%	16 6%	110 6%	4 6%
Reliability of connection	108 5%i	50 6%i	68 5%	104 5%i	108 5%i	89 5%i	12 5%	98 5%i	55 6%i	13 3%	-	85 5%	4 6%	20 7%	-	89 5%	20 7%	104 5%	4 6%
I don't use email	105 5%bcicq	49 6%bci	54 4%i	91 5%bi	105 5%bci	92 5%bci	10 4%i	105 6%zbc di	45 5%i	7 1%	-	81 5%	11 18%zkm	10 4%	3 100%	92 5%	13 5%	91 5%	14 21%zq
I don't use mobile phone texts	104 5%befg hiko	81 10%zbc defghi	32 2%	104 5%bef ghi	104 5%bef hi	52 3%b	4 2%	55 3%b	31 3%b	10 2%	-	52 3%	-	52 19%zkl	-	52 3%	52 19%zo	104 5%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2031	795	1410	1966	2031	1750	255	1886	936	454	-**	1687	62*	279	3**	1750	282	1966	65*
My friends/family don't use instant messaging	94 5%mp	39 5%	65 5%	92 5%	94 5%	89 5%zd	12 5%	94 5%zd	47 5%	26 6%	-	87 5%zm	2 3%	5 2%	-	89 5%zp	5 2%	92 5%	2 3%
My friends/family don't use email	79 4%	32 4%	59 4%	77 4%	79 4%	68 4%	16 6%i	79 4%zde	33 4%	11 3%	-	65 4%	2 4%	11 4%	-	68 4%	11 4%	77 4%	2 3%
My friends/family don't use mobile phone texts	70 3%	34 4%	46 3%	70 4%	70 3%	59 3%	9 4%	61 3%	32 3%	22 5%	-	59 4%	-	10 4%	-	59 3%	10 4%	70 4%	-
Conversation is too public	47 2%	22 3%	29 2%	44 2%	47 2%	42 2%	4 2%	45 2%	18 2%	13 3%	-	39 2%	3 4%	5 2%	-	42 2%	5 2%	44 2%	3 4%
Coverage/black spots	45 2%	20 3%	34 2%	45 2%	45 2%	41 2%	6 2%	44 2%	18 2%	9 2%	-	41 2%	-	4 1%	-	41 2%	4 1%	45 2%	-
No need / do not want to / use landline	15 1%	8 1%	7 1%	15 1%	15 1%	14 1%	1 *	14 1%	9 1%	7 2%b	-	14 1%	-	1 *	-	14 1%	1 *	15 1%	-
Cheaper / free calls	8 *	4 1%	4 *	7 *	8 *	6 *	-	7 *	2 *	-	-	5 *	1 2%k	2 1%	-	6 *	2 1%	7 *	1 2%
Too impersonal	4 *	2 *	2 *	4 *	4 *	4 *	1 *	4 *	2 *	3 1%b	-	4 *	-	1 *	-	4 *	1 *	4 *	-
I do not like / own a mobile / smart phone	3 *	2 *	1 *	3 *	3 *	3 *	-	3 *	1 *	-	-	3 *	-	-	-	3 *	-	3 *	-
Other	48 2%b	25 3%b	26 2%	46 2%b	48 2%b	43 2%b	8 3%	45 2%b	20 2%	12 3%	-	41 2%	2 3%	5 2%	-	43 2%	5 2%	46 2%	2 3%
Don't know	40 2%	15 2%	30 2%	39 2%	40 2%	30 2%	10 4%zcde ghi	38 2%e	16 2%	6 1%	-	28 2%	1 2%	10 4%zk	-	30 2%	10 4%zo	39 2%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1949	757	51	24	16	46	4	354	270	6	2	366	47
Weighted Base	2031	812	49*	19**	16**	58*	4**	364	263	6**	2**	388	45*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%	292 36%	26 52%apq	6 32%	3 20%	22 38%	1 40%	177 49%zalpq	104 40%	2 36%	1 53%	137 35%	12 27%
Prefer to talk to the other person	439 22%h	191 23%h	8 17%	6 31%	6 34%	12 21%	2 60%	60 16%	64 24%h	- -	1 47%	77 20%	12 27%
Not suitable for certain types of conversation	259 13%	117 14%	4 7%	3 13%	4 23%	8 13%	-	40 11%	36 14%	1 13%	-	40 10%	8 18%
I don't use instant messaging	145 7%	67 8%	4 7%	1 6%	1 7%	6 10%	-	18 5%	18 7%	-	-	27 7%	3 6%
No good when you need an immediate response	125 6%	49 6%	4 8%	2 11%	1 4%	2 4%	-	22 6%	15 6%	1 13%	-	23 6%	7 15%zahip
Inconvenient/ difficult to use	117 6%	49 6%	1 2%	3 13%	1 9%	1 2%	-	17 5%	12 4%	2 35%	-	27 7%	5 10%
Takes too long to type/ a voice call is quicker	113 6%	47 6%	4 8%	1 6%	1 7%	1 1%	-	15 4%	21 8%	-	-	22 6%	2 4%
Reliability of connection	108 5%	50 6%	2 4%	1 6%	1 7%	2 4%	1 33%	17 5%	11 4%	-	-	17 4%	4 10%
I don't use email	105 5%	38 5%	-	3 14%	3 19%	2 4%	-	20 5%	13 5%	1 16%	-	23 6%	2 4%
I don't use mobile phone texts	104 5%h	56 7%zh	2 4%	1 3%	2 13%	3 6%	-	5 1%	12 5%h	-	-	18 5%h	4 9%h
My friends/family don't use instant messaging	94 5%	41 5%	3 5%	1 6%	1 8%	5 9%	-	11 3%	15 6%	-	-	16 4%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2031	812	49*	19**	16**	58*	4**	364	263	6**	2**	388	45*
My friends/family don't use email	79 4%	33 4%	2 5%	2 12%	1 8%	-	-	10 3%	12 5%	-	-	18 5%	1 2%
My friends/family don't use mobile phone texts	70 3%	27 3%	* 1%	-	1 8%	4 8%	-	9 2%	10 4%	-	-	16 4%	2 4%
Conversation is too public	47 2%	21 3%	1 2%	1 8%	-	1 2%	-	8 2%	8 3%	-	-	7 2%	-
Coverage/black spots	45 2%	28 3%zp	2 4%	-	-	2 3%	-	5 1%	4 1%	-	-	4 1%	1 2%
No need / do not want to / use landline	15 1%	4 *	-	-	-	1 2%	-	4 1%	2 1%	-	-	3 1%	-
Cheaper / free calls	8 *	3 *	-	-	-	1 2%p	-	1 *	3 1%	-	-	-	-
Too impersonal	4 *	3 *	-	-	-	-	-	1 *	-	-	-	1 *	-
I do not like / own a mobile / smart phone	3 *	1 *	-	1 4%	-	-	-	-	-	-	-	-	1 2%zahp
Other	48 2%	16 2%	2 5%	-	-	1 2%	-	8 2%	9 4%	-	-	9 2%	1 3%
Don't know	40 2%a	9 1%	1 2%	-	-	-	-	9 3%	4 2%	-	-	14 4%za	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 474

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1949	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2031	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%	4 36%	- -	62 39%	- -	2 100%	6 44%	1 100%	3 43%	- -	3 100%	6 38%	1 44%	62 53%zdsy
Prefer to talk to the other person	439 22%p	1 10%	- -	33 21%	- -	- -	1 4%	- -	* 6%	3 100%	- -	5 30%	- -	15 13%
Not suitable for certain types of conversation	259 13%	2 22%	1 100%	21 13%	- -	- -	- -	- -	3 39%	1 55%	- -	4 28%	- -	8 7%
I don't use instant messaging	145 7%	3 26%	- -	10 6%	- -	- -	1 9%	- -	1 18%	1 55%	- -	3 17%	- -	6 5%
No good when you need an immediate response	125 6%p	2 16%	- -	4 2%	- -	- -	1 7%	- -	1 12%	1 55%	- -	1 4%	- -	* *
Inconvenient/ difficult to use	117 6%	1 8%	- -	10 6%	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	3 3%
Takes too long to type/ a voice call is quicker	113 6%	- -	- -	7 4%	- -	- -	1 7%	- -	1 18%	1 55%	- -	- -	- -	1 1%
Reliability of connection	108 5%	- -	- -	17 11%z	1 100%	- -	1 11%	- -	- -	- -	- -	- -	1 56%	6 5%
I don't use email	105 5%	- -	- -	8 5%	- -	- -	1 5%	- -	1 18%	- -	- -	1 9%	- -	5 5%
I don't use mobile phone texts	104 5%	* 5%	- -	6 4%	- -	- -	1 8%	- -	- -	- -	- -	- -	- -	2 2%
My friends/family don't use instant messaging	94 5%	3 35%	- -	5 3%	- -	- -	- -	- -	1 18%	1 55%	- -	- -	- -	8 7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 474

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1949	70	2	2	1	6	94	1	10
Weighted Base	2031	75*	2**	2**	2**	6**	104*	1**	9**
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%	24 33%	- -	- -	2 100%	- -	34 33%	1 100%	- -
Prefer to talk to the other person	439 22%p	16 21%	- -	1 59%	- -	1 16%	18 17%	- -	4 41%
Not suitable for certain types of conversation	259 13%	15 19%p	1 49%	- -	- -	1 18%	11 10%	- -	1 9%
I don't use instant messaging	145 7%	16 21%zdp	- -	- -	- -	1 9%	7 7%	- -	2 26%
No good when you need an immediate response	125 6%p	10 13%zdp	1 49%	- -	- -	2 36%	2 2%	- -	1 9%
Inconvenient/ difficult to use	117 6%	4 6%	- -	- -	- -	- -	5 5%	- -	1 9%
Takes too long to type/ a voice call is quicker	113 6%	4 6%	- -	- -	- -	- -	3 3%	- -	- -
Reliability of connection	108 5%	2 3%	- -	- -	- -	- -	10 9%	- -	1 12%
I don't use email	105 5%	5 7%	- -	- -	- -	- -	7 7%	- -	2 26%
I don't use mobile phone texts	104 5%	4 6%	- -	1 41%	- -	- -	3 3%	- -	* 5%
My friends/family don't use instant messaging	94 5%	2 2%	- -	- -	- -	- -	8 7%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2031	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
My friends/family don't use email	79 4%	-	-	3 2%	-	-	-	-	1 18%	-	-	-	-	3 2%
My friends/family don't use mobile phone texts	70 3%	-	-	4 2%	-	-	-	-	-	-	-	-	-	4 4%
Conversation is too public	47 2%	-	-	6 4%	-	-	-	-	1 12%	-	-	-	-	2 2%
Coverage/black spots	45 2%	-	1 100%	10 6%z	-	-	-	-	-	-	-	1 4%	-	3 2%
No need / do not want to / use landline	15 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	* *
Cheaper / free calls	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Too impersonal	4 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
I do not like / own a mobile / smart phone	3 *	-	-	-	-	-	-	-	1 12%	-	-	-	-	-
Other	48 2%	-	-	2 1%	-	-	-	-	-	-	-	-	-	2 2%
Don't know	40 2%	-	-	2 1%	-	-	-	-	-	-	-	-	-	3 3%

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FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2031	75*	2**	2**	2**	6**	104*	1**	9**
My friends/family don't use email	79 4%	3 4%	-	-	-	-	1 1%	-	* 5%
My friends/family don't use mobile phone texts	70 3%	- -	- -	- -	- -	- -	6 6%	- -	* 5%
Conversation is too public	47 2%	2 2%	- -	- -	- -	- -	2 2%	- -	- -
Coverage/black spots	45 2%	- -	- -	- -	- -	- -	1 1%	- -	- -
No need / do not want to / use landline	15 1%	- -	- -	- -	- -	- -	2 2%	- -	- -
Cheaper / free calls	8 *	- -	- -	- -	- -	- -	- -	- -	- -
Too impersonal	4 *	- -	- -	- -	- -	- -	- -	- -	- -
I do not like / own a mobile / smart phone	3 *	- -	- -	- -	- -	- -	- -	- -	- -
Other	48 2%	1 2%	1 51%	- -	- -	- -	3 3%	- -	1 12%
Don't know	40 2%	4 5%	- -	- -	- -	1 21%	3 3%	- -	1 7%

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Table 475

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1949	1228	721	407	38	14	7	32	2	257	197	4	1	244	25	458	44
Weighted Base	2031	1288	743	449	38*	11**	7**	40**	1**	267	189	5**	1**	257	24**	487	48*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784	525	258	170	20	3	2	16	1	132	74	1	1	96	8	221	25
	39%b	41%zb	35%	38%	53%b	30%	32%	40%	100%	49%zabcnr	39%	30%	100%	37%	34%	45%zab cr	52%b
Prefer to talk to the other person	439	299	140	113	8	4	2	8	-	46	53	-	-	56	8	100	12
	22%b	23%zbj	19%	25%bj	22%	41%	32%	21%	-	17%	28%zbj	-	-	22%	33%	21%	24%
Not suitable for certain types of conversation	259	165	94	64	4	-	-	4	-	32	28	-	-	29	4	56	4
	13%	13%	13%	14%	10%	-	-	10%	-	12%	15%	-	-	11%	17%	12%	9%
I don't use instant messaging	145	87	58	35	4	-	-	3	-	15	10	-	-	19	2	30	1
	7%	7%	8%	8%	9%	-	-	8%	-	5%	5%	-	-	7%	7%	6%	3%
No good when you need an immediate response	125	91	34	30	3	1	-	2	-	21	11	-	-	21	3	35	-
	6%b	7%b	5%	7%	8%	11%	-	4%	-	8%	6%	-	-	8%	13%	7%	-
Inconvenient/ difficult to use	117	74	43	29	-	3	1	1	-	12	7	2	-	14	4	22	1
	6%	6%	6%	6%	-	24%	20%	3%	-	5%	4%	47%	-	6%	16%	4%	1%
Takes too long to type/ a voice call is quicker	113	81	32	24	3	-	-	1	-	13	19	-	-	18	2	25	1
	6%	6%	4%	5%	9%	-	-	2%	-	5%	10%zabt	-	-	7%	8%	5%	2%
Reliability of connection	108	52	56	21	1	1	-	2	-	6	9	-	-	7	4	14	-
	5%ajt	4%	8%zajrt	5%	2%	11%	-	6%	-	2%	5%	-	-	3%	19%	3%	-
I don't use email	105	64	41	24	-	1	1	1	-	14	8	1	-	12	1	25	2
	5%	5%	6%	5%	-	14%	16%	3%	-	5%	4%	22%	-	5%	4%	5%	4%
I don't use mobile phone texts	104	38	66	14	1	-	1	3	-	3	5	-	-	9	2	9	*
	5%ajt	3%j	9%zacjnr	3%	3%	-	16%	9%	-	1%	3%	-	-	4%	7%	2%	1%
My friends/family don't use instant messaging	94	64	30	28	3	-	-	2	-	8	12	-	-	10	1	21	2
	5%	5%	4%	6%	7%	-	-	5%	-	3%	6%	-	-	4%	4%	4%	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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	TOTAL (Z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Weighted Base	2031	1288	743	449	38*	11**	7**	40**	1**	267	189	5**	1**	257	24**	487	48*
My friends/family don't use email	79 4%b	61 5%zb	18 2%	27 6%zb	2 6%	1 11%	-	-	-	6 2%	10 5%	-	-	13 5%	1 4%	16 3%	-
My friends/family don't use mobile phone texts	70 3%	45 4%	24 3%	15 3%	* 1%	-	-	4 11%	-	6 2%	9 5%	-	-	10 4%	-	17 4%	2 4%
Conversation is too public	47 2%	33 3%	14 2%	12 3%	1 2%	1 6%	-	1 3%	-	6 2%	8 4%	-	-	4 2%	-	11 2%	2 5%
Coverage/black spots	45 2%	26 2%	19 3%	14 3%t	1 3%	-	-	1 3%	-	3 1%	4 2%	-	-	2 1%	1 4%	5 1%	2 4%
No need / do not want to / use landline	15 1%	11 1%	3 *	3 1%	-	-	-	1 2%	-	4 1%	2 1%	-	-	2 1%	-	6 1%	-
Cheaper / free calls	8 *	7 1%	1 *	2 *	-	-	-	1 3%	-	1 1%	3 1%b	-	-	-	-	1 *	-
Too impersonal	4 *	2 *	2 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	2 *	-
I do not like / own a mobile / smart phone	3 *	2 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 4%	-	-
Other	48 2%	34 3%	14 2%	12 3%	2 6%	-	-	1 3%	-	5 2%	8 4%	-	-	6 2%	-	8 2%	-
Don't know	40 2%c	19 1%	21 3%c	2 1%	1 2%	-	-	-	-	5 2%	2 1%	-	-	9 3%ac	-	9 2%	2 4%c

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1949	179	159	47	600	461	142	1232	567	1386	388	87	259	579	439	195	337	337	500	428	219	340	344
Weighted Base	2031	192	181	57*	638	502	160	1268	601	1467	392	96*	289	605	484	209	360	360	523	458	232	370	371
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%g	81 42%	83 46%	28 48%	248 39%	205 41%	64 40%	382 30%	288 48%zg	641 44%zj	99 25%	45 47%	110 38%	222 37%	231 48%zm	93 44%mo	193 54%zmo	184 51%zmo	188 36%	230 50%zr	120 52%zr	194 52%zr	184 50%zr
Prefer to talk to the other person	439 22%hi knopq stuv	34 18%	31 17%	7 12%	160 25%z	127 25%z	37 23%	332 26%zh	97 16%	281 19%	108 28%zi	10 11%	69 24%k	145 24%nop q	80 17%q	33 16%	49 14%	48 13%	134 26%zst uv	65 14%	26 11%	44 12%	49 13%
Not suitable for certain types of conversation	259 13%	22 12%	21 12%	6 10%	94 15%	76 15%	20 13%	182 14%z	70 12%	199 14%	41 10%	19 20%	58 20%z	87 14%np	49 10%	30 14%np	34 10%	45 13%	78 15%u	52 11%	27 12%	39 11%	44 12%
I don't use instant messaging	145 7%fik npqu	12 6%	11 6%	2 4%	48 8%f	36 7%f	2 1%	110 9%zh	33 5%	87 6%	31 8%	- -	13 4%	49 8%npq	22 5%	9 4%	14 4%	16 4%	47 9%stuv	26 6%u	11 5%	13 3%	20 5%u
No good when you need an immediate response	125 6%	10 5%	10 6%	- -	42 7%	35 7%f	5 3%	83 7%	37 6%	87 6%	26 7%	6 7%	21 7%	45 7%p	28 6%	15 7%	15 4%	19 5%	45 9%zstu v	19 4%	8 4%	17 5%	17 5%
Inconvenient/ difficult to use	117 6%hin opqsul v	9 5%	6 3%	3 5%	38 6%	29 6%	8 5%	94 7%zh	20 3%	58 4%	44 11%zi	2 2%	20 7%	44 7%nopq	12 3%	4 2%	9 3%	7 2%	39 7%stuv	10 2%	9 4%	12 3%	12 3%
Takes too long to type/ a voice call is quicker	113 6%ngs v	12 6%	12 6%	4 7%	39 6%	27 5%	9 5%	80 6%	28 5%	75 5%	29 7%	5 5%	18 6%	45 7%znop q	16 3%	8 4%	13 3%	10 3%	41 8%zsuv	15 3%	11 5%	16 4%	12 3%
Reliability of connection	108 5%	13 7%	10 5%	4 7%	24 4%	24 5%	7 4%	75 6%	27 5%	80 5%	24 6%	2 2%	10 4%	29 5%	20 4%	10 5%	18 5%	17 5%	25 5%	19 4%	11 5%	17 5%	20 5%
I don't use email	105 5%eil	16 8%	14 8%	4 8%	28 4%e	11 2%	3 2%	72 6%	31 5%	64 4%	16 4%	1 1%	4 2%	32 5%	24 5%	6 3%	16 4%	20 6%o	26 5%	31 7%tu	7 3%	12 3%	19 5%u

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 476

FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**BASE:** All who have used their mobile phone in the last year or who have internet access

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2031	192	181	57*	638	502	160	1268	601	1467	392	96*	289	605	484	209	360	360	523	458	232	370	371
I don't use mobile phone texts	104 5%ein pqu	10 5%	7 4%	2 4%	29 5%e	14 3%	4 3%	80 6%zh	23 4%	47 3%	57 15%zi	1 1%	8 3%	36 6%npq	14 3%p	6 3%	5 1%	10 3%p	29 5%u	16 3%u	6 3%	6 2%	14 4%u
My friends/family don't use instant messaging	94 5%q	5 2%	7 4%	-	39 6%	34 7%z	9 5%	58 5%	33 6%	69 5%	22 6%	4 4%	17 6%	24 4%	17 4%	9 4%	11 3%	8 2%	24 5%	14 3%	9 4%	18 5%ss	17 5%ss
My friends/family don't use email	79 4%	5 2%	6 3%	-	33 5%	27 5%	9 6%	52 4%	25 4%	56 4%	20 5%	1 1%	9 3%	22 4%	15 3%	9 4%	14 4%	9 2%	24 5%	16 4%	8 3%	17 5%	12 3%
My friends/family don't use mobile phone texts	70 3%h	7 4%	7 4%	-	27 4%	23 5%	9 6%	53 4%zh	11 2%	52 4%	17 4%	2 2%	12 4%	20 3%	16 3%q	7 3%	10 3%	6 2%	21 4%	11 2%	6 3%	14 4%ss	10 3%
Conversation is too public	47 2%	7 4%	6 3%	1 2%	16 3%	13 3%	4 3%	30 2%	16 3%	30 2%	14 3%	-	9 3%	8 1%	12 2%	6 3%	10 3%	8 2%	8 2%	6 1%	5 2%	6 2%	4 1%
Coverage/black spots	45 2%	3 1%	3 2%	1 1%	18 3%	20 4%z	3 2%	32 3%	12 2%	31 2%	13 3%	2 2%	7 3%	9 1%	6 1%	3 1%	5 1%	5 1%	7 1%	6 1%	2 1%	6 2%	4 1%
No need / do not want to / use landline	15 1%	1 *	1 1%	-	5 1%	6 1%	3 2%	10 1%	3 *	9 1%	5 1%	4 5%zi	3 1%	5 1%	4 1%	4 2%q	4 1%q	1 *	4 1%	3 1%	3 1%v	3 1%	1 *
Cheaper / free calls	8 *i	1 1%	1 1%	-	3 *	1 *	1 *	5 *	3 *	3 *	4 1%i	-	-	1 *	1 *	-	1 *	1 *	3 1%	1 *	1 *	1 *	1 *
Too impersonal	4 *	-	-	-	-	-	-	4 *	-	4 *	1 *	-	3 1%z	1 *	3 1%	-	2 1%	-	1 *	3 1%	-	2 1%	2 1%
I do not like / own a mobile / smart phone	3 *i	-	-	-	1 *	1 *	-	2 *	1 *	1 *	2 *	-	-	1 *	-	-	-	-	-	-	-	-	-
Other	48 2%i	3 1%	2 1%	1 1%	18 3%	14 3%	1 1%	35 3%	11 2%	24 2%	16 4%zi	1 1%	10 4%	20 3%	14 3%p	7 3%	6 2%	11 3%	18 4%	14 3%	7 3%	9 3%	9 3%
Don't know	40 2%mr	9 5%z	7 4%	3 6%	13 2%	9 2%	5 3%	19 1%	14 2%	30 2%	4 1%	1 1%	4 1%	3 *	7 1%	1 1%	4 1%	7 2%rn	3 1%	5 1%	3 1%	3 1%	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 477

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Local landline numbers (i.e. calls within your same dialing code)	1339 66%ae fglms	637 62%	701 69%za	1 100%	20 60%	113 54%	173 52%	228 57%	260 68%efg lm	296 79%zef ghklm	248 83%zef ghklm	21 61%	286 53%	488 62%fgl	543 81%ze fghkl m	418 66%	361 64%	259 65%	301 69%	268 61%	657 66%	357 69%st
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%efl rs	426 42%	411 41%	- -	10 29%	62 30%	116 35%	148 37%	167 43%efl	192 51%zef ghklm	141 47%zef gkl	10 28%	178 33%	315 40%el	333 50%ze fghklm	289 46%zq r	262 46%zq r	150 38%	135 31%	138 31%	396 40%st	274 53%zst
Freephone numbers e.g. 0800 numbers	792 39%bjn r	426 42%zb	366 36%	1 100%	12 37%	99 47%zhj mn	147 44%hjn	164 41%j	139 36%j	154 41%jn	76 25%	13 39%	246 46%zhj mn	302 39%j	230 34%j	251 40%	257 45%zq r	138 35%	145 33%	166 38%	388 39%	206 40%
Non geographical numbers e.g. 084 or 087 numbers	405 20%jr	219 21%	186 18%	- -	6 17%	44 21%j	89 27%zhj mn	81 20%j	67 18%j	85 23%jn	33 11%	6 16%	133 25%zhj mn	148 19%j	118 18%j	121 19%	148 26%zo qr	70 18%	66 15%	86 20%	206 21%	93 18%
International numbers	359 18%ekl rt	184 18%	176 17%	- -	1 3%	23 11%	48 14%	67 17%k	75 19%ekl	82 22%zef kl	64 21%efkl	1 3%	71 13%	142 18%ekl	146 22%ze fkl	140 22%zq r	101 18%r	63 16%	55 13%	65 15%	150 15%	127 25%zst
Numbers on friends and family plan	336 17%efl	172 17%	164 16%	- -	4 11%	20 10%	39 12%	59 15%	78 20%zef lm	85 23%zef glm	51 17%el	4 11%	59 11%	137 17%efl	136 20%ze fgl	106 17%	90 16%	69 17%	71 16%	63 15%	177 18%	91 17%
Premium rate numbers e.g. 09 numbers	213 10%jr	119 12%	93 9%	- -	2 6%	21 10%	43 13%j	46 12%j	38 10%	43 11%j	20 7%	2 6%	64 12%j	84 11%	62 9%j	67 11%r	82 15%zqr	35 9%	29 7%	41 9%	98 10%	61 12%
Mobile phone numbers (unspecified)	147 7%gm	75 7%	72 7%	- -	1 4%	11 5%	20 6%	14 3%	27 7%gm	44 12%zef ghlm	30 10%glm	1 4%	31 6%	41 5%	74 11%zef ghlm	52 8%	46 8%	22 6%	27 6%	26 6%	63 6%	51 10%zst
Mobile phone numbers in same network	70 3%	32 3%	38 4%	- -	1 3%	4 2%	11 3%	7 2%	13 3%	20 5%zgm	14 5%g	1 3%	15 3%	20 3%	34 5%zgm	24 4%	20 4%	15 4%	10 2%	12 3%	29 3%	26 5%
All / any numbers	18 1%	9 1%	8 1%	- -	- -	- -	1 *	4 1%	2 *	3 1%	7 2%zefh lm	- -	1 *	6 1%	10 2%zl	9 1%	2 *	3 1%	4 1%	2 1%	9 1%	7 1%
Business / work numbers	11 1%	4 *	6 1%	- -	- -	1 *	3 1%	3 1%	3 1%	1 *	1 *	- -	4 1%	6 1%	1 *	4 1%	4 1%	2 1%	1 *	1 *	7 1%	2 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/mn - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 477

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	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Family / friends numbers	10*	8 1%	2 *	-	-	-	6 2%zimm	1 *	1 *	1 *	1 *	-	6 1%	2 *	2 *	4 1%	3 1%	1 *	2 *	4 1%	3 *	3 1%
Utilities / service provider / pay fees	6*	4 *	2 *	-	-	-	3 1%	1 *	-	1 *	1 *	-	3 1%	1 *	2 *	1 *	-	2 *	3 1%p	-	5 *	2 *
Other VoIP users	6* *t	6 1%b	-	-	-	-	1 *	2 *	* *	1 *	1 *	-	1 *	2 *	2 *	1 *	2 *	2 1%	* *	2 1%	* *	3 1%
Doctors / hospitals	5*	2 *	3 *	-	-	-	1 *	-	1 *	3 1%z	-	-	1 *	1 *	3 *	1 *	-	3 1%	1 *	1 *	2 *	-
Emergency numbers	4*	2 *	2 *	-	-	-	1 *	1 *	* *	3 1%	-	-	1 *	1 *	3 *	1 *	-	1 *	3 1%	-	3 *	1 *
Do not use landline	3*	3 *	-	-	-	1 *	-	2 *	1 *	-	-	-	1 *	2 *	-	-	1 *	1 *	1 *	1 *	2 *	-
When away from home	* *	- *	* *	-	-	-	-	-	-	* *	-	-	-	-	* *	-	-	* *	-	-	* *	-
Other	27 1%h	15 2%	12 1%	-	-	4 2%	3 1%	8 2%	8 2%h	3 1%	1 *	-	7 1%	16 2%h	4 1%	11 2%	5 1%	7 2%	4 1%	7 2%	9 1%	8 2%
Any mobile [NET]	168 8%g	83 8%	85 8%	-	2 7%	13 6%	23 7%	18 4%	35 9%gm	46 12%zef glm	32 11%gm	2 7%	36 7%	52 7%g	78 12%zfg lm	56 9%	53 9%	30 8%	29 7%	30 7%	70 7%	61 12%zst
Any geo landline [NET]	1485 73%aef gls	710 69%	775 77%za	1 100%	22 65%	134 64%	201 61%	269 67%	286 74%efl m	308 82%zef ghklm	263 88%zef ghklm n	23 66%	336 62%	555 71%fl	571 85%ze fghkl m	470 74%	405 71%	288 72%	322 74%	291 67%	725 73% s	408 79% zst
Don't know	23 1%	8 1%	16 2%	-	1 2%	3 1%	-	8 2%f	2 1%	5 1%	4 1%	1 2%f	3 1%	11 1%h	9 1%	3 *	8 1%	8 2%	4 1%	10 2%zt	7 1%	5 1%
None	14 1%p	10 1%	4 *	-	-	5 2%zgm	3 1%	1 *	3 1%	2 *	2 1%	-	8 1%	3 *	4 1%	7 1%	1 *	3 1%	4 1%	6 1%t	4 *	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Local landline numbers (i.e. calls within your same dialing code)	1339 66%ab cfp	82 56%	124 56%	321 58%	74 63%	19 45%	388 55%	139 65%f	93 58%	45 71%f	5 29%	28 67%	584 78%zf gh	57 70%fh	1063 66%	275 64%	484 56%	101 68%p	90 61%	20 64%	2 32%	24 68%	571 79%zp qrs	46 66%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%cf ip	60 41%	100 45%c	186 34%	46 39%	14 34%	256 36%	90 42%	61 38%	18 28%	6 36%	15 36%	359 48%zf hi	31 38%	681 42%zo	155 36%	311 36%	64 43%	62 42%	8 25%	3 34%	14 40%	349 48%zp s	25 37%
Freephone numbers e.g. 0800 numbers	792 39%kl v	56 38%	104 47%z	240 43%z	53 45%	21 51%	318 45%zi klm	81 38%k	74 46%ik l	17 27%	8 49%	9 20%	257 35%	27 33%	618 39%	174 41%	372 43%zu vw	68 45%uv w	61 42%	10 30%	4 55%	9 24%	248 34%	20 29%
Non geographical numbers e.g. 084 or 087 numbers	405 20%lv	30 20%	55 25%	113 20%	32 27%	14 34%	157 22%l	41 19%	46 29%zi lm	9 13%	2 12%	9 20%	129 17%	12 15%	322 20%	83 19%	190 22%v	33 22%	33 22%	5 17%	2 28%	6 16%	123 17%	14 20%
International numbers	359 18%cs	27 18%	48 22%c	74 13%	18 16%	7 17%	117 16%	32 15%	26 16%	9 15%	2 10%	7 17%	156 21%zf	11 14%	291 18%	68 16%	137 16%	28 18%	28 19%	1 5%	2 23%	7 20%	149 21%zp s	8 11%
Numbers on friends and family plan	336 17%	17 12%	36 16%	90 16%	15 13%	9 21%	114 16%	30 14%	24 15%	7 11%	- -	4 11%	143 19%z	13 16%	272 17%	64 15%	126 15%	27 18%	24 17%	4 12%	- -	4 13%	138 19%zp	11 16%
Premium rate numbers e.g. 09 numbers	213 10%ak	6 4%	35 16%za	67 12%a	16 13%	5 11%	85 12%k	22 10%	20 13%k	4 7%	2 12%	1 1%	73 10%	5 7%	158 10%	55 13%	104 12%	22 15%u	12 8%	1 3%	1 15%	1 2%	69 10%	4 5%
Mobile phone numbers (unspecified)	147 7%cfp	4 3%	12 5%	28 5%	5 4%	3 7%	30 4%	13 6%	8 5%	2 3%	- -	3 8%	80 11%zf	9 12%fh	113 7%	34 8%	43 5%	11 7%	8 5%	1 3%	- -	3 9%	76 11%zp	6 8%
Mobile phone numbers in same network	70 3%	4 3%	9 4%	12 2%	3 3%	2 4%	19 3%	7 3%	5 3%	1 2%	- -	3 6%	35 5%z	1 1%	52 3%	18 4%	21 2%	7 4%	4 3%	- -	- -	3 7%	35 5%zp	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
All / any numbers	18 1%	1	-	4	-	2	4	-	2	-	-	-	11	-	16	1	6	-	2	-	-	-	10	-
Business / work numbers	11 1%	1	*	5	1	3	6	-	3	-	-	-	1	-	9	2	7	-	3	-	-	-	1	-
Family / friends numbers	10 *	-	-	-	5	-	-	-	5	-	-	1	3	1	9	1	1	-	5	-	-	-	3	1
Utilities / service provider / pay fees	6 *	1	-	3	-	1	3	2	1	-	-	-	1	-	3	3	3	2	1	-	-	-	1	-
Other VoIP users	6 *	-	-	1	-	-	1	-	-	-	-	2	3	-	3	3	1	-	-	-	-	2	3	-
Doctors / hospitals	5 *	-	-	2	-	-	-	2	-	-	-	-	3	-	3	2	2	-	-	-	-	-	3	-
Emergency numbers	4 *	-	-	1	-	-	1	-	-	-	-	-	3	*	4	-	1	-	-	-	-	-	3	*
Do not use landline	3 *	2	-	2	-	-	3	1	-	-	-	-	-	-	3	-	3	1	-	-	-	-	-	-
When away from home	* *	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
Other	27 1%	3	6	9	-	-	14	5	-	-	-	1	6	2	22	5	17	3	-	-	-	1	5	2
Any mobile [NET]	168 8%lp	6	15	36	8	3	41	15	11	3	-	3	85	9	126	42	53	12	11	1	-	3	82	6
Any geo landline [NET]	1485 73%cf hpr	101	150	362	77	20	456	158	97	51	9	32	620	62	1177	307	570	109	93	23	4	28	607	52
Don't know	23 1%	2	1	9	-	-	9	3	-	1	1	-	9	1	19	4	9	2	2	1	-	-	9	1

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
None	14	-	3	3	2	-	5	1	2	1	-	1	4	1	11	3	7	1	2	-	-	-	4	1
	1%	-	1%	1%	1%	-	1%	*	1%	2%	-	2%	*	2%	1%	1%	1%	1%	1%	-	-	-	*	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 479

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
Local landline numbers (i.e. calls within your same dialing code)	1339 66% ^{ad} lno	743 62%	212 66%	382 75% ^{zab}	281 56%	5 28%	1 41%	50 64%	1016 70% ^{zcd}	454 78% ^{zj} klm	480 65% ^l	194 63% ^l	112 48%	96 59%	127 56%	105 50%	49 69% ^o	6 47%	1 22%	1 51%	4 68%	
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41% ^{dk}	478 40%	128 40%	228 45%	177 35%	5 30%	- -	34 44%	629 43% ^{zcd}	284 49% ^{zj} klm	302 41%	106 34%	88 38%	56 34%	81 36%	76 36%	23 33%	1 10%	1 22%	1 49%	2 37%	
Freephone numbers e.g. 0800 numbers	792 39% ^{chi}	497 42% ^{zc}	126 39%	168 33%	222 44% ^{zh}	8 50%	2 84%	32 40%	543 37%	200 34%	294 40%	129 42%	101 43% ⁱ	65 40%	94 41%	99 47% ^z	27 39%	3 24%	1 22%	- -	3 47%	
Non geographical numbers e.g. 084 or 087 numbers	405 20%	235 20%	67 21%	103 20%	119 24% ^{zh}	5 32%	- -	10 13%	274 19%	117 20%	131 18%	56 18%	64 28% ^{zi} jk	36 22%	39 17%	63 30% ^{zn}	12 17%	5 35%	* 12%	1 49%	1 15%	
International numbers	359 18% ^m	207 17%	47 15%	105 21% ^b	81 16%	3 16%	- -	20 26%	264 18%	122 21% ^{zj} m	114 15%	67 22% ^{jm}	38 16%	18 11%	33 14%	37 17%	13 18%	- -	1 41%	- -	1 15%	
Numbers on friends and family plan	336 17% ^{dkn}	185 15%	48 15%	103 20% ^{za}	58 11%	1 6%	- -	8 10%	272 19% ^{zcd}	112 19% ^{km}	131 18% ^{km}	36 12%	40 17%	17 10%	25 11%	31 15%	6 9%	* 3%	- -	1 51%	1 15%	
Premium rate numbers e.g. 09 numbers	213 10%	131 11%	32 10%	50 10%	57 11%	- -	- -	10 13%	147 10%	61 11%	78 11%	25 8%	33 14%	14 9%	17 7%	31 15% ⁿ	8 11%	- -	2 63%	- -	1 15%	
Mobile phone numbers (unspecified)	147 7%	79 7%	23 7%	45 9%	25 5%	- -	- -	4 5%	120 8% ^{zcd}	59 10% ^{zkl}	55 7%	14 5%	11 5%	8 5%	14 6%	9 4%	- -	2 16%	- -	- -	- -	
Mobile phone numbers in same network	70 3%	40 3%	8 2%	22 4%	14 3%	- -	- -	- -	55 4%	25 4% ^{km}	30 4% ^k	4 1%	9 4%	1 1%	3 1%	8 4%	1 2%	1 7%	- -	- -	- -	
All / any numbers	18 1%	11 1%	2 *	5 1%	3 1%	- -	- -	- -	14 1%	6 1%	6 1%	3 1%	2 1%	1 1%	3 1%	1 1%	- -	- -	- -	- -	- -	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 479

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
Business / work numbers	11 1%	6 1%	2 1%	2 *	2 *	-	-	-	9 1%	4 1%	4 *	-	2 1%	1 1%	1 *	-	1 1%	-	-	-	-	
Family / friends numbers	10 *	6 *	2 1%	2 *	1 *	1 9%	-	-	7 *	3 *	5 1%	1 *	1 1%	-	1 1%	-	-	-	-	-	-	
Utilities / service provider / pay fees	6 *a	1 *	2 *	3 1%	2 *	-	-	-	4 *	1 *	1 *	5 1%zij	-	-	2 1%	-	-	-	-	-	-	
Other VoIP users	6 *	6 *	-	-	-	-	-	-	6 *	-	4 1%	-	* *	1 1%	-	1 1%	-	-	-	-	-	
Doctors / hospitals	5 *	4 *	-	1 *	2 *	-	-	-	3 *	1 *	1 *	1 *	2 1%	-	-	2 1%	-	-	-	-	-	
Emergency numbers	4 *	1 *	1 *	3 1%	-	-	-	-	4 *	4 1%zj	-	-	-	1 *	-	-	-	-	-	-	-	
Do not use landline	3 *	2 *	-	1 *	1 *	-	-	-	2 *	1 *	-	2 1%	-	-	1 *	-	-	-	-	-	-	
When away from home	* *	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Other	27 1%	16 1%	4 1%	7 1%	7 1%	-	1 25%	1 1%	19 1%	5 1%	10 1%	6 2%	4 2%	3 2%	6 2%	3 1%	-	-	-	-	-	
Any mobile [NET]	168 8%	93 8%	26 8%	49 10%	31 6%	-	-	4 5%	136 9%zd	63 11%zkm	67 9%	16 5%	14 6%	8 5%	16 7%	11 5%	1 2%	2 16%	-	-	-	
Any geo landline [NET]	1485 73%ad lo	829 69%	244 76%	410 80%za	329 65%	7 46%	1 41%	54 69%	1108 76%zd	493 85%zj klm	527 71%l	218 70%l	136 58%	108 67%	152 67%	125 59%	54 76%o	6 47%	1 22%	1 100%	4 68%	
Don't know	23 1%	15 1%	4 1%	4 1%	4 1%	-	-	-	19 1%	5 1%	12 2%	2 *	3 1%	1 1%	2 1%	1 *	1 1%	-	-	-	-	
None	14 1%	10 1%	2 1%	3 1%	6 1%	-	-	1 2%	9 1%	3 *	6 1%	2 1%	2 1%	1 *	2 1%	2 1%	-	-	1 25%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 480

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Local landline numbers (i.e. calls within your same dialing code)	1339 66%abcf hklmo	139 58%	109 53%	152 55%	1050 70%zabc	1318 66%fhklm o	657 62%mo	809 70%zefhi jklmno	1171 65%lmo	1267 66%fhklm o	498 64%mo	1070 64%lm	735 61%mo	356 57%	868 67%fhjkl mo	279 59%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%afm	79 33%	73 35%	101 36%	654 43%za	823 41%fm	408 39%	518 45%zefhi klmo	745 41%fm	802 42%zefm	326 42%mo	696 41%fm	497 42%fm	228 36%	554 43%zefm	183 39%
Freephone numbers e.g. 0800 numbers	792 39%	103 43%	89 43%	117 42%	567 38%	786 39%	420 40%	440 38%	745 41%zegi	760 40%z	345 44%zefgh ik	693 41%zegi	518 43%zefgh ik	279 44%zegi	548 43%zegi	241 51%zefghijklmn
Non geographical numbers e.g. 084 or 087 numbers	405 20%	59 24%	54 26% ^d	66 24%	284 19%	402 20%	207 20%	231 20%	384 21%zei	387 20%	159 21%	351 21%	265 22%zefi	141 22%	285 22%zefi	139 30%zefghijklmn
International numbers	359 18% ^m	36 15%	32 16%	46 17%	276 18%	349 17% ^m	171 16%	214 19% ^m	332 18%efm	347 18%efm	124 16%	312 19%efjmn	205 17%	91 14%	218 17%	80 17%
Numbers on friends and family plan	336 17%amo	24 10%	27 13%	34 12%	272 18%zac	332 17%mo	161 15%	194 17%mo	306 17%mo	326 17%zmo	129 17%mo	273 16%mo	197 16%mo	84 13%	212 16%mo	59 13%
Premium rate numbers e.g. 09 numbers	213 10%	28 11%	24 12%	31 11%	155 10%	210 10%	106 10%	119 10%	202 11%ze	205 11%	85 11%	185 11%	147 12%zefi	74 12%	157 12%zefgi	80 17%zefghijklmn
Mobile phone numbers (unspecified)	147 7%af	6 3%	10 5%	16 6%	121 8%za	144 7% ^f	63 6%	100 9%zefhik lm	133 7% ^f	142 7% ^f	60 8% ^f	123 7% ^f	81 7%	38 6%	109 8%zefhkl m	32 7%
Mobile phone numbers in same network	70 3%	7 3%	6 3%	8 3%	55 4%	70 3%	30 3%	46 4%	66 4%	69 4%	37 5%zflm	59 4%	40 3%	16 3%	55 4%zefm	17 4%
All / any numbers	18 1%ekl	1 1%	1 1%	3 1%	13 1%	16 1% ^l	7 1%	10 1%	15 1% ^l	16 1% ^{kl}	3 *	10 1%	5 *	3 *	12 1% ^{jl}	2 *
Business / work numbers	11 1%	1 *	1 *	1 *	9 1%	11 1%	7 1%	8 1%	11 1%	11 1%	4 1%	10 1%	9 1%	5 1%	9 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
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		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Family / friends numbers	10 *	- -	- -	1 1%	8 1%	10 *	5 *	3 *	10 1%	10 1%	1 *	8 *	7 1%	4 1%	6 *	4 1% ^j
Utilities / service provider / pay fees	6 *	- -	- -	2 1%	4 *	6 *	6 1%	6 1%	6 *	6 *	5 1%	6 *	6 1%	3 1%	5 *	4 1%
Other VoIP users	6 *	1 1%	- -	- -	4 *	6 *	1 *	4 *	4 *	6 *	2 *	6 *	3 *	- -	2 *	2 *
Doctors / hospitals	5 *	1 *	1 *	1 *	3 *	5 *	4 *	3 *	5 *	5 *	3 *	3 *	2 *	2 *	4 *	1 *
Emergency numbers	4 *	- -	- -	- -	4 *	4 *	2 *	4 *	4 *	4 *	1 *	3 *	1 *	1 *	3 *	- -
Do not use landline	3 *	1 *	- -	- -	2 *	3 *	3 *	1 *	3 *	3 *	2 *	2 *	3 *	1 *	2 *	1 *
When away from home	* *	- -	- -	- -	* *	* *	* *	* *	* *	* *	* *	* *	* *	- -	* *	- -
Other	27 1%	1 *	- -	7 3% ^b	19 1%	26 1%	19 2% ⁱ	16 1%	27 1% ⁱ	23 1%	14 2%	27 2% ^{ei}	20 2%	12 2%	19 1%	12 3% ^{zei}
Any mobile [NET]	168 8% ^a	10 4%	12 6%	19 7%	138 9% ^{za}	165 8%	74 7%	111 10% ^{zefm}	154 8% ^f	164 9% ^f	73 9% ^f	142 8% ^f	96 8%	44 7%	128 10% ^{zefhiklm}	37 8%
Any geo landline [NET]	1485 73% ^{abcf} hkmo	160 66%	132 64%	181 65%	1145 76% ^{zabc}	1462 73% ^{fhklm} o	732 70% ^{mo}	884 77% ^{zefhi} jklmno	1300 72% ^{flmo}	1405 73% ^{fhklm} o	558 72% ^{mo}	1193 71% ^{mo}	829 69% ^{mo}	408 65%	956 74% ^{fhklm} o	305 65%
Don't know	23 1% ⁿ	2 1%	- -	2 1%	20 1%	22 1% ⁿ	11 1%	13 1%	19 1% ⁿ	23 1% ⁿ	9 1%	20 1% ⁿ	11 1%	3 *	8 1%	6 1%
None	14 1% ⁱ	3 1%	3 1%	2 1%	9 1%	14 1% ⁱ	6 1%	10 1%	13 1%	12 1%	6 1%	12 1%	10 1%	7 1%	12 1% ⁱ	5 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Local landline numbers (i.e. calls within your same dialing code)	1339 66%ahp	923 62%	146 78%za	16 62%	15 88%	60 77%za	179 79%za	609 76%zhi	342 56%	317 63%h	11 69%	36 72%	88 69%p	123 76%zpq r	104 73%ppq	208 68%p	159 56%	116 59%	43 57%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%ik	604 40%	94 50%zaf	12 45%	8 48%	30 40%	87 38%	381 47%zhi	242 40%	172 34%	9 54%	13 26%	41 33%	72 44%k	68 47%kl	131 43%k	121 43%k	88 45%kl	33 44%
Freephone numbers e.g. 0800 numbers	792 39%fgl	636 42%zbef	62 33%f	12 47%	8 44%	23 30%	51 23%	277 34%	287 47%zgi	184 36%	11 68%	16 32%	36 28%	51 31%	68 47%zlm	139 45%zlm	128 45%zlm	78 40%	37 48%lm
Non geographical numbers e.g. 084 or 087 numbers	405 20%fgl	330 22%zf	42 22%f	4 16%	* 3%	10 13%	18 8%	143 18%	138 23%g	99 20%	4 25%	8 16%	11 9%	29 18%l	36 25%l	65 21%l	66 23%l	45 23%l	19 25%l
International numbers	359 18%il	265 18%	43 23%f	4 14%	2 13%	13 16%	33 14%	161 20%zi	120 20%i	55 11%	5 30%	9 18%	11 9%	31 19%l	28 19%l	48 16%	45 16%	31 16%	25 34%zlmnopq
Numbers on friends and family plan	336 17%	242 16%	34 18%	5 20%	2 10%	16 21%	36 16%	164 20%zh	84 14%	81 16%	1 5%	6 11%	16 13%	33 20%	32 22%lp	51 17%	38 14%	36 18%	12 16%
Premium rate numbers e.g. 09 numbers	213 10%fgl	165 11%f	23 12%f	1 4%	- -	9 11%	14 6%	70 9%	77 13%g	51 10%	1 5%	3 6%	6 5%	15 9%	16 11%	27 9%	40 14%l	24 12%l	13 17%l
Mobile phone numbers (unspecified)	147 7%il	99 7%	21 11%za	3 12%	2 10%	7 9%	16 7%	77 10%zhi	36 6%	26 5%	2 10%	3 6%	3 2%	13 8%	7 5%	36 12%zlnp	16 6%	14 7%	7 9%
Mobile phone numbers in same network	70 3%il	51 3%	8 4%	2 9%	* 3%	2 2%	6 3%	39 5%zi	19 3%	10 2%	- -	1 2%	1 1%	8 5%	7 5%	14 4%	9 3%	8 4%	5 6%l
All / any numbers	18 1%a	7 *	2 1%	1 5%	- -	1 2%	7 3%za	13 2%z	3 *	2 *	- -	- -	2 1%	1 *	1 1%	2 1%	5 2%	- -	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Business / work numbers	11 1%	9 1%	1 *	-	-	-	1 *	7 1%i	3 *	-	-	-	-	-	2 1%	3 1%	-	1 *	2 2%p
Family / friends numbers	10 *	9 1%	-	-	-	-	1 *	2 *	4 1%	4 1%	-	1 2%p	1 1%	-	-	1 *	-	4 2%zp	-
Utilities / service provider / pay fees	6 *	6 *	-	-	1 3%	-	-	2 *	1 *	3 1%	-	-	-	-	-	3 1%	-	3 2%z	-
Other VoIP users	6 *	6 *	-	-	-	-	-	3 *	2 *	1 *	-	-	-	*	-	1 *	-	-	2 2%zp
Doctors / hospitals	5 *a	1 *	2 1%za	-	-	1 1%a	1 *	3 *	-	-	-	-	1 1%	-	-	1 *	2 1%	-	-
Emergency numbers	4 *	3 *	1 *	-	-	-	1 *	1 *	1 *	3 1%	-	1 2%zop	1 1%	1 *	-	-	-	-	-
Do not use landline	3 *	3 *	-	-	-	-	-	1 *	2 *	1 *	-	-	-	-	1 *	-	1 *	-	-
When away from home	* *	* *	-	-	-	-	-	-	-	* *	-	-	-	-	-	-	-	-	-
Other	27 1%	23 2%	1 *	-	-	2 3%	1 1%	8 1%	13 2%	3 1%	1 6%	-	1 *	1 1%	1 1%	5 2%	3 1%	4 2%	2 2%
Any mobile [NET]	168 8%il	115 8%	22 12%	4 14%	2 10%	8 11%	16 7%	84 10%zi	45 7%	30 6%	2 10%	3 6%	4 3%	15 9%	10 7%	39 13%zl	23 8%	17 9%	8 10%
Any geo landline [NET]	1485 73%ah	1038 69%	158 85%za	18 69%	16 91%	64 83%a	190 84%za	651 81%zhi	404 66%	351 70%	15 91%	37 74%	92 73%	135 83%zop qr	115 81%zpq r	225 74%	192 68%	133 68%	49 65%
Don't know	23 1%	15 1%	2 1%	1 4%	-	2 2%	3 2%	10 1%	5 1%	6 1%	-	-	-	1 1%	2 1%	1 *	1 *	1 *	1 2%
None	14 1%	11 1%	1 1%	-	-	-	2 1%	3 *	4 1%	7 1%	-	1 2%	2 2%	2 1%	1 1%	1 *	2 1%	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 482

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Local landline numbers (i.e. calls within your same dialing code)	1339 66%bt	1256 67%zb	79 56%	94 71%	114 65%	115 71%hi	127 72%hi	103 72%hi	56 57%	127 60%	274 66%	102 61%	66 68%	105 63%	56 64%	1111 66%	842 68%zqr	482 63%	1323 66%z	1141 67%ztu	197 59%	1339 66%t
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%bh	788 42%b	45 32%	54 41%	63 36%	59 36%	74 42%	55 39%	28 29%	98 46%h	216 52%zcd eghklm no	65 39%	33 34%	62 37%	29 33%	713 42%zh	511 41%	313 41%	824 41%	704 41%	132 40%	836 41%
Freephone numbers e.g. 0800 numbers	792 39%fi	736 39%	52 37%	47 36%	77 44%fg hi	71 44%fg i	46 27%	45 32%	29 30%	64 30%	207 50%zcf ghilmn o	77 46%zf ghil	33 34%	62 37% f	32 37%	664 40%fi	474 38%	304 40%	778 39%	660 39%	131 39%	792 39%
Non geographical numbers e.g. 084 or 087 numbers	405 20%ah i	361 19%	42 30%za	26 19%hi	41 24%hi l	38 23%hi l	31 18%h	21 15%h	1 1%	21 10%h	117 28%zfg hilmo	50 30%zc fghil mo	13 14%h	27 16%h	19 22%hi	345 21%hi	249 20%	148 19%	397 20%	342 20%	62 19%	405 20%
International numbers	359 18%hl	333 18%	24 17%	16 12%	28 16%	23 14%	36 20%hl	21 15%	8 8%	30 14%	119 29%zcd eghikl mo	25 15%	10 10%	27 16%	17 20%h	306 18%chl	230 19%	124 16%	355 18%	304 18%	55 17%	359 18%
Numbers on friends and family plan	336 17%n	317 17%	16 12%	24 18%n	30 17%n	34 21%fi n	20 11%	25 18%n	23 24%fi n	25 12%	78 19%n	27 16%n	18 19%n	27 16%n	5 6%	286 17%n	203 16%	131 17%	334 17%	276 16%	60 18%	336 17%
Premium rate numbers e.g. 09 numbers	213 10%p	196 10%	15 11%	8 6%	18 11%	20 12%h	14 8%	9 6%	3 3%	17 8%	76 18%zcdf ghiklmo	14 9%	9 9%	12 7%	12 14%ch	180 11%ch	114 9%	93 12%	206 10%p	170 10%	43 13%	213 10%
Mobile phone numbers (unspecified)	147 7%b	143 8%b	2 1%	10 8%	16 9%ei	6 4%	19 11%ei	10 7%	3 4%	7 3%	41 10%ei	8 5%	6 6%	14 8%	7 8%	121 7%	91 7%	53 7%	145 7%	121 7%	26 8%	147 7%
Mobile phone numbers in same network	70 3%b	67 4%b	1 1%	2 2%	6 4%	2 1%	7 4%	6 4%	1 1%	7 3%	21 5%	5 3%	1 1%	8 5%e	2 2%	58 3%	37 3%	31 4%	68 3%	56 3%	14 4%	70 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 482

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
All / any numbers	18 1%o	17 1%	1 *	2 2%	- -	- -	1 *	- -	- -	3 1%	1 *	2 1%	4 4%zde fgjo	5 3%zde gjo	- -	9 1%	11 1%	6 1%	16 1%	15 1%	3 1%	18 1%
Business / work numbers	11 1%	9 *	2 1%	- -	1 1%	- -	- -	1 1%	2 2%	- -	2 *	1 *	* *	3 2%zo	1 1%	6 *	6 *	5 1%	11 1%	7 *	4 1%	11 1%
Family / friends numbers	10 *	10 1%	- -	- -	1 1%	1 1%	- -	2 1%	1 1%	2 1%	3 1%	- -	- -	1 *	- -	9 1%	6 *	4 1%	10 *	8 *	2 *	10 *
Utilities / service provider / pay fees	6 *	6 *	- -	2 1%z	2 1%	- -	- -	1 1%	- -	- -	2 *	- -	- -	- -	- -	6 *	5 *	2 *	6 *	6 *	- -	6 *
Other VoIP users	6 *r	5 *	* *	- -	1 1%	- -	- -	1 1%	- -	- -	2 *	2 1%	- -	- -	- -	6 *	2 *	1 *	4 *	4 *	2 *	6 *
Doctors / hospitals	5 *o	5 *	- -	- -	- -	- -	- -	1 1%o	- -	- -	- -	- -	- -	2 1%o	2 2%zdi jo	1 *	2 *	3 *	5 *	3 *	2 1%	5 *
Emergency numbers	4 *	4 *	1 1%	- -	2 1%o	- -	- -	- -	- -	1 1%	- -	- -	- -	2 1%zo	- -	3 *	4 *	- -	4 *	4 *	- -	4 *
Do not use landline	3 *	3 *	- -	1 1%	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	3 *	1 *	2 *	3 *	2 *	1 *	3 *
When away from home	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *o	- -	- -	* *	- -	* *	* *	- -	* *
Other	27 1%o	26 1%	1 1%	- -	2 1%	1 *	- -	2 2%	- -	4 2%	5 1%	2 1%	3 3%cf	6 3%zcf o	2 2%	17 1%	18 1%	9 1%	27 1%	25 1%	3 1%	27 1%
Any mobile [NET]	168 8%b	164 9%zb	2 1%	11 9%	19 11%e	7 4%	19 11%e	12 9%	4 5%	10 5%	43 10%e	10 6%	6 7%	18 11%e	7 8%	137 8%	101 8%	64 8%	166 8%	138 8%	30 9%	168 8%
Any geo landline [NET]	1485 73%bt	1389 74%b	91 65%	96 73%	122 70%	122 75%	144 82%zc dhkmno	111 78%	66 67%	155 73%	308 74%	111 67%	72 75%	116 69%	60 69%	1236 74%k	923 75%	545 71%	1467 73%z	1262 74%ztu	223 67%	1485 73%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 482
FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?
BASE: All who have used their landline in the last year

	TOTAL (Z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Don't know	23	21	1	1	2	1	2	1	2	2	1	5	1	5	1	16	15	8	23	18	6	23
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	3%zjo	1%	3%zjo	1%	1%	1%	1%	1%	1%	2%	1%
None	14	14	*	-	2	1	2	1	-	1	2	1	2	2	1	9	9	5	13	11	4	14
	1%	1%	*	-	1%	*	1%	1%	-	*	*	*	2%zo	1%	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 483

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Local landline numbers (i.e. calls within your same dialling code)	1339 66%bcef ghkoq	590 74%zb cdefg hi	722 57%	1184 64%bg h	1339 66%bce fgh	1030 64%bg	135 59%	1091 63%b	530 62%b	258 62%	103 82%zabcde fghi	987 64%	43 73%	197 67%	111 83%zkm	1030 64%	309 72%zo	1184 64%	155 80%zq
National landline numbers (i.e. calls within the UK that aren't within your same dialling code)	836 41%bh	375 47%zb cdefg hij	470 37%	755 41%bh	836 41%bh	670 42%bh	85 37%	716 41%bh	327 38%	169 41%	45 36%	639 41%	30 51%	116 40%	51 38%	670 42%	167 39%	755 41%	81 42%
Freephone numbers e.g. 0800 numbers	792 39%jlmn pr	319 40%j	536 43%zdj	756 41%zd j	792 39%j	686 43%zcd gj	87 38%j	722 42%zdj	375 44%zd j	185 44%zd j	17 14%	672 43%zlmn	14 24%	84 29%n	21 16%	686 43%zp	106 25%	756 41%zr	36 18%
Non geographical numbers e.g. 084 or 087 numbers	405 20%jlnp r	185 23%zd j	268 21%j	393 21%zd j	405 20%j	344 21%zdj	60 26%zdj	371 21%zdj	187 22%j	98 24%j	8 7%	340 22%zln	4 6%	52 18%ln	8 6%	344 21%zp	61 14%	393 21%zr	12 6%
International numbers	359 18%p	149 19%	218 17%	333 18%	359 18%	299 19%	36 15%	315 18%	158 18%	80 19%	17 14%	292 19%z	7 12%	41 14%	19 14%	299 19%p	60 14%	333 18%	26 13%
Numbers on friends and family plan	336 17%bi	158 20%zb cdegh i	183 15%	304 17%bi	336 17%bi	263 16%bi	36 16%	279 16%bi	131 15%	49 12%	19 16%	252 16%	11 18%	52 16%	21 16%	263 16%	73 17%	304 17%	31 16%
Premium rate numbers e.g. 09 numbers	213 10%jlnr	107 13%zb cdegj	133 11%j	207 11%zd j	213 10%j	178 11%gj	19 8%	183 11%j	105 12%j	47 11%j	6 4%	178 12%zln	* 1%	29 10%l	6 4%	178 11%	34 8%	207 11%zr	6 3%
Mobile phone numbers (unspecified)	147 7%b	79 10%zbc deghj	69 5%	135 7%b	147 7%b	121 8%bg	13 5%	123 7%b	56 7%	35 8%b	5 4%	115 7%	6 10%	20 7%	6 4%	121 8%	26 6%	135 7%	12 6%
Mobile phone numbers in same network	70 3%	34 4%	38 3%	67 4%g	70 3%	52 3%	10 4%	54 3%	30 3%	16 4%	1 1%	52 3%	1 1%	15 5%	2 1%	52 3%	17 4%	67 4%	2 1%
All / any numbers	18 1%bg	9 1%	6 *	15 1%bg	18 1%bg	10 1%	-	10 1%	5 1%	4 1%	2 2%	10 1%	-	5 2%	2 2%	10 1%	7 2%	15 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 483

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Business / work numbers	11 1%	3 *	9 1%	11 1%	11 1%	8 1%	2 1%	10 1%	7 1%	5 1%	-	8 1%	-	2 1%	-	8 1%	2 1%	11 1%	-
Family / friends numbers	10 *	3 *	7 1%	9 *	10 *	8 *	3 1%	8 *	4 *	3 1%	1 1%	8 1%	-	1 *	1 1%	8 *	2 *	9 *	1 *
Utilities / service provider / pay fees	6 *	5 1%	6 *	6 *	6 *	6 *	1 *	6 *	6 1%zd	1 *	-	6 *	-	-	-	6 *	-	6 *	-
Other VoIP users	6 *	2 *	3 *	4 *	6 *	6 *	2 1%h	6 *	-	6 1%zab cdegh	-	4 *	1 2%zkm	-	-	6 *	-	4 *	1 1%
Doctors / hospitals	5 *	2 *	3 *	5 *	5 *	3 *	1 *	3 *	2 *	2 1%	-	3 *	-	2 1%	-	3 *	2 *	5 *	-
Emergency numbers	4 *	3 *	2 *	4 *	4 *	3 *	-	4 *	1 *	-	-	3 *	-	1 *	-	3 *	1 *	4 *	-
Do not use landline	3 *	-	3 *	3 *	3 *	3 *	-	3 *	2 *	-	-	3 *	-	-	-	3 *	-	3 *	-
When away from home	* *	* *	- *	* *	* *	* *	- *	* *	- *	- *	- *	* *	- *	- *	- *	* *	- *	* *	- *
Other	27 1%	10 1%	25 2%zcode gh	27 1%	27 1%	22 1%	5 2%	26 2%	10 1%	11 3%zde h	* *	22 1%	-	5 2%	* *	22 1%	5 1%	27 1%	* *
Any mobile [NET]	168 8%b	85 11%zbc deghj	86 7%	156 9%b	168 8%b	137 9%b	19 8%	141 8%b	67 8%	40 10%b	5 4%	131 8%	6 10%	25 9%	6 4%	137 9%	31 7%	156 9%	12 6%
Any geo landline [NET]	1485 73%bcegh hkoq	628 78%zbc defghi	831 66%	1315 72%bch	1485 73%bce gh	1145 71%b	157 68%	1225 71%b	592 69%	287 69%	108 4%zabcde fghi	1092 71%	53 88%zk	223 76%	117 87%zkm	1145 71%	340 80%zo	1315 72%	169 88%zq
Don't know	23 1%cehko q	6 1%	13 1%h	17 1%h	23 1%ceh	13 1%	1 *	16 1%h	3 *	1 *	5 4%zabcde fghi	12 1%	1 2%	6 2%	5 4%zk	13 1%	10 2%zo	17 1%	6 3%zq
None	14 1%	3 *	12 1%	14 1%	14 1%	12 1%	-	12 1%	5 1%	4 1%	1 1%	12 1%	-	1 *	1 *	12 1%	2 *	14 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 484

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Local landline numbers (i.e. calls within your same dialing code)	1339 66%hp	602 70%zhp	27 60%	2 100%	20 84%	16 81%	36 69%	2 65%	194 57%	186 72%zhp	4 79%	2 100%	205 57%	38 78%hp
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%hp	396 46%zhp	16 36%	2 100%	6 24%	9 44%	24 47%	1 32%	115 34%	120 46%hp	2 37%	2 100%	113 31%	26 53%hp
Freephone numbers e.g. 0800 numbers	792 39%	342 40%	19 42%	2 100%	6 24%	9 46%	19 37%	1 40%	145 42%	97 37%	2 45%	2 100%	130 36%	17 34%
Non geographical numbers e.g. 084 or 087 numbers	405 20%	160 19%	11 25%	2 100%	-	2 12%	10 18%	*	84 25%zap	59 23%	-	-	64 18%	12 24%
International numbers	359 18%	148 17%	11 24%	2 100%	3 12%	2 10%	7 14%	-	51 15%	63 24%zaph	-	1 53%	60 17%	10 20%
Numbers on friends and family plan	336 17%h	153 18%h	5 11%	2 100%	6 27%	9 46%	10 19%	2 60%	38 11%	53 21%hp	-	1 53%	50 14%	7 13%
Premium rate numbers e.g. 09 numbers	213 10%	93 11%	4 9%	2 100%	-	1 6%	7 13%	-	32 9%	36 14%	-	-	31 9%	5 11%
Mobile phone numbers (unspecified)	147 7%h	73 8%h	5 10%h	-	-	3 17%	3 6%	-	10 3%	24 9%h	-	-	19 5%	10 20%zaph
Mobile phone numbers in same network	70 3%	29 3%	1 3%	-	1 5%	1 7%	-	-	8 2%	13 5%	-	1 53%	9 2%	6 13%zafhp
All / any numbers	18 1%	14 2%zh	-	-	-	-	-	-	-	2 1%	-	-	1 *	* 1%
Business / work numbers	11 1%	1 *	-	-	-	2 8%	-	-	3 1%	1 *	-	-	2 1%	1 2%a

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 484

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Family / friends numbers	10*	4*	-	-	1	-	-	-	4	1	-	-	-	-
					6%	-	-	-	1%	*	-	-	-	-
Utilities / service provider / pay fees	6*	2*	-	-	-	-	-	-	1*	1*	-	-	3	-
					-	-	-	-	*	*	-	-	1%	-
Other VoIP users	6*	4*	-	-	-	-	-	-	-	*	-	-	1	-
					-	-	-	-	-	*	-	-	*	-
Doctors / hospitals	5*	1*	-	-	-	-	-	-	1	-	-	-	3	-
					-	-	-	-	*	-	-	-	1%	-
Emergency numbers	4*	-	-	-	-	1	-	-	-	1	-	-	2	-
					-	6%	-	-	-	1%a	-	-	*	-
Do not use landline	3*	-	-	-	-	-	-	-	2	-	-	-	2	-
					-	-	-	-	1%	-	-	-	*	-
When away from home	*	-	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	-	-	-	-	-	-	-	-	*	-
Other	27	12	-	-	1	*	-	-	3	5	-	-	5	1
	1%	1%	-	-	3%	2%	-	-	1%	2%	-	-	1%	3%
Any mobile [NET]	168	78	5	-	1	5	3	-	16	26	-	1	23	10
	8%h	9%h	10%	-	5%	23%	6%	-	5%	10%h	-	53%	6%	21%zahp
Any geo landline [NET]	1485	666	30	2	21	16	39	2	224	205	5	2	224	42
	73%hp	78%zhp	67%	100%	89%	81%	77%	65%	65%	79%zhp	100%	100%	62%	85%hp
Don't know	23	8	2	-	-	-	-	-	5	1	-	-	7	-
	1%	1%	5%zal	-	-	-	-	-	1%	*	-	-	2%	-
None	14	6	3	-	-	-	1	-	2	2	-	-	-	-
	1%	1%	7%zahlp	-	-	-	1%	-	1%	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 485

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Local landline numbers (i.e. calls within your same dialing code)	1339 66%	8 77%	1 100%	105 68%	1 100%	2 100%	4 42%	1 100%	4 59%	1 45%	3 100%	14 90%	- -	61 58%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%	1 12%	- -	75 49%y	- -	- -	4 43%	- -	2 38%	- -	1 42%	6 37%	- -	40 38%
Freephone numbers e.g. 0800 numbers	792 39%	5 51%	- -	53 34%	- -	- -	3 29%	1 100%	3 41%	3 100%	- -	1 9%	- -	40 38%
Non geographical numbers e.g. 084 or 087 numbers	405 20%	2 16%	- -	31 20%	- -	- -	2 21%	- -	- -	3 100%	- -	1 5%	- -	17 17%
International numbers	359 18%p	* 5%	- -	27 17%p	- -	- -	2 21%	- -	1 13%	1 45%	1 42%	3 18%	- -	7 7%
Numbers on friends and family plan	336 17%	1 12%	- -	23 15%	- -	- -	1 15%	- -	2 32%	1 45%	- -	3 21%	- -	11 11%
Premium rate numbers e.g. 09 numbers	213 10%p	1 13%	- -	13 8%	- -	- -	- -	- -	- -	1 55%	- -	1 5%	- -	4 3%
Mobile phone numbers (unspecified)	147 7%	* 5%	- -	10 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%
Mobile phone numbers in same network	70 3%	1 7%	- -	6 4%	- -	- -	- -	- -	1 19%	- -	- -	- -	- -	1 1%
All / any numbers	18 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Business / work numbers	11 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Local landline numbers (i.e. calls within your same dialing code)	1339 66%	51 72%	1 49%	1 41%	2 100%	3 62%	56 61%	1 100%	7 78%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%	35 50%y	1 49%	1 41%	2 100%	1 11%	28 31%	1 100%	6 59%
Freephone numbers e.g. 0800 numbers	792 39%	24 34%	1 51%	1 41%	- -	2 33%	26 28%	-	2 24%
Non geographical numbers e.g. 084 or 087 numbers	405 20%	19 27%y	1 51%	-	-	1 11%	11 12%	-	2 18%
International numbers	359 18%p	17 24%p	- -	- -	- -	1 11%	23 25%p	-	3 30%
Numbers on friends and family plan	336 17%	11 16%	- -	- -	- -	1 16%	14 15%	-	4 43%
Premium rate numbers e.g. 09 numbers	213 10%p	17 24%zdp	1 51%	-	-	- -	4 5%	-	1 9%
Mobile phone numbers (unspecified)	147 7%	4 5%	- -	- -	- -	-	8 9%	-	2 21%
Mobile phone numbers in same network	70 3%	2 3%	- -	- -	- -	-	3 3%	-	- -
All / any numbers	18 1%	1 2%	- -	- -	- -	- -	- -	- -	- -
Business / work numbers	11 1%	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 485

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Family / friends numbers	10*	-	-	2	-	-	-	-	1	-	-	-	-	-
	*	-	-	1%	-	-	-	-	22%	-	-	-	-	-
Utilities / service provider / pay fees	6*	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Other VoIP users	6*	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-	-	-	-	-
Doctors / hospitals	5*	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Emergency numbers	4*	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	100%	-
Do not use landline	3*	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
When away from home	*	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	27*	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	168	1	-	10	-	-	-	-	1	-	-	-	-	2
	8%p	12%	-	6%	-	-	-	-	19%	-	-	-	-	2%
Any geo landline [NET]	1485	8	1	121	1	2	6	1	5	1	3	14	-	69
	73%	77%	100%	79%p	100%	100%	61%	100%	78%	45%	100%	90%	-	66%
Don't know	23	-	-	1	-	-	1	-	-	-	-	-	-	1
	1%	-	-	1%	-	-	15%	-	-	-	-	-	-	1%
None	14	-	-	2	-	-	1	-	-	-	-	1	-	2
	1%	-	-	1%	-	-	8%	-	-	-	-	6%	-	2%

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Table 485

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Family / friends numbers	10*	-	-	-	-	-	-	-	-
Utilities / service provider / pay fees	6*	-	-	-	-	-	-	-	-
Other VoIP users	6*	-	-	-	-	-	-	-	-
Doctors / hospitals	5*	-	-	-	-	-	-	-	-
Emergency numbers	4*	-	-	-	-	-	-	-	-
Do not use landline	3*	-	-	-	-	-	-	-	-
When away from home	* *	- -	- -	- -	- -	- -	* *	- -	- -
Other	27 1%	- -	- -	- -	- -	- -	- -	- -	- -
Any mobile [NET]	168 8%p	4 5%	-	-	-	-	9 10%p	-	2 21%
Any geo landline [NET]	1485 73%	54 75%	1 49%	1 41%	2 100%	3 62%	62 68%	1 100%	7 78%
Don't know	23 1%	3 4%	-	1 59%	-	-	2 2%	-	-
None	14 1%	1 1%	-	-	-	-	-	-	-

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Table 486

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Local landline numbers (i.e. calls within your same dialing code)	1339 66%ajrt	761 64%jrt	578 69%zajrt	290 69%ajrt	22 65%	10 100%	4 62%	22 64%	1 80%	132 54%	128 71%ajrt	2 68%	1 100%	129 56%	19 77%	249 57%	27 68%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%rt	500 42%jrt	337 40%rt	204 48%zajrt	12 37%	3 33%	2 22%	16 48%	1 80%	87 36%	84 47%jrt	1 32%	1 100%	71 31%	16 67%	145 33%	16 39%
Freephone numbers e.g. 0800 numbers	792 39%b	553 46%zb	239 28%	203 48%zb	16 46%b	3 33%	4 58%	15 42%	1 100%	115 47%zb	83 46%b	2 68%	1 100%	99 43%b	11 47%	208 47%zb	15 38%
Non geographical numbers e.g. 084 or 087 numbers	405 20%b	277 23%zb	128 15%	83 20%	9 28%	-	-	10 28%	*	68 28%zbc	51 28%zbc	-	-	46 20%	10 42%	105 24%zb	8 20%
International numbers	359 18%b	233 20%zbrtu	127 15%	89 21%bru	8 23%	1 15%	*	5 13%	-	40 17%	47 26%zajrtu	-	1 100%	32 14%	9 36%	68 16%	3 6%
Numbers on friends and family plan	336 17%	208 18%j	127 15%	87 21%zbjrt	3 10%	2 23%	5 64%	6 18%	-	31 13%	41 23%zbjrt	-	1 100%	29 13%	3 12%	65 15%	7 17%
Premium rate numbers e.g. 09 numbers	213 10%b	146 12%zb	67 8%	49 11%	4 12%	-	*	6 17%	-	27 11%	28 16%zb	-	-	27 12%	4 18%	55 12%b	2 5%
Mobile phone numbers (unspecified)	147 7%bjrt	100 8%zbjrt	47 6%	49 12%zajrt	5 13%jrt	-	-	3 10%	-	9 4%	22 12%zbjrt	-	-	8 3%	5 20%	19 4%	1 2%
Mobile phone numbers in same network	70 3%	48 4%t	22 3%	14 3%	1 4%	-	1 20%	-	-	7 3%	13 7%zajrt	-	1 100%	5 2%	5 19%	11 2%	-
All / any numbers	18 1%	9 1%	8 1%	7 2%	-	-	-	-	-	-	1 1%	-	-	1 1%	-	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Business / work numbers	11 1%b	9 1%	1 *	1 *	- -	- -	2 22%	- -	- -	3 1%b	1 *	- -	- -	2 1%	1 4%	5 1%b	2 5%zabcnr
Family / friends numbers	10 *	5 *	5 1%	- -	- -	- -	- -	- -	- -	4 2%zac	1 *	- -	- -	- -	- -	3 1%	- -
Utilities / service provider / pay fees	6 *	5 *	2 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	3 1%zbc	- -	5 1%za	1 3%zabc
Other VoIP users	6 *	4 *	1 *	3 1%	- -	- -	- -	- -	- -	- *	- *	- -	- -	1 *	- -	1 *	- -
Doctors / hospitals	5 *	3 *	2 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 1%	- -	2 *	- -
Emergency numbers	4 *	3 *	2 *	- -	- -	- -	- -	- -	- -	- 1%	1 -	- -	- -	1 1%	- -	1 *	- -
Do not use landline	3 *	2 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 1%	- -	1 *	- -
When away from home	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	27 1%b	23 2%zb	4 *	11 3%zb	- -	- -	* 6%	- -	- -	3 1%	2 1%	- -	- -	5 2%b	1 5%	8 2%b	- -
Any mobile [NET]	168 8%br	117 10%zbjrt	51 6%	52 12%zbjrt	5 13%	- -	1 20%	3 10%	- -	15 6%	23 13%zbjrt	- -	1 100%	11 5%	6 24%	28 6%	1 2%
Any geo landline [NET]	1485 73%ajrt	846 71%jrt	638 76%zajrt	318 75%ajrt	24 70%	10 100%	4 62%	23 66%	1 80%	158 65%	142 79%ajrt	3 100%	1 100%	142 62%	20 82%	282 64%	30 74%
Don't know	23 1%a	6 *	17 2%zac	- -	1 3%c	- -	- -	- -	- -	3 1%c	1 *	- -	- -	1 *	- -	3 1%	- -
None	14 1%	5 *	9 1%	1 *	2 7%zabcjnr	- -	- -	1 2%	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 487

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**BASE:** All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Local landline numbers (i.e. calls within your same dialing code)	1339 66%ch inopq stuv	106	97	24	447	306	86	1032	306	768	305	49	163	432	270	108	195	189	386	264	120	211	202
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%ch inopq stuv	66	64	7	301	206	55	670	167	473	208	31	106	256	139	59	105	86	234	117	52	103	100
Freephone numbers e.g. 0800 numbers	792 39%	62	63	14	278	212	79	535	257	569	143	26	128	282	192	72	146	147	236	187	91	149	154
Non geographical numbers e.g. 084 or 087 numbers	405 20%	39	32	7	149	115	40	280	125	294	72	16	65	154	94	46	65	66	137	92	44	70	70
International numbers	359 18%hn opqv	28	25	7	128	76	31	288	71	230	69	13	55	121	60	25	46	43	99	68	34	55	52
Numbers on friends and family plan	336 17%hi nopqr stuv	23	20	6	124	88	31	271	64	189	89	6	32	103	41	17	41	32	74	39	14	37	27
Premium rate numbers e.g. 09 numbers	213 10%	25	22	11	84	62	24	150	63	149	45	8	33	87	40	17	29	34	73	46	20	35	34
Mobile phone numbers (unspecified)	147 7%abh inopq stuv	4	4	2	64	41	14	132	15	63	46	7	19	54	13	9	9	10	46	13	5	8	8
Mobile phone numbers in same network	70 3%ahn opt	1	1	1	37	14	5	56	14	39	16	3	7	25	5	2	3	7	18	9	2	7	7

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
All / any numbers	18 1% _i	1 1%	1 1%	-	7 1%	4 1%	3 2%	15 1%	3 *	5 *	4 1%	3 3% _i	-	10 1% _{pq}	3 1%	-	-	1 *	5 1%	3 1%	-	-	1 *
Business / work numbers	11 1%	-	-	-	5 1%	5 1%	-	6 *	5 1%	8 1%	3 1%	1 1%	1 *	2 *	3 1%	-	3 1%	4 1%	1 *	4 1%	3 1%	3 1%	3 1%
Family / friends numbers	10 *	3 2% _z	3 2% _z	-	1 *	3 1%	-	8 1%	2 *	8 1%	-	-	3 1%	8 1% _z	6 1% _z	3 1%	3 1%	4 1%	3 1%	4 1%	1 1%	-	6 1% _{zu}
Utilities / service provider / pay fees	6 *	3 2% _z	2 1%	3 6% _{zb}	1 *	-	-	-	6 1% _{zg}	3 *	3 1%	1 1%	-	5 1%	3 1%	4 2% _{zn}	3 1%	3 1%	4 1%	2 *	3 1%	2 *	3 1%
Other VoIP users	6 *	-	-	-	1 *	-	-	6 *	-	3 *	-	1 2%	4 2% _z	1 *	-	-	-	-	-	-	-	-	-
Doctors / hospitals	5 *	-	-	-	1 *	1 *	1 1%	4 *	1 *	3 *	1 *	1 1%	1 *	2 *	-	-	-	-	1 *	-	-	-	-
Emergency numbers	4 *	-	-	-	2 *	1 *	-	-	4 1% _{zg}	3 *	1 *	-	-	2 *	3 1%	-	1 *	2 1%	2 *	2 *	-	1 *	2 *
Do not use landline	3 *	-	-	-	-	-	-	1 *	2 *	3 *	-	-	-	1 *	2 *	-	1 *	1 *	-	2 *	-	1 *	1 *
When away from home	* *	-	-	-	-	-	-	* *	-	-	* *	-	-	-	-	-	-	-	-	-	-	-	-
Other	27 1%	-	-	-	7 1%	8 2%	1 1%	16 1%	11 2%	24 2% _z	1 *	-	7 3%	13 2%	12 2% _z	6 3%	8 2%	7 2%	11 2%	8 2%	4 2%	4 1%	4 1%
Any mobile [NET]	168 8% _{abh} inpqstuv	4 2%	4 2%	3 6%	78 12% _z	47 10%	15 10%	145 10% _{zh}	23 4%	81 6%	48 12% _{zi}	10 12%	21 8%	61 9% _{nopq}	16 3%	11 5%	11 3%	13 3%	51 9% _{stuv}	19 4%	7 3%	14 4%	12 3%
Any geo landline [NET]	1485 73% _{ac} fhimn opqstuv	118 65%	110 67% _c	25 50%	487 76% _{ef}	335 71% _f	94 63%	1123 81% _{zh}	362 56%	871 66%	327 85% _{zi}	56 68%	182 68%	467 70% _{nop} q	307 62%	122 57%	226 62%	216 59%	417 73% _{stu} v	293 63% _t	132 56%	235 63% _t	236 62% _t

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 487

FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Don't know	23	7	5	1	1	2	-	12	11	12	4	-	1	3	3	2	2	3	3	2	3	4	4
	1%dm	4%z	3%	2%	*	*	-	1%	2%	1%	1%	-	*	*	1%	1%	1%	1%	1%	*	1%	1% _s	1% _s
None	14	1	1	1	3	3	-	8	7	10	3	-	4	8	4	2	5	5	8	5	5	5	5
	1%	1%	1%	3%	*	1%	-	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	2% _z	1%	1%

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Table 488

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1774	965	809	1	45	222	318	348	369	310	161	46	540	717	471	470	587	318	399	487	811	379
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Mobile phone numbers (unspecified)	935 50%bj nqr	543 56%zb	392 44%	-	25 57%jn	165 62%zgh ijmn	201 56%zhi jn	211 52%jn	161 47%jn	127 44%jn	44 30%	25 56%jn	366 59%zgh ijmn	372 49%jn	171 39%j	318 55%zq r	291 53%qr	163 44%	163 45%	228 53%u	457 52%u	199 44%
Local landline numbers (i.e. calls within your same dialing code)	777 42%hij mno	428 44%	349 39%	-	25 57%ghi jmn	136 51%zgh ijmn	182 51%zgh ijmn	161 39%	124 36%	102 35%	48 32%	25 55%hij mn	318 51%zgh ijmn	285 38%	150 34%	216 37%	230 42%	169 46%o	163 45%o	188 43%	350 40%	193 42%
Mobile phone numbers in same network	613 33%ijn u	342 35%	271 31%	1 100%	23 54%zgh ijmn	113 42%zhi jmn	136 38%zij n	146 36%ijn	105 31%jn	72 25%jn	17 11%	25 55%zfg hijmn	249 40%zhi jmn	251 33%ijn	88 20%j	175 30%	198 36%zo	131 36%	108 30%	162 37%zu	279 32%	126 28%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%bhi jn	292 30%zb	203 23%	-	15 35%ijn	109 41%zfg hijlmn	106 30%hij n	121 29%hij n	74 22%j	52 18%	18 12%	15 34%ijn	214 34%zfh ijmn	195 26%hij n	71 16%	166 28%	157 29%q	81 22%	91 25%	129 30%	235 27%	109 24%
Numbers on friends and family plan	383 21%in	212 22%	170 19%	1 100%	18 42%zef ghijlm n	69 26%ijn	81 23%in	80 19%	71 21%in	40 14%	22 15%	19 43%zef ghijlm n	150 24%zij n	151 20%in	62 14%	114 20%	122 22%	74 20%	73 20%	106 25%zu	182 21%	81 18%
International numbers	140 8%bjn t	92 9%zb	48 5%	-	4 9%	27 10%ijn	34 10%ijn	39 9%ijn	22 6%n	10 3%	5 3%	4 9%	61 10%zijn	61 8%ijn	14 3%	35 6%	45 8%	26 7%	34 9%	57 13%ztu	53 6%	26 6%
Freephone numbers e.g. 0800 numbers	138 7%in	84 9%	54 6%	-	5 12%in	41 16%zfg hijlmn	24 7%i	31 8%in	21 6%	9 3%	7 5%	5 11%in	65 11%zfh ijmn	52 7%in	16 4%	44 8%	31 6%	36 10%p	27 7%	41 9%	67 8%	29 6%
Non geographical numbers e.g. 084 or 087 numbers	109 6%bjn	72 7%zb	37 4%	-	4 9%ijn	35 13%zgh ijmn	27 8%hij n	23 6%in	12 4%	5 2%	3 2%	4 9%ijn	62 10%zfg hijmn	35 5%in	7 2%	35 6%	27 5%	27 7%	21 6%	31 7%	56 6%	18 4%
Premium rate numbers e.g. 09 numbers	50 3%in	31 3%	18 2%	-	1 2%	14 5%zhij n	15 4%ijn	12 3%in	5 2%	3 1%	-	1 2%	28 5%zhij mn	18 2%n	3 1%	16 3%	10 2%	15 4%	10 3%	15 3%u	28 3%	5 1%
Other VoIP users	25 1%in	17 2%	9 1%	-	-	11 4%zfh lmn	3 1%	6 2%	4 1%	1 *	1 1%	-	13 2%fn	10 1%	2 *	7 1%	11 2%	5 1%	2 1%	5 1%	10 1%	9 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1859	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
All / any numbers	17	11	5	-	-	3	2	6	4	2	-	-	5	9	2	9	3	1	3	4	6	7
	1%	1%	1%	-	-	1%	*	1%	1%	1%	-	-	1%	1%	1%	2%	1%	*	1%	1%	1%	2%
Emergency numbers	16	6	10	-	-	-	1	-	5	4	6	-	1	5	11	4	4	3	5	2	6	7
	1%l	1%	1%	-	-	-	*	-	2%glm	2%gl	4%zefg lm	-	*	1%	2%zef glm	1%	1%	1%	1%	*	1%	2%
I do not use mobile phone / from home	14	7	7	-	-	-	-	2	5	4	4	-	-	7	7	6	3	2	3	1	6	4
	1%	1%	1%	-	-	-	-	1%	1%fl	1%l	2%zefl	-	-	1%l	2%zfl	1%	1%	1%	1%	*	1%	1%
When away from home	12	6	6	-	-	-	-	3	1	4	4	-	-	4	8	1	7	3	3	-	6	6
	1%	1%	1%	-	-	-	-	1%	*	2%fl	3%zefh lm	-	-	1%	2%zef lm	*	1%o	1%	1%	-	1%	1% s
Family / friends numbers	9	3	6	-	-	-	-	4	2	2	-	-	-	7	2	2	5	1	1	1	4	3
	*	*	1%	-	-	-	-	1%l	1%	1%	-	-	-	1%l	*	*	1%	*	*	*	*	1%
Business / work numbers	7	7	-	-	-	-	-	1	4	2	-	-	-	5	2	4	1	1	2	1	1	4
	*	1%zb	-	-	-	-	-	*	1%zl	1%l	-	-	-	1%	1%	1%	*	*	*	*	*	1%
Number in my mobile contact list	3	1	3	-	-	-	-	3	-	-	-	-	-	3	-	-	3	-	1	-	1	2
	*	*	*	-	-	-	-	1%z	-	-	-	-	-	*	-	-	*	-	*	-	*	1%
Utilities / service provider / pay fees	3	-	3	-	-	-	-	-	1	1	1	-	-	1	3	3	1	-	-	-	3	1
	*	-	*	-	-	-	-	-	*	*	1%l	-	-	*	1%z	*	*	-	-	-	*	*
Other	31	16	16	-	-	2	5	7	10	6	1	-	7	17	7	13	8	6	4	6	9	13
	2%	2%	2%	-	-	1%	2%	2%	3%	2%	1%	-	1%	2%	2%	2%	1%	2%	1%	1%	1%	3%
Any mobile [NET]	1055	595	461	1	31	177	224	245	185	140	52	32	401	430	192	347	319	201	188	250	512	227
	57%bjj nru	61%zb	52%	100%	72%hij n	67%zhi jmn	63%zhi jn	60%ijn	54%jn	48%jn	35%	73%zhi jn	65%zhi jmn	57%ijn	44%j	60%r	58%	54%	52%	58%u	59%u	50%
Any geo landline [NET]	863	474	388	-	25	157	196	183	138	113	52	25	353	320	165	251	255	181	175	215	392	209
	46%hij mn	49%	44%	-	57%hij n	59%zgh ijmn	55%zgh ijmn	45%	40%	39%	35%	55%ijn	57%zgh ijmn	43%	37%	43%	47%	49%	48%	50%	45%	46%
Don't know	26	13	13	-	1	1	2	5	7	7	3	1	3	12	10	6	11	6	4	12	10	4
	1%l	1%	1%	-	2%	1%	*	1%	2%l	2%fl	2%	2%	*	2%	2%fl	1%	2%	2%	1%	3%zt	1%	1%
None	75	29	45	-	-	1	7	10	18	21	18	-	8	28	39	29	21	14	11	16	32	22
	4%ael	3%	5%a	-	-	*	2%	2%	5%eflm	7%zef glm	12%zdef ghklm	-	1%	4%el	9%zef gklm	5%	4%	4%	3%	4%	4%	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 489

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1774	126	184	536	111	29	671	175	140	70	25	56	550	87	1421	353	801	131	131	41	15	45	532	78
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Mobile phone numbers (unspecified)	935 50%lv	82 52%	143 62%z	321 53%	76 63%z	18 47%	446 57%zg lm	100 46%	94 59%zg l	29 45%	13 61%	27 56%l	193 39%	33 45%	731 51%	204 49%	533 57%zq vw	68 47%	79 54%v	14 41%	8 66%	22 55%v	185 38%	26 40%
Local landline numbers (i.e. calls within your same dialing code)	777 42%lv	88 56%zb c	98 42%	268 45%	41 34%	17 45%	352 45%zl	103 48%l	58 37%	26 40%	11 51%	23 47%	172 34%	32 44%	605 42%	172 41%	417 45%zv	65 45%v	56 38%	10 31%	8 69%	20 51%v	165 34%	36 55%zrsv
Mobile phone numbers in same network	613 33%lv	42 27%	108 47%za	227 38%za	57 48%z	14 37%	310 40%zl	67 31%l	71 45%zg il	18 27%	9 40%	14 29%	99 20%	24 33%l	464 32%	149 36%	366 39%zs v	53 36%v	55 37%v	7 21%	5 45%	11 27%	95 20%	21 32%v
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%lv	59 38%z	75 33%	170 28%	35 29%	15 38%	253 33%zi l	52 24%l	49 31%il	10 16%	9 40%	20 41%zg il	82 16%	20 27%l	394 27%	100 24%	282 30%zs v	37 26%v	49 33%sv	5 14%	5 47%	18 44%zq sv	77 16%	21 33%sv
Numbers on friends and family plan	383 21%lv	34 22%	49 21%	136 23%	35 29%z	14 37%	174 22%lm	45 21%	49 31%zl m	15 23%	3 14%	9 19%	78 16%	8 11%	296 21%	87 21%	204 22%v	34 23%	42 28%zv w	11 32%vw	1 10%	7 17%	76 16%	8 12%
International numbers	140 8%lm vw	16 10%	17 7%	51 8%	19 16%z	5 12%	74 10%zgl m	9 4%	24 15%zgl m	3 5%	2 11%	8 16%zgl m	19 4%	-	116 8%	24 6%	78 8%vw	8 6%	23 16%zpq vw	2 6%w	1 9%	8 20%zpq vw	19 4%	-
Freephone numbers e.g. 0800 numbers	138 7%lv	18 12%b	11 5%	66 11%zb	8 6%	4 9%	76 10%zl	20 9%l	11 7%	4 6%	1 6%	4 7%	19 4%	2 3%	109 8%	29 7%	85 9%zv	16 11%v	11 8%	2 5%	1 11%	2 6%	19 4%	2 3%
Non geographical numbers e.g. 084 or 087 numbers	109 6%lv	17 11%z	13 6%	44 7%	9 8%	5 12%	59 8%zl	16 7%l	14 9%l	1 2%	2 9%	5 11%il	10 2%	2 3%	88 6%	21 5%	67 7%v	11 7%v	13 9%v	-	2 17%	5 14%zsv	8 2%	2 3%
Premium rate numbers e.g. 09 numbers	50 3%lv	8 5%	10 4%	19 3%	3 2%	4 10%	32 4%zl	5 2%	6 4%l	3 4%l	-	1 1%	3 1%	-	42 3%	8 2%	34 4%zv	4 3%v	6 4%v	2 4%v	-	1 1%	3 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 489

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO- YED (h)	NOT WORKI- NG - HOUSE WIFE (i)	STILL IN EDUCA- TION (j)	UNEMP- LOYED (k)	RETIR- ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO- YED (r)	NOT WORKI- NG - HOUSE WIFE (s)	STILL IN EDUCA- TION (t)	UNEMP- LOYED (u)	RETIR- ED (v)	OTHER (w)
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Other VoIP users	25 1%lv	-	6 3%	12 2%	3 3%	1 3%	13 2%l	5 2%l	4 3%l	-	1 5%	* 1%	1 *	1 1%	22 2%	3 1%	16 2%v	2 2%	4 3%v	-	1 10%	-	1 *	1 1%
All / any numbers	17 1%	1 1%	4 2%	3 *	3 3%	2 5%	6 1%	1 1%	5 3%zfl	1 1%	-	-	3 1%	-	14 1%	2 1%	6 1%	1 1%	5 3%zpv	1 2%	-	-	3 1%	-
Emergency numbers	16 1%cp	-	2 1%	-	1 1%	-	2 *	-	1 1%	1 2%	-	-	12 2%zf	1 1%	14 1%	3 1%	2 *	-	1 1%	-	-	-	13 3%zp	1 2%p
I do not use mobile phone / from home	14 1%n	-	4 2%c	2 *	-	-	6 1%	-	1 2%	1 2%	-	-	7 1%	-	7 1%	7 2%n	5 1%	-	2 1%	1 3%q	-	-	6 1%	-
When away from home	12 1%lp	2 1%	-	1 *	1 1%	-	1 *	2 1%	1 *	-	-	-	8 2%zf	1 1%	10 1%	2 1%	2 *	2 1%	-	-	-	-	8 2%zp	1 1%
Family / friends numbers	9 *	-	4 2%	2 *	1 1%	-	5 1%	2 1%	1 *	-	-	-	2 *	-	8 1%	1 *	5 1%	2 1%	-	-	-	-	2 *	-
Business / work numbers	7 *	-	3 1%	1 *	1 *	3 7%	2 *	2 1%	3 2%zfl	-	-	-	-	-	7 *	-	2 *	2 1%v	3 2%zpv	-	-	-	-	-
Number in my mobile contact list	3 *	-	2 1%	1 *	-	-	3 *	-	-	-	-	-	-	1 1%l	2 *	2 *	3 *	-	-	-	-	-	-	1 1%v
Utilities / service provider / pay fees	3 *	-	-	-	-	-	-	-	-	-	-	-	3 1%	1 1%l	3 *	-	-	-	-	-	-	-	3 1%p	1 1%p
Other	31 2%	7 4%	4 2%	8 1%	2 2%	1 3%	9 1%	9 4%zf	3 2%	-	-	1 2%	8 2%	1 1%	22 2%	9 2%	15 2%	4 3%	3 2%	-	-	-	8 2%	1 2%
Any mobile [NET]	1055 57%lv	87 55%	163 70%za c	367 61%zc	82 68%z	18 47%	505 65%zg li	112 52%	100 63%l	34 51%	15 69%	29 59%l	220 44%	40 55%	820 57%	235 57%	604 65%zq svw	80 55%v	85 57%v	14 41%	8 69%	23 57%	211 44%	31 47%
Any geo landline [NET]	863 46%lv	99 63%zb c	111 48%	296 49%	48 39%	17 45%	399 51%zh l	107 50%l	65 41%	28 43%	13 61%	26 53%l	189 38%	36 49%	672 47%	191 46%	467 50%zv	69 47%	62 42%	12 37%	9 76%	23 59%v	182 38%	39 59%zrsv

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All who have used their mobile phone in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Don't know	26 1%h	3 2%	1 *	10 2%	1 1%	- -	11 1%	2 1%	1 1%	- -	1 3%	- -	9 2%	2 2%	16 1%	10 2%	11 1%	2 2%	3 2%	- -	- -	- -	9 2%	* 1%
None	75 4%acfp	* *	5 2%	15 3%	7 6%	2 7%	17 2%	4 2%	9 6%f	1 2%	- -	1 3%	41 8%zfgm	1 1%	61 4%	14 3%	19 2%	3 2%	11 7%p	1 4%	- -	1 4%	39 8%zpq	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All who have used their mobile phone in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1774	1089	296	386	497	18	3	76	1208	446	654	281	219	167	232	189	69	20	5	2	8	
Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**	
Mobile phone numbers (unspecified)	935 50%ch	575 49%	187 60%za c	172 45%	290 53%	17 87%	2 84%	61 72%zdh	587 48%	218 50%	319 48%	185 58%zj m	134 53%	76 45%	133 52%	120 55%	35 47%	9 50%	2 53%	-	3 41%	
Local landline numbers (i.e. calls within your same dialing code)	777 42%ch i	497 43%ch	144 46%ch	135 36%	263 48%zh	10 51%	* 16%	40 47%	476 39%	162 37%	272 41%	141 44%	117 46% i	79 47% i	124 48%z	97 44%	35 47%	12 65%	2 50%	1 51%	7 82%	
Mobile phone numbers in same network	613 33%ch i	392 34%	115 37%ch	105 28%	196 36%	9 46%	1 59%	34 40%	382 31%	125 29%	214 32%	128 40%zi j	80 32%	63 37%	82 32%	83 38%	33 45%	4 23%	1 19%	-	1 16%	
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%ch	317 27%ch	96 31%ch	80 21%	171 31%zh	9 49%	-	27 32%	294 24%	103 24%	165 25%	93 29%	88 35%zi jm	41 24%	80 31%	75 34%z	17 23%	5 28%	1 35%	1 49%	4 46%	
Numbers on friends and family plan	383 21%gh	257 22%	61 20%	65 17%	134 24%zgh	8 43%	-	9 11%	235 19%	76 17%	131 20%	83 26%zi	61 24%	32 19%	67 26%z	55 25%	13 18%	4 23%	-	-	-	
International numbers	140 8%ch	104 9%zc	21 7%	14 4%	58 10%zh	4 22%	-	4 5%	77 6%	25 6%	41 6%	26 8%	31 12%zi j	17 10%	23 9%	24 11%	9 12%	2 13%	-	1 49%	-	
Freephone numbers e.g. 0800 numbers	138 7%ci	95 8%ch	27 9%ch	16 4%	39 7%	4 23%	1 59%	5 6%	90 7%	16 4%	61 9% i	34 11% il	13 5%	12 7%	26 10% p	11 5%	1 2%	1 7%	* 10%	-	2 24%	
Non geographical numbers e.g. 084 or 087 numbers	109 6%chi	79 7%ch	17 6%	13 3%	45 8%zh	3 16%	1 59%	4 4%	59 5%	13 3%	36 5%	20 6% i	22 9% i	17 10% zj	22 8%	19 9%	3 4%	4 22%	-	-	1 16%	
Premium rate numbers e.g. 09 numbers	50 3%h	37 3%	6 2%	7 2%	25 5%zh	3 16%	-	2 2%	20 2%	7 2%	16 2%	14 4%	6 2%	7 4%	14 6%z	7 3%	4 6%	-	-	-	-	
Other VoIP users	25 1%	13 1%	5 1%	8 2%	7 1%	-	-	2 3%	17 1%	5 1%	12 2%	5 2%	2 1%	2 1%	5 2%	2 1%	-	* 2%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 490

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?

BASE: All who have used their mobile phone in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**	
All / any numbers	17 1%	16 1%zc	1 *	-	7 1%	-	-	-	9 1%	1 *	7 1%	4 1%	3 1%	2 1%	2 1%	3 1%	1 2%	1 5%	-	-	-	
Emergency numbers	16 1%a	5 *	2 1%	9 2%za	-	-	-	-	16 1%zd	11 3%zjk l	5 1%	-	-	-	-	-	-	-	-	-	-	
I do not use mobile phone / from home	14 1%	9 1%	1 *	4 1%	-	-	-	-	14 1%zd	5 1%	7 1%	-	2 1%	-	-	-	-	-	-	-	-	
When away from home	12 1%	5 *	3 1%	4 1%	1 *	1 5%	-	-	11 1%	7 2%zk	4 1%	-	1 *	-	-	1 *	-	-	-	-	-	
Family / friends numbers	9 *	3 *	-	6 2%zab	2 *	-	-	-	7 1%	2 1%	5 1%	-	2 1%	-	2 1%	-	2 2%	-	-	-	-	
Business / work numbers	7 *	4 *	3 1%	1 *	1 *	-	-	-	6 1%	2 1%	1 *	3 1%	-	1 1%	1 *	-	-	-	-	-	-	
Number in my mobile contact list	3 *	2 *	-	2 *	3 *	-	-	1 1%h	1 *	1 *	-	3 1%j	-	-	3 1%z	-	-	-	-	-	-	
Utilities / service provider / pay fees	3 *	-	-	3 1%za	-	-	-	-	3 *	3 1%	1 *	-	-	-	-	-	-	-	-	-	-	
Other	31 2%k	20 2%	6 2%	6 2%	11 2%	-	-	-	21 2%	8 2%k	12 2%k	-	9 3%k	2 1%	4 2%	6 3%	-	-	-	-	-	
Any mobile [NET]	1055 57%h	657 56%	199 64%za c	198 52%	329 60%	17 87%	2 84%	67 79%zdh	664 54%	235 53%	368 55%	209 65%zi jm	148 59%	92 55%	146 57%	137 62%	43 58%	9 53%	2 53%	-	3 41%	
Any geo landline [NET]	863 46%ch i	560 48%c	153 49%c	147 39%	291 53%zh	10 54%	* 16%	45 53%	527 43%	178 41%	303 45%	151 47%	134 53%i	90 53%i	134 53%	111 51%	42 56%	12 65%	2 50%	1 100%	7 82%	
Don't know	26 1%	17 1%	4 1%	5 1%	5 1%	-	-	-	22 2%	8 2%	9 1%	4 1%	5 2%	1 *	2 1%	3 1%	-	-	-	-	-	

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		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	1859	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
None	75 4%adl n	37 3%	7 2%	31 8%zab	7 1%	-	-	1 1%	67 5%zd	29 7%zkl m	34 5%kl	6 2%	3 1%	3 2%	4 1%	4 2%	-	-	1 21%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1774	249	205	267	1257	1743	977	970	1705	1673	681	1541	1095	587	1133	426
Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Mobile phone numbers (unspecified)	935 50%	148 54%	114 51%	147 51%	636 49%	921 50%	553 54%zeghi	496 49%	912 51%z	895 51%ze	404 54%zeghi	843 52%ze	633 53%zegh	404 59%zefghijkln	660 54%zeghi	337 69%zefghijklmn
Local landline numbers (i.e. calls within your same dialing code)	777 42% ^d	138 51% ^{zd}	99 45%	132 46%	508 39%	764 42%	479 46%zeghi kln	414 41%	750 42%	732 42%	345 46%zeghi kno	685 42%	515 43%	318 47%zeghi kno	515 42%	200 41%
Mobile phone numbers in same network	613 33% ^g	99 36%	79 35%	101 35%	410 32%	606 33% ^g	388 38%zeghi k	308 30%	593 33% ^g	583 33% ^g	259 35% ^g	541 33% ^g	432 36%zeghi k	277 41%zeghi jkl	446 37%zeghi k	227 46%zefghijklmn
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27% ^d ^{eg}	92 34% ^{zd}	71 32% ^d	78 27%	316 25%	481 26% ^g	314 30%zeghi kn	245 24%	480 27% ^g	463 26% ^g	221 30%zeghi	443 27% ^g	365 31%zeghi kn	218 32%zeghi kn	334 28% ^g	151 31%zeghi
Numbers on friends and family plan	383 21% ^d ^g	76 28% ^{zd}	49 22%	61 21%	244 19%	379 21% ^g	252 24%zeghi jkn	175 17%	368 21% ^g	366 21% ^g	153 21% ^g	348 21% ^g	266 22%zgh	152 22% ^g	252 21% ^g	118 24% ^g
International numbers	140 8% ^d ^g	32 12% ^{zd}	18 8%	33 11% ^{zd}	81 6%	137 7% ^g	98 9%zeghi kn	58 6%	135 8% ^g	133 8% ^g	50 7%	132 8% ^g	107 9%zeghi n	54 8%	86 7%	35 7%
Freephone numbers e.g. 0800 numbers	138 7% ⁿ	23 9%	13 6%	12 4%	98 8%	136 7% ⁿ	80 8% ⁿ	68 7%	134 7% ⁿ	131 7% ⁿ	46 6%	119 7%	99 8% ^j ⁿ	52 8%	77 6%	35 7%
Non geographical numbers e.g. 084 or 087 numbers	109 6% ^d ⁱ	27 10% ^{zd}	18 8%	20 7%	61 5%	106 6% ⁱ	66 6%	55 5%	103 6% ⁱ	95 5%	39 5%	99 6% ⁱ	78 7% ⁱ	56 8%zeghi kn	69 6%	36 7%
Premium rate numbers e.g. 09 numbers	50 3% ^d ⁱ	16 6% ^{zd}	12 6% ^{zd}	7 3%	24 2%	49 3%	34 3%ghin	21 2%	45 3%	43 2%	20 3%	44 3%	38 3%ghin	25 4%gn	29 2%	14 3%
Other VoIP users	25 1%	5 2%	3 1%	2 1%	18 1%	25 1%	15 1%	14 1%	25 1%	25 1%	12 2%	25 2%	19 2%	16 2%zeh	21 2%	13 3%zehi

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 491

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
All / any numbers	17 1%e	3 1%	4 2%	3 1%	9 1%	15 1%	9 1%	6 1%	17 1%e	15 1%	7 1%	15 1%	12 1%	5 1%	9 1%	5 1%
Emergency numbers	16 1%hklm	-	-	-	16 1%z	16 1%fhklm	5 *	12 1%klo	14 1%lm	15 1%klm	5 1%	10 1%	6 *	1 *	10 1%lm	-
I do not use mobile phone / from home	14 1%km	-	-	-	14 1%z	14 1%km	7 1%	9 1%lm	13 1%k	13 1%k	4 1%	8 1%	9 1%lm	1 *	11 1%km	4 1%lm
When away from home	12 1%	-	1 *	1 *	11 1%	12 1%lm	7 1%lm	7 1%	12 1%lm	11 1%	9 1%mo	10 1%	7 1%	1 *	10 1%	-
Family / friends numbers	9 *	-	-	4 1%	5 *	9 *	3 *	6 1%	9 *	8 *	1 *	8 1%	4 *	2 *	5 *	-
Business / work numbers	7 *	-	-	1 *	6 *	7 *	3 *	5 1%	7 *	7 *	1 *	7 *	4 *	1 *	3 *	*
Number in my mobile contact list	3 *	-	2 1%	1 *	1 *	3 *	2 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	2 *	2 *
Utilities / service provider / pay fees	3 *	-	-	-	3 *	3 *	1 *	1 *	3 *	3 *	1 *	3 *	1 *	1 *	1 *	-
Other	31 2%	5 2%	2 1%	7 2%	21 2%	31 2%	17 2%	21 2%	31 2%	31 2%	10 1%	30 2%	20 2%	13 2%	20 2%	12 3%
Any mobile [NET]	1055 57%	162 60%	132 59%	167 58%	718 56%	1040 57%	628 61%zeghi k	563 56%	1023 57%	1006 57%	454 61%zeghi k	946 58%z	717 60%zeghi k	464 68%zeghi ijklm	752 62%zeghi k	371 76%zeghijklmn
Any geo landline [NET]	863 46% ^d	152 56% ^{zd}	116 52% ^d	149 51% ^d	561 44%	845 46%	522 51%zeghi kno	459 45%	831 46%	808 46%	380 51%zeghi kno	760 46%	576 48%ei	352 52%zeghi kno	573 47%	219 45%
Don't know	26 1%lmn	2 1%	2 1%	3 1%	22 2%	26 1%lmn	13 1%lm	16 2%mn	25 1%lmn	26 1%lmn	10 1%lm	22 1%lmn	11 1%lm	1 *	10 1%	2 *
None	75 4%acklm	3 1%	4 2%	4 1%	67 5%zac	73 4%klm	35 3%lm	48 5%klm	73 4%klm	75 4%eklm	27 4%lm	54 3%lm	37 3%lm	10 1%	52 4%klm	14 3%lm

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 492

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1774	1396	182	18	12	53	113	662	495	503	9	41	94	137	136	293	263	166	58
Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Mobile phone numbers (unspecified)	935 50%fgl	802 53%zbf	74 44%f	5 29%	8 60%	20 39%	26 26%	242 39%	365 58%zg	268 54%g	5 45%	15 37%	35 37%	59 46%	70 54%l	158 52%l	165 58%zklm	130 63%zklm	48 62%kl
Local landline numbers (i.e. calls within your same dialing code)	777 42%g	641 43%	72 42%	6 35%	5 35%	20 39%	34 34%	214 35%	277 44%g	229 46%zg	5 46%	18 45%	38 39%	47 37%	55 42%	131 43%	126 44%	85 41%	31 40%
Mobile phone numbers in same network	613 33%bfg	527 35%zbf	43 25%	5 31%	3 24%	18 36%f	16 16%	129 21%	242 39%zg	187 38%zg	6 49%	11 28%	24 25%	39 30%	53 40%l	106 35%	103 36%	84 41%zl	27 34%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%bfgm	440 29%zbf	27 16%	3 15%	2 14%	10 20%	13 13%	127 21%	186 30%g	156 31%zg	-	6 15%	25 26%	22 17%	39 30%lm	83 27%lm	76 27%lm	77 37%zkmo	22 29%
Numbers on friends and family plan	383 21%f	333 22%zbf	25 15%	1 9%	3 20%	9 17%	12 12%	112 18%	127 20%	127 26%zg	2 20%	8 19%	20 21%	18 14%	33 25%lm	69 23%	66 23%lm	45 22%	19 25%
International numbers	140 8%fgm	130 9%zf	8 5%f	1 4%	-	1 2%	* *	30 5%	63 10%zg	43 9%g	-	4 10%lm	2 2%	2 2%	23 18%zlmop	22 7%lm	15 5%	20 10%lm	7 8%lm
Freephone numbers e.g. 0800 numbers	138 7%fgm	122 8%f	11 6%	2 14%	-	1 1%	2 2%	35 6%	45 7%	54 11%zg	-	6 14%mqr	8 8%	3 3%	6 5%	22 7%	21 7%	9 5%	2 3%
Non geographical numbers e.g. 084 or 087 numbers	109 6%fg	98 7%zf	6 4%	2 10%	-	2 4%	1 1%	21 3%	47 8%g	32 6%g	-	1 3%	5 5%	3 2%	6 5%	18 6%	21 7%	13 6%	3 4%
Premium rate numbers e.g. 09 numbers	50 3%	48 3%z	2 1%	-	-	-	-	13 2%	20 3%	16 3%	-	4 10%zlnpqr	-	3 2%	1 1%	13 4%	6 2%	5 3%	-
Other VoIP users	25 1%g	25 2%	-	-	-	-	-	3 *	10 2%	11 2%g	-	1 3%	2 2%	1 *	1 1%	3 1%	7 3%	6 3%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 492

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	1859	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
All / any numbers	17 1%	17 1%	-	-	-	-	-	9 1%	5 1%	2 *	-	-	1 1%	1 1%	-	2 1%	4 1%	7 3%z	1 1%
Emergency numbers	16 1%a	6 *	3 2%a	-	-	1 1%	7 7%za	9 1%	3 *	4 1%	-	-	1 1%	1 1%	3 2%	1 *	4 1%	-	1 1%
I do not use mobile phone / from home	14 1%	9 1%	1 *	-	-	1 2%	4 4%zab	8 1%	2 *	2 *	-	-	1 1%	-	1 1%	3 1%	1 1%	2 1%	2 3%
When away from home	12 1%	9 1%	2 1%	-	-	-	2 2%	7 1%	3 1%	2 *	-	-	-	2 1%	3 2%zo	1 *	1 1%	-	-
Family / friends numbers	9 *	7 *	1 *	-	-	-	1 1%	2 *	5 1%	1 *	-	1 1%	2 2%	-	1 1%	1 *	5 2%z	-	-
Business / work numbers	7 *	7 *	-	-	-	-	1 1%	5 1%z	2 *	-	-	-	-	-	1 1%	2 1%	-	1 *	-
Number in my mobile contact list	3 *	2 *	1 1%	-	-	-	-	1 *	2 *	1 *	-	-	-	1 1%	-	1 *	2 1%	-	-
Utilities / service provider / pay fees	3 *	1 *	-	-	2 14%	-	-	3 *	-	1 *	-	1 1%	-	1 1%z	-	1 *	-	-	-
Other	31 2%l	26 2%	5 3%	1 3%	-	-	-	14 2%i	11 2%	2 *	1 9%	1 2%	-	3 2%	4 3%	5 2%	6 2%	2 1%	4 5%
Any mobile [NET]	1055 57%bfg	896 59%zbf	81 48%f	8 46%	9 72%	27 53%f	33 33%	272 44%	408 65%zg	300 60%g	6 49%	19 47%	45 46%	66 52%	78 60%	188 62%l	181 63%zl	147 71%zkml	50 64%
Any geo landline [NET]	863 46%fg	720 48%zf	74 44%	6 37%	5 35%	21 41%	36 36%	246 40%	307 49%g	251 51%zg	5 46%	19 48%	44 45%	55 43%	59 45%	139 46%	139 49%	99 48%	34 44%
Don't know	26 1%	18 1%	-	-	-	4 7%zab	4 4%zab	16 3%zh	5 1%	5 1%	-	-	-	2 2%	1 1%	2 1%	2 1%	-	1 2%
None	75 4%a	41 3%	11 6%a	3 17%	-	2 4%	18 18%zabe	37 6%zhi	18 3%	14 3%	1 7%	2 6%	3 3%	8 7%	3 2%	12 4%	7 2%	7 3%	3 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 493
FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1774	1573	194	145	177	164	152	117	65	121	262	181	90	203	97	1384	1068	674	1742	1481	293	1774
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Mobile phone numbers (unspecified)	935 50%fh i	857 50%	75 51%	61 53%fi	101 62%ze fhilo	74 48%fi	47 29%	73 54%thi	34 37%	63 35%	224 59%zfh ilo	80 53%th i	29 43%f	96 58%zf hilo	51 53%fi	758 50%fi	540 50%	374 50%	913 50%	766 50%	168 51%	935 50%
Local landline numbers (i.e. calls within your same dialing code)	777 42%gh m	705 41%	71 49%	48 41%	68 42%	66 43%g	79 49%gh jm	41 31%	27 29%	99 55%zc dghjl mo	145 38%	78 52%zg hjimo	25 37%	56 34%	46 47%gh m	650 43%ghm	428 40%	336 45%	764 42%p	627 41%	150 45%	777 42%
Mobile phone numbers in same network	613 33%fh ilps	557 33%	54 37%	41 35%fh l	42 26%h	72 47%zd fhikl o	29 18%	47 35%thl	11 12%	43 24%	149 39%zdf hilo	53 36%th il	12 18%	67 41%zd fhilo	46 47%zd fhilo	487 32%thl	328 31%	268 36%p	596 33%p	484 32%	128 39%zsu	613 33% s
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%	445 26%	50 34%za	23 20%	45 28%	42 28%	50 31%c	27 20%	18 20%	55 30%	103 27%	57 38%zc ghjlm no	14 21%	39 24%	21 22%	420 27% c	279 26%	205 27%	484 27%	401 26%	94 28%	495 27%
Numbers on friends and family plan	383 21% f	346 20%	37 25%	25 22%f	26 16%f	38 25%fg	12 8%	18 14%	27 30%df gn	39 21%f	88 23%f	45 30%zd fglno	11 16%	40 24%fg	14 14%	318 21% f	207 19%	168 22%	375 21%	307 20%	76 23%	383 21%
International numbers	140 8%ac	118 7%	22 15%za	4 3%	14 9%h	15 10%ch j	17 11%chj	11 8%	1 1%	11 6%	18 5%	33 22%zcd efghj lmno	2 3%	9 6%	4 4%	125 8% c	85 8%	51 7%	136 7%	112 7%	28 8%	140 8%
Freephone numbers e.g. 0800 numbers	138 7% nps	121 7%	17 11%za	5 4%	20 12%zcf jkno	13 8%n	7 5%	9 6%	11 12%n	17 10%n	22 6%	9 6%	8 11% cfn	15 9%n	2 2%	113 7% n	63 6%	71 10%zpr	135 7%p	94 6%	44 13%zsu	138 7% s
Non geographical numbers e.g. 084 or 087 numbers	109 6% s	97 6%	12 8%	5 4%	18 11%zcg jo	12 8%	9 5%	4 3%	4 4%	9 5%	19 5%	11 7%	2 3%	11 7%	5 5%	90 6% s	58 5%	48 6%	106 6%	77 5%	32 10%zsu	109 6% s
Premium rate numbers e.g. 09 numbers	50 3% s	42 2%	8 5%za	3 3%	9 5%zj	4 2%	7 5%	3 2%	2 2%	5 3%	6 2%	4 3%	2 3%	3 2%	1 1%	44 3% s	26 2%	23 3%	49 3%	34 2%	16 5%zsu	50 3% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?

BASE: All who have used their mobile phone in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMB ERSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Other VoIP users	25 1%	21 1%	3 2%	1 1%	1 1%	2 2%	1 1%	-	-	4 2%	7 2%	*	2 2%	5 3%zgk o	1 1%	17 1%	16 1%	9 1%	25 1%	23 2%	2 1%	25 1%
All / any numbers	17 1% s	15 1%	1 1%	1 1%	-	1 1%	-	3 2%	-	4 2%	5 1%	1 1%	2 3%zdf m	-	-	14 1%	9 1%	8 1%	17 1%	9 1%	7 2%zsu	17 1% s
Emergency numbers	16 1% q	16 1%	1 1%	1 1%	-	1 1%	2 1%	2 1%	2 2%	-	5 1%	-	1 2%	1 1%	1 1%	13 1%	14 1%	2 *	16 1% q	16 1%	-	16 1%
I do not use mobile phone / from home	14 1% r	14 1%	-	1 1%	2 2%	-	1 1%	-	1 1%	-	6 2%	-	-	1 1%	2 2%	11 1%	7 1%	5 1%	12 1%	11 1%	3 1%	14 1%
When away from home	12 1%	12 1%	-	-	1 1%	1 1%	2 1%	2 1%	-	1 1%	4 1%	-	-	2 1%	-	11 1%	9 1%	4 *	12 1%	10 1%	2 1%	12 1%
Family / friends numbers	9 *	9 1%	-	-	2 1%	1 *	-	2 2%	2 2%	-	2 *	-	1 1%	* *	-	7 *	7 1%	2 *	9 *	6 *	3 1%	9 *
Business / work numbers	7 *	7 *	-	-	-	-	-	-	-	3 1% o	2 *	-	* 1%	2 1% zo	-	4 *	3 *	4 1%	7 *	7 *	* *	7 *
Number in my mobile contact list	3 *	3 *	-	-	1 1%	-	-	-	-	2 1%	-	1 1%	-	-	-	3 *	2 *	2 *	3 *	2 *	2 *	3 *
Utilities / service provider / pay fees	3 *	3 *	-	1 *	1 1%	-	1 1%	-	-	-	-	-	-	-	-	3 *	3 *	-	3 *	3 *	-	3 *
Other	31 2%	31 2%	-	1 1%	5 3%	1 *	1 *	4 3%	2 2%	2 1%	8 2%	1 *	* 1%	4 2%	3 3%	24 2%	16 1%	15 2%	31 2%	26 2%	6 2%	31 2%
Any mobile [NET]	1055 57% fh il	971 57%	81 56%	72 61% fh il	110 68% zf hiklo	97 63% fh ilo	56 35%	78 58% fhi	36 39%	69 39%	246 64% zfh ilo	85 56% fh i	31 45%	110 67% zf hilo	66 68% zf hilo	849 55% fhi	595 55%	436 58%	1030 56%	858 56%	197 59%	1055 57%
Any geo landline [NET]	863 46% ag m	774 45%	87 60% za	53 45%	71 44%	74 49%	101 63% zc deg h lmno	49 37%	35 38%	104 58% zd ghjlm o	158 41%	83 55% zd ghjlm	27 39%	62 38%	46 47%	727 48% gjm	478 44%	370 49%	848 46%	699 46%	163 49%	863 46%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 493
FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Don't know	26	24	1	2	1	4	5	2	-	-	4	5	-	4	-	22	18	8	26	23	3	26
	1%	1%	1%	1%	*	2%	3% ⁱ	2%	-	-	1%	3% ^{zi}	-	2%	-	1%	2%	1%	1%	2%	1%	1%
None	75	70	3	9	7	5	5	7	4	8	11	3	3	9	5	58	50	22	72	65	10	75
	4%	4%	2%	8% ^{zjk}	4%	3%	3%	5%	4%	4%	3%	2%	5%	5%	5%	4%	5%	3%	4%	4%	3%	4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 494

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1774	742	1254	1774	1774	1491	214	1611	814	377	-	1491	-	283	-	1491	283	1774	-
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
Mobile phone numbers (unspecified)	935 50%amp	309 42%	744 55%zac dg	935 50%a	935 50%a	850 54%zac dg	125 53%a	892 52%zac d	476 54%za cd	249 59%zac deg	-	850 54%zm	-	85 31%	-	850 54%zp	85 31%	935 50%	-
Local landline numbers (i.e. calls within your same dialing code)	777 42%amp	253 35%	610 45%zac deg	777 42%a	777 42%a	683 43%zac d	117 49%zac d	731 43%zac d	423 48%za cdegi	180 42%a	-	683 43%zm	-	95 35%	-	683 43%zp	95 35%	777 42%	-
Mobile phone numbers in same network	613 33%amp	179 25%	512 38%zac deg	613 33%a	613 33%a	562 35%zac dg	94 39%zac d	587 34%zac d	333 38%za cdg	180 42%zac deg	-	562 35%zm	-	51 19%	-	562 35%zp	51 19%	613 33%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%amp	139 19%	423 31%zac deg	495 27%a	495 27%a	452 28%zac d	84 35%zac deg	481 28%zac d	277 31%za cdeg	150 35%zac deg	-	452 28%zm	-	43 16%	-	452 28%zp	43 16%	495 27%	-
Numbers on friends and family plan	383 21%amp	129 18%	306 23%zac d	383 21%a	383 21%a	347 22%zac d	45 19%	369 22%zac d	212 24%za cdg	98 23%a	-	347 22%zm	-	36 13%	-	347 22%zp	36 13%	383 21%	-
International numbers	140 8%a	29 4%	127 9%zacd eg	140 8%a	140 8%a	125 8%a	23 10%a	137 8%zac d	88 10%zac deg	33 8%a	-	125 8%	-	15 5%	-	125 8%	15 5%	140 8%	-
Freephone numbers e.g. 0800 numbers	138 7%a	37 5%	122 9%zacd eg	138 7%a	138 7%a	119 8%a	28 12%zacd eg	135 8%zacd	76 9%a	33 8%	-	119 8%	-	19 7%	-	119 8%	19 7%	138 7%	-
Non geographical numbers e.g. 084 or 087 numbers	109 6%a	28 4%	105 8%zacd eg	109 6%a	109 6%a	98 6%a	18 8%a	108 6%zacd	62 7%a	29 7%a	-	98 6%	-	11 4%	-	98 6%	11 4%	109 6%	-
Premium rate numbers e.g. 09 numbers	50 3%a	11 1%	46 3%zacd egi	50 3%a	50 3%a	41 3%a	13 5%zacd egi	49 3%ae	34 4%zac degi	7 2%	-	41 3%	-	9 3%	-	41 3%	9 3%	50 3%	-
Other VoIP users	25 1%a	3 *	24 2%zacd	25 1%a	25 1%a	25 2%a	5 2%a	25 1%a	14 2%a	25 6%zab cdefg h	-	25 2%	-	-	-	25 2%	-	25 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 494

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
All / any numbers	17 1%a	2 *	16 1%	17 1%a	17 1%a	17 1%a	2 1%	17 1%a	8 1%	8 2%a	-	17 1%	-	-	-	17 1%	-	17 1%	-
Emergency numbers	16 0 1%beghk o	15 2%zbc defgh i	2 *	16 1%beg h	16 1%beg h	8 1%b	-	8 *b	3 *	2 *	-	8 1%	-	8 3%zk	-	8 1%	8 3%zo	16 1%	-
I do not use mobile phone / from home	14 1%begko	11 2%zbc degi	3 *	14 1%beg	14 1%beg	9 1%b	2 1%	9 1%b	8 1%bg	-	-	9 1%	-	5 2%zk	-	9 1%	5 2%zo	14 1%	-
When away from home	12 1%	9 1%g	7 *	12 1%	12 1%	9 1%	-	9 1%	4 *	1 *	-	9 1%	-	3 1%	-	9 1%	3 1%	12 1%	-
Family / friends numbers	9 *	3 *	7 *	9 *	9 *	8 1%	-	8 *	3 *	2 *	-	8 1%	-	1 *	-	8 1%	1 *	9 *	-
Business / work numbers	7 *	6 1%zcd h	4 *	7 *	7 *	7 *	3 1%	7 *	2 *	* *	-	7 *	-	1 *	-	7 *	1 *	7 *	-
Number in my mobile contact list	3 *	2 *	3 *	3 *	3 *	3 *	2 1%	3 *	2 *	3 1%	-	3 *	-	-	-	3 *	-	3 *	-
Utilities / service provider / pay fees	3 *b	3 *	1 *	3 *b	3 *b	3 *b	-	3 *b	1 *	-	-	3 *	-	-	-	3 *	-	3 *	-
Other	31 2%	16 2%	20 1%	31 2%	31 2%	30 2%b	3 1%	31 2%	12 1%	13 3%bh	-	30 2%	-	1 *	-	30 2%	1 *	31 2%	-
Any mobile [NET]	1055 57%amp	351 48%	839 62%zac deg	1055 57%a	1055 57%a	954 60%zac dg	143 60%a	1003 58%zac d	543 61%za cdg	280 66%zac deg	-	954 60%zm	-	101 37%	-	954 60%zp	101 37%	1055 57%	-
Any geo landline [NET]	863 46%amp	283 39%	681 50%zac deg	863 46%a	863 46%a	757 48%zac d	127 53%a	813 47%zac d	459 52%za cdeg	212 50%a	-	757 48%zm	-	105 39%	-	757 48%zp	105 39%	863 46%	-
Don't know	26 0 1%beghk o	14 2%egh i	13 1%	26 1%beg h	26 1%beg h	15 1%	-	19 1%e	6 1%	2 1%	-	15 1%	-	12 4%zk	-	15 1%	12 4%zo	26 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?
BASE: All who have used their mobile phone in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
None	75	55	26	75	75	49	3	53	32	15	-	49	-	26	-	49	26	75	-
	4%bfgk	8%zbc	2%	4%bef	4%bfg	3%b	1%	3%b	4%b	4%b	-	3%	-	10%zk	-	3%	10%zo	4%	-
	o	defgh		g															
		i																	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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Table 495

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1774	679	49	20	16	43	3	332	238	6	1	338	44
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Mobile phone numbers (unspecified)	935 50%	362 49%	21 43%	9 51%	4 26%	29 53%	2 100%	189 55%	118 50%	1 22%	1 100%	175 49%	24 56%
Local landline numbers (i.e. calls within your same dialing code)	777 42%a	280 38%	20 42%	5 31%	5 31%	24 44%	* 12%	174 51%zal	89 38%	2 36%	- -	158 45%	19 44%
Mobile phone numbers in same network	613 33%a	210 28%	19 40%	4 21%	4 26%	14 25%	1 40%	149 43%zalp	70 30%	5 73%	1 100%	123 35%	14 33%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%a	174 24%	15 32%	1 8%	4 25%	16 29%	* 12%	118 34%zal	51 22%	2 24%	- -	104 29%	10 24%
Numbers on friends and family plan	383 21%a	125 17%	9 20%	3 18%	5 29%	13 23%	- -	86 25%za	53 23%	2 35%	- -	79 22%	7 17%
International numbers	140 8%	47 6%	6 12%	- -	1 7%	2 4%	- -	35 10%a	16 7%	- -	- -	30 9%	3 7%
Freephone numbers e.g. 0800 numbers	138 7%a	38 5%	5 10%	- -	2 14%	5 8%	- -	37 11%za	15 6%	- -	- -	33 9%a	2 5%
Non geographical numbers e.g. 084 or 087 numbers	109 6%a	27 4%	5 11%a	- -	- -	2 4%	- -	37 11%zal	9 4%	- -	- -	27 8%a	2 4%
Premium rate numbers e.g. 09 numbers	50 3%	13 2%	2 5%	- -	- -	1 2%	- -	20 6%zalp	5 2%	- -	- -	7 2%	3 7%a
Other VoIP users	25 1%p	8 1%	- -	- -	- -	- -	- -	12 4%zap	6 2%p	- -	- -	- -	- -
All / any numbers	17 1%	4 1%	- -	- -	- -	2 4%a	- -	3 1%	1 *	- -	- -	6 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	1859	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Emergency numbers	16	8	-	-	1	-	-	-	3	1	-	3	-
	1%	1%	-	-	6%	-	-	-	1%h	16%	-	1%	-
I do not use mobile phone / from home	14	8	-	-	-	1	-	2	1	-	-	2	1
	1%	1%	-	-	-	2%	-	1%	*	-	-	1%	2%
When away from home	12	9	-	-	-	2	-	-	1	-	-	1	-
	1%	1%	-	-	-	3%h	-	-	*	-	-	*	-
Family / friends numbers	9	5	-	1	-	-	-	1	2	-	-	-	-
	*	1%	-	3%	-	-	-	*	1%	-	-	-	-
Business / work numbers	7	4	-	-	-	-	-	*	2	-	-	1	-
	*	*	-	-	-	-	-	*	1%	-	-	*	-
Number in my mobile contact list	3	-	-	-	-	-	-	2	2	-	-	-	-
	*	-	-	-	-	-	-	*	1%a	-	-	-	-
Utilities / service provider / pay fees	3	3	-	-	-	-	-	1	-	-	-	-	-
	*	*	-	-	-	-	-	*	-	-	-	-	-
Other	31	12	3	-	*	-	-	2	5	-	-	9	-
	2%	2%	7%zah	-	2%	-	-	1%	2%	-	-	2%	-
Any mobile [NET]	1055	401	24	12	6	29	2	218	130	5	1	201	25
	57%	54%	50%	72%	36%	53%	100%	64%za	55%	84%	100%	57%	59%
Any geo landline [NET]	863	312	22	5	7	25	*	187	99	3	-	180	20
	46%a	42%	47%	31%	40%	47%	12%	55%zal	42%	49%	-	51%a	47%
Don't know	26	11	2	-	-	1	-	*	4	-	-	7	-
	1%h	1%	5%h	-	-	3%h	-	*	2%h	-	-	2%h	-
None	75	44	3	1	1	2	-	9	9	-	-	6	2
	4%p	6%zhp	6%	5%	7%	3%	-	3%	4%	-	-	2%	4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1774	10	1	129	1	1	14	1	7	2	3	12	2	103
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Mobile phone numbers (unspecified)	935 50% ^d	4 36%	- -	48 33%	- -	2 100%	2 20%	1 100%	3 44%	3 100%	1 58%	8 63%	1 44%	58 52% ^d
Local landline numbers (i.e. calls within your same dialing code)	777 42%	2 25%	- -	74 52% ^z	- -	- -	4 32%	1 100%	3 46%	1 45%	2 73%	5 45%	2 100%	67 61% ^{zs}
Mobile phone numbers in same network	613 33% ^d	4 39%	- -	30 21%	- -	- -	2 14%	1 100%	1 19%	3 100%	- -	3 21%	1 44%	38 34% ^d
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27% ^s	1 10%	1 100%	35 25%	- -	- -	3 22%	- -	1 22%	- -	2 73%	2 14%	2 100%	41 37% ^{zs}
Numbers on friends and family plan	383 21% ^d	4 44%	- -	19 13%	- -	- -	2 20%	1 100%	1 19%	1 45%	- -	3 25%	- -	29 26% ^d
International numbers	140 8%	- -	- -	8 6%	- -	- -	1 11%	- -	- -	- -	1 42%	1 8%	1 56%	11 10%
Freephone numbers e.g. 0800 numbers	138 7%	- -	- -	7 5%	- -	- -	- -	- -	- -	- -	- -	1 8%	- -	11 10%
Non geographical numbers e.g. 084 or 087 numbers	109 6% ^d	- -	- -	2 1%	- -	- -	1 11%	- -	- -	- -	- -	1 8%	- -	9 8% ^d
Premium rate numbers e.g. 09 numbers	50 3%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 8%	- -	4 3%
Other VoIP users	25 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All / any numbers	17 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?

BASE: All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	1774	62	2	2	1	5	82	8
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
Mobile phone numbers (unspecified)	935 50% ^d	39 61% ^{dy}	1 51%	1 59%	2 100%	2 42%	34 39%	3 50%
Local landline numbers (i.e. calls within your same dialing code)	777 42%	22 35%	- -	1 41%	- -	2 40%	41 46%	1 11%
Mobile phone numbers in same network	613 33% ^d	24 38% ^d	1 49%	- -	- -	1 17%	23 26%	2 26%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27% ^s	9 13%	1 49%	- -	- -	1 17%	27 31% ^s	1 22%
Numbers on friends and family plan	383 21% ^d	9 13%	- -	- -	- -	3 52%	24 27% ^d	- -
International numbers	140 8%	2 3%	- -	- -	- -	1 17%	13 15% ^{zds}	- -
Freephone numbers e.g. 0800 numbers	138 7%	2 3%	- -	- -	- -	1 17%	9 10%	* 7%
Non geographical numbers e.g. 084 or 087 numbers	109 6% ^d	2 3%	- -	- -	- -	1 17%	8 9% ^d	- -
Premium rate numbers e.g. 09 numbers	50 3%	1 1%	- -	- -	- -	1 17%	2 2%	- -
Other VoIP users	25 1%	1 2%	- -	- -	- -	- -	- -	- -
All / any numbers	17 1%	1 1%	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 496

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	1859	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Emergency numbers	16 1%	1 8%	-	1 1%	-	-	-	-	-	-	-	-	-	-
I do not use mobile phone / from home	14 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 1%
When away from home	12 1%	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
Family / friends numbers	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Business / work numbers	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Number in my mobile contact list	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3 *	-	-	-	1 100%	-	-	-	-	-	-	-	-	-
Other	31 2%	-	-	2 1%	-	-	1 12%	-	-	-	-	-	-	-
Any mobile [NET]	1055 57%dy	5 52%	-	52 36%	-	2 100%	2 20%	1 100%	4 63%	3 100%	1 58%	8 63%	1 44%	64 58% ^d
Any geo landline [NET]	863 46%	2 25%	1 100%	80 56% ^s	-	-	5 43%	1 100%	3 46%	1 45%	2 73%	6 51%	2 100%	71 64% ^{zs}
Don't know	26 1%	-	-	1 1%	-	-	1 12%	-	-	-	-	1 11%	-	-
None	75 4%	-	-	6 4%	-	-	-	-	1 13%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 496

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Weighted Base	1859	64*	2**	2**	2**	6**	88*	6**
Emergency numbers	16 1%	1 1%	-	-	-	-	-	-
I do not use mobile phone / from home	14 1%	-	-	-	-	-	-	1 13%
When away from home	12 1%	1 1%	-	-	-	-	* *	-
Family / friends numbers	9 *	3 5%zdp	-	-	-	-	-	-
Business / work numbers	7 *	-	-	-	-	-	-	-
Number in my mobile contact list	3 *	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3 *	-	-	-	-	-	-	-
Other	31 2%	4 6%zpy	-	-	-	-	-	-
Any mobile [NET]	1055 57%dy	45 70%dy	2 100%	1 59%	2 100%	2 42%	38 43%	3 50%
Any geo landline [NET]	863 46%	24 38%	1 49%	1 41%	-	2 40%	51 58%zs	1 22%
Don't know	26 1%	1 1%	-	-	-	-	2 2%	-
None	75 4%	2 4%	-	-	-	-	2 2%	1 18%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 497

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1774	1119	655	361	36	11	7	31	2	244	171	4	1	229	22	438	42
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Mobile phone numbers (unspecified)	935 50%b	672 57%zb	263 39%	229 57%zb	19 53%	6 63%	3 36%	18 46%	1 100%	151 60%zb	89 53%b	1 30%	1 100%	136 57%zb	17 80%	271 58%zb	25 55%
Local landline numbers (i.e. calls within your same dialing code)	777 42%c	488 41%	290 43%	148 37%	16 46%	2 16%	2 22%	16 40%	* 20%	126 50%zacn	60 35%	1 30%	- -	109 46%c	8 39%	222 47%zacn	20 43%
Mobile phone numbers in same network	613 33%b	455 38%zbc	158 23%	134 33%b	17 48%b	2 27%	2 27%	11 28%	- -	120 47%zabcn	55 33%b	3 63%	1 100%	98 41%zb	12 56%	206 44%zabcn	18 39%b
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%b	343 29%zb	152 22%	103 26%	12 34%	- -	1 20%	13 34%	* 20%	89 35%zabcn	39 23%	1 16%	- -	78 32%b	6 29%	160 34%zabcn	14 29%
Numbers on friends and family plan	383 21%b	266 22%zb	116 17%	76 19%	7 20%	2 21%	3 38%	9 24%	- -	70 28%zbc	41 24%	2 47%	- -	54 23%	2 7%	121 26%zbc	16 34%zbc
International numbers	140 8%	94 8%	46 7%	28 7%	3 9%	- -	- -	1 2%	- -	28 11%z	13 8%	- -	- -	19 8%	1 5%	43 9%	3 6%
Freephone numbers e.g. 0800 numbers	138 7%c	96 8%c	42 6%	19 5%	4 10%	- -	2 22%	5 11%	- -	29 11%zbc	13 8%	- -	- -	25 10%c	- -	47 10%zbc	4 8%
Non geographical numbers e.g. 084 or 087 numbers	109 6%	79 7%	30 5%	20 5%	4 10%	- -	- -	2 5%	- -	27 11%zabcn	7 4%	- -	- -	17 7%	1 4%	37 8%b	4 8%
Premium rate numbers e.g. 09 numbers	50 3%	36 3%	14 2%	8 2%	2 6%	- -	- -	1 3%	- -	14 5%zabc	4 2%	- -	- -	6 2%	1 4%	18 4%	4 8%bc
Other VoIP users	25 1%b	24 2%zbr	1 *	8 2%b	- -	- -	- -	- -	- -	12 5%zabrt	4 3%br	- -	- -	- -	- -	13 3%zbr	- -
All / any numbers	17 1%b	16 1%zb	1 *	4 1%	- -	- -	- -	2 5%	- -	3 1%b	1 *	- -	- -	6 3%zb	- -	5 1%b	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**BASE:** All who have used their mobile phone in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Emergency numbers	16 1%	7 1%	9 1%	3 1%	-	-	-	-	-	-	1 *	1 22%	-	2 1%	-	2 *	-
I do not use mobile phone / from home	14 1%	7 1%	7 1%t	3 1%	-	-	-	1 3%	-	-	1 *	-	-	2 1%	-	-	-
When away from home	12 1%	6 *	7 1%	4 1%	-	-	-	2 4%	-	-	-	-	-	1 *	-	2 *	-
Family / friends numbers	9 *	5 *	4 1%	4 1%	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Business / work numbers	7 *	7 1%	1 *	4 1%	-	-	-	-	-	* 1%b	2 1%b	-	-	1 *	-	2 *	-
Number in my mobile contact list	3 *	3 *	-	-	-	-	-	-	-	2 1%	2 1%zb	-	-	-	-	2 1%	-
Utilities / service provider / pay fees	3 *	2 *	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Other	31 2%	23 2%	8 1%	8 2%	2 5%j	-	* 6%	-	-	2 1%	2 1%	-	-	9 4%zbj	-	10 2%	2 4%
Any mobile [NET]	1055 57%b	759 64%zb	296 44%	257 64%zb	22 62%b	8 90%	3 36%	18 46%	1 100%	175 69%zbn	96 57%b	4 78%	1 100%	156 65%zb	17 84%	320 68%zab n	32 68%b
Any geo landline [NET]	863 46% ^c	539 46%	323 48%	167 41%	18 49%	2 16%	3 42%	16 41%	* 20%	136 54%zacn	68 40%	1 30%	-	120 50%	9 43%	241 51%zac n	20 43%
Don't know	26 1% ^a	11 1%	15 2% ^{zaj}	5 1%	1 2%	-	-	-	-	* *	3 2%	-	-	1 1%	-	3 1%	-
None	75 4% ^r	40 3%	35 5% ^r	19 5% ^r	3 8% ^r	-	-	2 4%	-	8 3%	6 3%	-	-	3 1%	-	13 3%	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Table 498

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?

BASE: All who have used their mobile phone in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1774	164	145	44	545	427	138	1081	552	1386	388	82	247	516	430	190	327	329	449	417	213	329	335
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Mobile phone numbers (unspecified)	935 50%gj	92 53%	92 56%	30 57%	324 56%z	278 59%zd	87 56%	497 44%	340 58%zg	790 54%zj	145 37%	52 57%	165 60%z	258 47%	249 53%mo	94 46%	180 52%	179 51%	235 50%	230 51%u	113 50%	169 47%	185 51%u
Local landline numbers (i.e. calls within your same dialing code)	777 42%gj mr	66 38%	64 39%	22 41%	244 42%	215 46%zd	68 44%	384 34%	293 50%zg	682 46%zj	96 24%	40 44%	117 42%	202 37%	231 49%zmo	86 42%	169 48%zm	172 49%zmo	162 34%	215 48%zr	98 43%r	170 48%zr	177 49%zr
Mobile phone numbers in same network	613 33%gj	71 41%z	66 40%	24 46%	228 39%z	182 39%z	73 47%ze	309 28%	237 40%zg	524 36%zj	89 23%	39 43%	129 47%z	178 33%	165 35%o	58 28%	118 34%	121 34%	162 34%	167 37%	76 34%	127 36%	132 37%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%gj mr	42 24%	39 24%	18 33%	183 31%z	165 35%zd	50 32%	200 18%	222 38%zg	448 31%zj	47 12%	32 35%	99 36%z	124 23%	163 35%zm	67 33%mo	110 31%mo	115 33%zm	106 22%	149 33%zr	82 36%zr	123 35%zr	131 36%zr
Numbers on friends and family plan	383 21%gj	34 20%	39 24%a	17 32%a	123 21%	97 21%	35 23%	178 16%	157 27%zg	332 23%zj	51 13%	20 22%	68 24%	98 18%	98 21%	37 18%	72 21%	84 24%mo	85 18%	100 22%t	39 17%	73 20%	81 23%t
International numbers	140 8%gj mr	14 8%	15 9%	4 7%	44 8%	41 9%	15 10%	46 4%	73 13%zg	129 9%zj	11 3%	5 5%	23 8%	25 5%	41 9%mo	19 9%mo	30 9%mo	35 10%mo	23 5%	35 8%r	20 9%r	27 8%	30 8%r
Freephone numbers e.g. 0800 numbers	138 7%gj	9 5%	9 5%	3 6%	33 6%	31 7%	7 5%	51 5%	48 8%g	127 9%zj	11 3%	12 13%	20 7%	33 6%	31 7%	13 6%	20 6%	26 7%	25 5%	31 7%	20 9%	26 7%	30 8%
Non geographical numbers e.g. 084 or 087 numbers	109 6%gj	12 7%	12 7%	4 8%	27 5%	28 6%	9 6%	34 3%	44 7%g	104 7%zj	5 1%	9 10%	16 6%	23 4%	37 8%mo	14 7%	24 7%	27 8%mo	24 5%	36 8%r	22 10%zr	30 8%r	30 8%r
Premium rate numbers e.g. 09 numbers	50 3%gj	3 2%	2 1%	2 4%	9 2%	8 2%	1 1%	19 2%	14 2%	47 3%zj	3 1%	1 1%	6 2%	13 2%	11 2%	5 3%	7 2%	7 2%	11 2%	12 3%	4 2%	9 3%	9 3%
Other VoIP users	25 1%gj	3 2%	3 2%	-	11 2%	10 2%	2 1%	8 1%	14 2%zg	25 2%zj	-	7 8%z	15 6%z	9 2%	12 3%z	6 3%	10 3%z	11 3%z	10 2%	14 3%z	8 4%z	10 3%	8 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 498

FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?

BASE: All who have used their mobile phone in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	1859	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
All / any numbers	17 1%g	3 2%	2 1%	-	2 *	3 1%	1 1%	5 *	7 1%	16 1%	1 *	4 4%z	3 1%	6 1%	9 2%z	3 2%	5 1%	5 1%	6 1%	5 1%v	2 1%	3 1%	1 *
Emergency numbers	16 1%l	1 *	-	-	7 1%	3 1%	-	15 1%z	2 *	-	16 4%zi	-	1 *	2 *	-	-	-	-	1 *	-	-	-	-
I do not use mobile phone / from home	14 1%l	2 1%	-	2 3%	5 1%	4 1%	-	12 1%	2 *	4 *	10 3%zi	-	-	6 1%	3 1%	3 1%	3 1%	3 1%	5 1%	3 1%	3 1%	3 1%	3 1%
When away from home	12 1%l	1 1%	-	-	2 *	1 *	-	12 1%z	1 *	6 *	6 2%zi	-	1 *	5 1%	-	-	-	-	3 1%	-	-	-	-
Family / friends numbers	9 *l	1 *	1 *	-	5 1%	5 1%	-	7 1%	1 *	3 *	5 1%zi	-	2 1%	3 1%	2 *	4 2%znp	-	2 1%	* *	2 *	-	2 1%	2 1%
Business / work numbers	7 *	2 1%	2 1%	-	1 *	1 *	-	7 1%	1 *	4 *	3 1%	-	-	1 *	1 *	-	1 *	1 *	4 1%	1 *	-	1 *	1 *
Number in my mobile contact list	3 *	-	-	-	3 *	2 *	-	2 *	1 *	2 *	2 *	-	3 1%z	-	-	-	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3 *	-	-	-	1 *	2 *	-	2 *	1 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-
Other	31 2%	1 1%	-	-	12 2%	12 3%	3 2%	22 2%	8 1%	22 2%	9 2%	3 3%	6 2%	15 3%z	13 3%	3 1%	8 2%	10 3%	10 2%	11 2%	2 1%	6 2%	8 2%
Any mobile [NET]	1055 57%gj	106 61%	105 64%	36 68%	368 63%z	304 65%z	108 70%z	572 51%	380 65%zg	878 60%zj	177 45%	61 67%	186 67%z	303 56%	277 59%	107 52%	200 57%	199 57%	271 58%	264 59%u	131 58%	197 55%	211 59%
Any geo landline [NET]	863 46%gj mr	75 43%	71 43%	26 48%	278 48%	238 51%z	72 46%	430 38%	329 56%zg	748 51%zj	114 29%	48 52%	137 49%	223 41%	263 56%zm	104 51%z	190 54%zm	193 55%zm	182 39%	243 54%zr	118 52%r	195 55%zr	206 57%zr
Don't know	26 1%e	5 3%	3 2%	1 3%	5 1%	1 *	*	18 2%	6 1%	17 1%	9 2%	* *	1 *	7 1%	4 1%	4 2%	5 1%	4 1%	4 1%	4 1%	3 1%	4 1%	3 1%
None	75 4%hin pqsv	3 2%	1 1%	-	27 5%	20 4%	9 6%	66 6%zh	9 2%	24 2%	51 13%zi	4 4%	7 3%	30 6%npq	7 1%	8 4%n	6 2%	6 2%	30 6%zstu v	8 2%	5 2%	8 2%	6 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
Overlap formulae used. * small base

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Table 499

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	346	196	150	1	12	50	89	81	58	39	16	13	139	139	55	143	119	43	41	117	129	87
Weighted Base	384	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
International numbers	170 44%	95 44%	75 45%	-	5 39%	23 38%	46 45%	35 35%	30 54%gm	21 57%g	10 60%	5 36%	69 43%	66 42%	31 58%zg	84 46%	49 44%	23 44%	14 40%	45 42%	77 53%zu	44 37%
Other VoIP users	127 33%	80 37%	47 28%	1 100%	3 22%	22 36%	29 29%	39 39%	22 40%	10 27%	2 10%	4 29%	51 31%	61 39%gn	12 22%	58 32%	38 33%	20 39%	11 32%	34 33%	44 30%	45 37%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	21 10%	21 12%	-	1 8%	6 9%	13 13%	12 12%	4 7%	6 16%	-	1 8%	18 11%	17 11%	6 12%	18 10%	17 15%	4 8%	3 10%	14 13%	15 10%	13 11%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	19 9%	16 10%	-	1 8%	6 10%	8 8%	13 12%	4 8%	2 6%	-	1 8%	14 9%	17 11%	2 5%	10 6%	14 13%	6 12%	4 11%	10 10%	11 8%	12 10%
Numbers on friends and family plan	30 8%as	10 5%	20 12%za	-	3 23%	3 5%	9 9%	8 8%	2 3%	1 3%	4 26%	3 21%	13 8%	9 6%	5 10%ai	16 9%	10 9%	4 8%	-	3 3%	7 5%	19 16%zst
Mobile phone numbers in same network	19 5%	7 3%	12 7%	-	-	7 11%	7 7%	3 3%	2 3%	1 2%	-	-	14 8%z	4 3%	1 2%	6 3%	9 8%	3 6%	1 3%	3 3%	7 5%	8 7%
Family / friends numbers	16 4%	10 5%	6 4%	-	-	-	3 3%	5 5%	5 9%el	3 7%	1 3%	-	3 2%	10 6%	3 6%	12 7%	2 2%	1 3%	* 1%	4 4%	5 3%	8 6%
Mobile phone numbers (unspecified)	16 4%	10 5%	6 4%	-	-	5 9%	3 3%	4 4%	1 3%	2 7%	-	-	9 5%	5 3%	2 5%	9 5%	4 4%	3 6%	-	5 5%	4 3%	6 5%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	7 3%	1 1%	-	1 7%	4 7%zgm	1 1%	-	1 1%	1 3%	-	1 7%	6 3%fi	1 *	1 2%	2 1%	1 1%	4 8%zop	1 4%	2 2%	2 1%	3 3%
Other	7 2%	3 1%	5 3%	-	-	-	2 2%	4 4%	-	1 2%	1 7%	-	2 1%	4 2%	2 4%	2 1%	4 4%	1 2%	-	1 1%	1 1%	4 3%
Freephone numbers e.g. 0800 numbers	7 2%	6 3%	1 1%	-	1 7%	2 4%	2 2%	1 1%	-	2 4%	-	1 7%	4 3%	1 *	2 3%	1 1%	2 1%	3 6%o	2 5%o	5 4%zt	-	2 1%
Business / work numbers	3 1%	3 1%	-	-	-	-	-	2 2%	1 2%	-	-	-	-	3 2%	-	3 2%	-	-	-	-	-	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 499
FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	384	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
When away from home	2 1%	2 1%	-	-	-	-	-	2 2%	-	-	-	-	-	2 1%	-	2 1%	-	-	-	-	-	2 2%
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	12 5%	15 9%	-	-	9 14%	8 8%	5 5%	3 6%	2 7%	-	-	17 10%	8 5%	2 5%	11 6%	11 10%	4 8%	1 3%	5 5%	10 7%	10 9%
Any geo landline [NET]	60 16%	32 14%	28 17%	-	1 8%	9 15%	17 17%	20 19%	6 11%	7 18%	-	1 8%	26 16%	26 17%	7 12%	22 12%	24 21%	7 13%	7 20%	18 17%	21 14%	20 17%
Don't know	3 1%	2 1%	1 *	-	-	2 3%	-	-	1 2%	-	-	-	2 1%	1 1%	-	-	3 2%z	-	-	1 1%	2 1%	-
None	10 3%	4 2%	6 4%	-	-	-	3 3%	5 5%	-	1 2%	1 6%	-	3 2%	5 3%	2 3%	6 3%	2 2%	-	2 4%	5 5%	3 2%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 500
FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?
BASE: All who have used their VoIP in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	346	30	66	101	36	6	160	37	42	9	11	10	67	10	260	86	194	22	39	3	6	9	64	9
Weighted Base	384	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
International numbers	170 44%	16	38	46	20	2	82	18	22	-	5	2	37	4	127	43	101	10	17	-	2	2	35	4
Other VoIP users	127 33%l	9	30	38	18	5	60	16	23	4	3	4	13	2	95	32	73	8	24	1	2	4	13	2
		23%l	34%	33%	46%	75%	32%	32%	51%zf	63%	36%	49%	21%	24%	34%	31%	32%	31%	52%zv	69%	47%	52%	23%	25%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	9	10	11	2	1	23	7	3	2	1	1	5	*	27	15	31	1	3	*	1	1	5	*
		24%	11%	10%	4%	15%	12%	14%	6%	25%	9%	14%	8%	5%	10%	15%	13%	4%	6%	31%	18%	9%	8%	5%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%lv	13	3	11	1	1	20	6	2	1	1	2	1	1	24	11	24	5	2	-	1	1	1	1
		32%	3%	10%	3%	15%	11%l	13%	4%	20%	9%	20%	2%	9%	8%	11%	10%	19%	4%	-	18%	16%	2%	9%
Numbers on friends and family plan	30 8%n	4	10	9	2	-	15	9	2	-	-	-	5	-	14	16	17	2	6	-	-	-	5	-
		9%	12%	8%	4%	-	8%	17%	4%	-	-	-	8%	-	5%	16%zn	7%	10%	12%	-	-	-	9%	-
Mobile phone numbers in same network	19 5%	4	3	6	3	-	10	2	3	1	1	-	1	1	13	6	11	2	3	-	1	-	1	1
		9%	3%	5%	7%	-	5%	5%	6%	13%	11%	-	1%	11%	5%	6%	5%	9%	6%	-	21%	-	1%	11%
Family / friends numbers	16 4%f	-	4	2	5	-	3	2	5	-	-	-	5	1	13	3	6	1	5	-	-	-	3	1
		-	4%	2%	12%z	-	2%	5%	11%f	-	-	-	7%af	17%	5%	3%	2%	6%	11%p	-	-	-	5%	18%
Mobile phone numbers (unspecified)	16 4%	1	5	4	2	1	7	2	3	1	1	-	2	-	13	3	8	2	3	-	1	-	2	-
		4%	5%	3%	4%	15%	4%	5%	6%	11%	11%	-	3%	-	5%	3%	4%	9%	6%	-	21%	-	3%	-
Non geographical numbers e.g. 084 or 087 numbers	8 2%	-	-	5	1	1	3	2	2	-	1	-	-	-	6	2	3	2	2	-	1	-	-	-
		-	-	5%	2%	15%	2%	5%	4%	-	12%	-	-	-	2%	2%	1%	9%	4%	-	24%	-	-	-
Other	7 2%	-	4	2	-	-	6	-	-	-	-	-	2	-	7	1	6	-	-	-	-	-	2	-
		-	4%	1%	-	-	3%	-	-	-	-	-	3%	-	2%	1%	2%	-	-	-	-	-	3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 500

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Weighted Base	384	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**	
Freephone numbers	7	-	-	5	1	1	5	-	2	-	-	-	1	*	6	2	5	-	2	-	-	-	-	1	*
e.g. 0800 numbers	2%	-	-	4%	2%	15%	2%	-	4%	-	-	-	1%	5%	2%	1%	2%	-	4%	-	-	-	-	1%	5%
Business / work numbers	3	2	-	-	1	-	2	-	1	-	-	-	-	-	3	-	2	-	1	-	-	-	-	-	-
	1%	4%	-	-	3%	-	1%	-	3%	-	-	-	-	-	1%	-	1%	-	3%	-	-	-	-	-	-
When away from home	2	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-
	1%	-	-	2%	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	4	5	7	5	1	13	2	6	2	1	-	2	1	20	7	15	2	6	-	1	-	2	1	
	7%	9%	6%	6%	12%	15%	7%	5%	12%	24%	11%	-	3%	11%	7%	7%	6%	9%	12%	-	21%	-	3%	11%	
Any geo landline [NET]	60	17	11	16	3	1	33	11	4	2	1	2	6	1	42	18	41	5	4	*	1	2	6	1	
	16%	43%	13%	14%	7%	15%	17%	21%	8%	25%	9%	29%	9%	14%	15%	17%	18%	19%	8%	31%	18%	25%	10%	15%	
Don't know	3	-	-	2	-	-	2	-	-	-	-	-	-	*	2	1	2	-	-	-	-	-	*	-	
	1%	-	-	2%	-	-	1%	-	-	-	-	-	-	5%	1%	1%	1%	-	-	-	-	-	1%	-	
None	10	-	3	4	-	-	8	-	-	-	-	-	2	1	7	3	8	-	-	-	-	-	2	1	
	3%	-	4%	4%	-	-	4%	-	-	-	-	-	3%	6%	2%	3%	3%	-	-	-	-	-	3%	6%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 501

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	346	239	56	51	113	7	-	26	209	58	132	67	54	35	47	55	13	3	-	-	-
Weighted Base	384	269	62*	53*	129*	8**	-**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	-**	-**	-**
International numbers	170 44% ^{dm}	118 44%	27 44%	24 46%	45 35%	2 24%	-	9 29%	116 52% ^{zdz}	31 51% ^m	72 50% ^m	33 42%	26 39%	7 21%	17 32%	25 39%	5 37%	-	-	-	-
Other VoIP users	127 33%	86 32%	22 36%	19 35%	43 33%	2 29%	-	12 37%	74 33%	21 35%	50 35%	32 40%	15 23%	9 27%	24 45%	15 24%	2 12%	1 76%	-	-	-
Local landline numbers (i.e. calls within your same dialing code)	42 11% ^j	29 11%	8 12%	5 9%	16 12%	1 15%	-	4 12%	22 10%	7 12%	9 6%	8 10%	9 14%	8 25% ^{zj}	4 8%	8 13%	3 23%	* 24%	-	-	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	27 10%	5 8%	3 6%	12 9%	1 15%	-	3 8%	19 8%	5 8%	12 8%	8 10%	2 3%	7 21% ^{zj}	5 10%	6 9%	2 12%	* 24%	-	-	-
Numbers on friends and family plan	30 8%	24 9%	3 5%	4 7%	12 9%	1 14%	-	5 15%	13 6%	5 8%	9 6%	5 6%	10 15%	1 3%	5 9%	6 10%	1 7%	-	-	-	-
Mobile phone numbers in same network	19 5%	16 6%	3 4%	-	9 7%	1 12%	-	1 2%	10 4%	1 2%	8 6%	6 7%	3 4%	1 3%	4 7%	4 6%	1 7%	-	-	-	-
Family / friends numbers	16 4%	10 4%	2 4%	4 8%	5 4%	1 14%	-	1 3%	11 5%	4 7%	8 6%	1 1%	* 1%	3 8%	2 4%	1 2%	2 12%	-	-	-	-
Mobile phone numbers (unspecified)	16 4%	12 4%	3 5%	1 2%	3 2%	-	-	3 8%	11 5%	1 2%	10 7%	4 5%	1 1%	-	2 4%	2 3%	-	-	-	-	-
Non geographical numbers e.g. 084 or 087 numbers	8 2%	6 2%	1 2%	1 2%	1 1%	-	-	-	7 3%	1 2%	6 4%	1 1%	-	-	1 2%	-	-	-	-	-	-
Other	7 2%	4 1%	1 1%	3 6%	4 3%	-	-	-	4 2%	2 3%	4 3%	-	2 3%	-	2 4%	2 3%	-	-	-	-	-
Freephone numbers e.g. 0800 numbers	7 2%	4 2%	1 2%	1 3%	2 2%	-	-	-	5 2%	-	3 2%	1 2%	-	3 10% ^{zj}	2 3%	2 3%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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BASE: All who have used their VoIP in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	384	269	62*	53*	129*	8**	..**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	..**	..**	..**
Business / work numbers	3 1%	3 1%	-	-	2 1%	1 14%	-	-	-	-	1 1%	-	2 2%	-	-	2 3%	-	-	-	-	-
When away from home	2 1%	2 1%	-	-	-	-	-	2 7%	-	-	-	2 3%	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	21 8%	5 7%	1 2%	10 7%	1 12%	-	3 8%	15 7%	1 2%	14 10%	7 8%	4 5%	1 3%	4 7%	6 9%	1 7%	-	-	-	-
Any geo landline [NET]	60 16% ^j	43 16%	10 17%	6 11%	22 17%	1 15%	-	5 17%	32 14%	10 17%	15 10%	13 17%	9 14%	12 35% ^z 1	8 15%	11 17%	4 28%	* 24%	-	-	-
Don't know	3 1%	3 1%	-	-	-	-	-	-	3 1%	-	3 2%	-	-	-	-	-	-	-	-	-	-
None	10 3%	7 3%	-	3 5%	5 4%	-	-	-	5 2%	1 2%	3 2%	1 2%	5 7%	-	1 1%	5 7%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 502

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	346	57	52	54	228	341	233	185	340	334	174	340	279	170	263	154
Weighted Base	384	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
International numbers	170 44%em	22 34%	24 41%	23 37%	123 49%z	164 44%	106 41%	85 41%	168 44% m	166 44% m	85 42%	169 45% zem	140 44% m	78 38%	138 46% m	86 47% m
Other VoIP users	127 33%k	20 32%	12 22%	18 30%	85 34%	124 33%	88 34%	71 35%	127 33% k	123 33%	73 36%	121 32%	109 35%	69 34%	104 35%	69 38%
Local landline numbers (i.e. calls within your same dialing code)	42 11%o	7 11%	9 15%	9 14%	26 10%	42 11% io	30 12% o	20 10%	41 11% o	38 10% o	21 11% o	42 11% io	37 12% o	25 12% o	30 10% o	10 6%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%o	6 10%	6 10%	6 10%	21 8%	35 9% o	26 10% o	21 10% o	34 9% o	33 9% o	17 8%	35 9% o	28 9% o	18 9%	25 8%	10 5%
Numbers on friends and family plan	30 8%	5 8%	6 11%	7 12%	18 7%	30 8% k	18 7%	16 8%	29 8%	30 8%	18 9%	28 8%	27 9%	20 10%	25 8%	16 9%
Mobile phone numbers in same network	19 5%	6 9%	3 5%	4 7%	10 4%	19 5%	12 5%	10 5%	19 5%	19 5%	10 5%	19 5%	13 4%	16 8% zefhkl	16 5%	9 5%
Family / friends numbers	16 4%	-	2 3%	5 8%	12 5%	16 4%	13 5%	7 4%	16 4%	16 4%	9 4%	16 4%	12 4%	7 4%	10 3%	6 3%
Mobile phone numbers (unspecified)	16 4%	2 3%	1 1%	2 3%	13 5%	16 4%	12 5%	11 5%	16 4%	16 4%	7 4%	16 4%	12 4%	11 5%	15 5%	9 5%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	1 1%	-	-	7 3%	8 2%	4 2%	6 3%	8 2%	8 2%	2 1%	8 2%	5 2%	4 2%	6 2%	4 2%
Other	7 2%h	2 3%	-	2 3%	4 1%	7 2% h	7 3% h	3 1%	6 2%	7 2%	4 2%	7 2% h	7 2%	3 1%	5 2%	2 1%
Freephone numbers e.g. 0800 numbers	7 2%jn	2 3%	-	1 2%	4 2%	7 2% jn	4 2% jn	4 2% n	7 2% jn	7 2% n	1 *	7 2% jn	7 2% jno	-	2 1%	1 1%
Business / work numbers	3 1%	2 3%	2 3%	-	1 *	3 1%	2 1%	1 1%	3 1%	3 1%	2 1%	3 1%	2 1%	-	2 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	384	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
When away from home	2 1%	-	-	-	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%
Premium rate numbers e.g. 09 numbers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	6 10%	4 6%	5 8%	17 7%	27 7%	18 7%	17 8%	27 7%	26 7%	14 7%	27 7%	20 6%	20 10%	23 7%	14 8%
Any geo landline [NET]	60 16%o	10 16%	10 17%	12 20%	36 14%	60 16%zio	42 16%o	31 15%o	59 16%o	55 15%o	31 15%o	60 16%io	49 16%o	35 17%o	44 15%o	17 9%
Don't know	3 1%l	-	-	-	3 1%	3 1%l	3 1%l	2 1%l	3 1%l	3 1%l	* *	3 1%l	* *	2 1%	2 1%l	2 1%
None	10 3%	1 2%	5 9%zd	2 3%	5 2%	10 3%	7 3%	7 3%	10 3%	9 2%	6 3%	10 3%	8 3%	8 4%	7 2%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 503

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	346	325	18	1	1	-	1	122	125	84	1	7	10	10	29	54	70	69	19
Weighted Base	384	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
International numbers	170 44%	163 44%	5 33%	1 100%	-	-	2 100%	60 50%	72 45%	34 39%	-	4 49%	5 59%	3 41%	10 41%	23 41%	38 47%	40 45%	15 59%
Other VoIP users	127 33%	124 34%	3 21%	-	-	-	-	33 27%	49 31%	38 44% g	4 100%	5 60%	3 33%	3 42%	9 34%	21 38%	34 42%	28 31%	7 28%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	40 11%	2 11%	-	-	-	-	14 11%	17 11%	11 13%	-	-	-	1 14%	3 11%	4 7%	6 8%	9 10%	4 17%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	34 9%	1 7%	-	-	-	-	13 11%	14 9%	6 6%	-	-	1 9%	-	-	4 7%	3 4%	9 10%	4 16%
Numbers on friends and family plan	30 8%	28 8%	2 14%	-	-	-	-	12 10%	13 8%	4 4%	-	-	-	-	-	10 18% zp	3 4%	10 12%	2 7%
Mobile phone numbers in same network	19 5% g	19 5%	-	-	-	-	-	2 1%	13 8% g	3 4%	-	-	-	-	2 9%	4 8%	6 8%	2 2%	2 8%
Family / friends numbers	16 4%	14 4%	2 15%	-	-	-	-	8 7% i	8 5%	-	-	1 20%	-	* 5%	-	1 1%	5 6%	4 5%	-
Mobile phone numbers (unspecified)	16 4%	16 4%	-	-	-	-	-	5 5%	8 5%	2 2%	-	-	-	-	1 4%	4 8%	4 4%	3 3%	1 5%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	7 2%	1 7%	-	-	-	-	4 3%	2 1%	1 1%	-	-	-	-	-	4 7% q	1 2%	-	-
Other	7 2%	6 2%	-	-	1 100%	-	-	2 2%	5 3%	-	-	-	1 13%	-	-	1 1%	3 3%	1 1%	2 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 503

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	384	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Freephone numbers	7	6	1	-	-	-	-	2	-	4	-	-	-	-	-	2	-	-	-
e.g. 0800 numbers	2%	2%	10%	-	-	-	-	2%	-	4%h	-	-	-	-	-	4%	-	-	-
Business / work numbers	3	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	1	2	-
	1%	1%	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	1%	2%	-
When away from home	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2
	1%	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	9%
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	27	-	-	-	-	-	5	16	4	-	-	-	-	2	8	7	5	2
	7%	7%	-	-	-	-	-	5%	10%	5%	-	-	-	-	9%	14%	9%	6%	8%
Any geo landline [NET]	60	57	3	-	-	-	-	20	24	14	-	-	1	1	3	5	8	12	6
	16%	16%	17%	-	-	-	-	16%	15%	16%	-	-	9%	14%	11%	9%	10%	14%	24%
Don't know	3	3	-	-	-	-	-	*	-	2	-	-	-	-	-	-	2	-	-
	1%	1%	-	-	-	-	-	*	-	3%	-	-	-	-	-	-	2%	-	-
None	10	10	-	-	-	-	-	2	6	1	-	-	-	1	2	-	-	3	-
	3%	3%	-	-	-	-	-	2%	3%	2%	-	-	-	6%	8%	-	-	4%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 504

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	346	295	47	23	35	28	28	25	4	17	58	35	17	63	13	253	193	144	337	272	74	346
Weighted Base	384	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
International numbers	170 44%	153 45%	16 43%	5 26%	19 54%	8 28%	17 52%	7 23%	3 48%	10 35%	48 50%	11 42%	6 45%	34 58%zo	4 31%	127 42%	89 43%	79 47%	167 45%	132 45%	38 42%	170 44%
Other VoIP users	127 33%	116 34%	11 29%	8 41%	12 35%	12 41%	6 17%	5 18%	2 28%	8 27%	32 33%	11 43%	7 51%	21 37%	4 31%	95 32%	77 37%	47 28%	124 33%	102 34%	26 29%	127 33%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	36 10%	6 17%	* 2%	2 6%	2 6%	10 32%	9 30%	1 25%	- -	10 10%	4 14%	1 9%	3 5%	- -	38 13%	22 11%	19 11%	41 11%	29 10%	13 15%	42 11%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9% _m	28 8%	6 15%	2 8%	4 11% _m	3 10%	10 31%	2 7%	2 39%	2 6%	6 7%	2 9% _m	* 3%	1 1%	1 8%	33 11% _m	16 8%	18 11%	35 9%	25 8%	10 11%	35 9%
Numbers on friends and family plan	30 8% _p	29 8%	1 4%	1 5%	3 9%	1 5%	- -	3 12%	2 34%	5 18%	7 8%	- -	2 13%	4 7%	1 8%	23 8%	9 4%	19 11% _p	28 7% _p	19 6%	11 13%	30 8%
Mobile phone numbers in same network	19 5%	16 5%	2 6%	1 4%	2 5%	4 15%	1 4%	- -	- -	2 8%	7 7%	- -	- -	1 2%	1 8%	17 6%	7 3%	12 7%	19 5%	13 4%	6 7%	19 5%
Family / friends numbers	16 4%	15 4%	* 1%	1 4%	1 3%	2 6%	3 10%	5 17%	- -	2 7%	1 2%	1 4%	- -	1 1%	- -	16 5%	8 4%	8 5%	16 4%	12 4%	5 5%	16 4%
Mobile phone numbers (unspecified)	16 4%	15 4%	2 4%	2 9%	2 6%	6 21%	1 4%	2 7%	- -	- -	1 1%	- -	- -	1 2%	1 8%	14 5%	9 4%	8 5%	16 4%	13 4%	3 4%	16 4%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	6 2%	2 5%	1 6%	- -	3 11%	1 3%	1 4%	- -	- -	1 1%	- -	- -	- -	1 8%	7 2%	4 2%	5 3%	8 2%	6 2%	2 3%	8 2%
Other	7 2%	7 2%	- -	1 5%	- -	- -	- -	2 7%	- -	- -	2 2%	- -	- -	1 3%	1 8%	5 2%	4 2%	4 2%	7 2%	4 1%	3 3%	7 2%
Freephone numbers e.g. 0800 numbers	7 2% _a	4 1%	3 9% _{za}	- -	- -	- -	1 3%	1 4%	- -	- -	1 1%	2 9% _{zjm}	- -	1 1%	1 8%	6 2%	5 2%	2 1%	7 2%	6 2%	1 1%	7 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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BASE: All who have used their VoIP in the last year

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	384	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Business / work numbers	3 1%	2 *	-	-	-	-	1 4%	-	-	-	2 2%	-	-	-	-	3 1%	1 1%	2 1%	3 1%	1 *	2 2%	3 1%
When away from home	2 1%	2 1%	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	2 1%	2 1%	-	2 1%	2 1%	-	2 1%
Premium rate numbers e.g. 09 numbers	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	24 7%	3 9%	3 12%	3 9%	6 21%	1 4%	2 7%	-	2 8%	7 7%	-	-	2 4%	1 8%	24 8%	12 6%	15 9%	27 7%	19 6%	8 9%	27 7%
Any geo landline [NET]	60 16% ^m	50 15%	9 23%	2 10%	4 11%	5 16%	12 37%	9 30%	2 39%	2 6%	15 15%	5 17%	1 9%	3 6%	1 8%	54 18% ^m	31 15%	28 17%	59 16%	43 15%	16 18%	60 16%
Don't know	3 1%	3 1%	-	-	-	-	-	1 2%	-	-	2 2%	-	-	* 1%	-	2 1%	2 1%	1 1%	3 1%	2 1%	* 1%	3 1%
None	10 3%	9 2%	1 3%	-	3 9% ^z	-	2 8%	1 5%	-	-	1 1%	1 3%	-	1 1%	1 8%	9 3%	6 3%	4 2%	10 3%	9 3%	1 1%	10 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 505

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	346	114	307	341	346	334	64	343	215	346	-	329	5	12	-	334	12	341	5
Weighted Base	384	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
International numbers	170 44%	58 51%h	149 43%	168 44%	170 44%	166 45%	37 48%	169 44%	94 41%	170 44%	-	164 45%	2 43%	4 33%	-	166 45%	4 33%	168 44%	2 43%
Other VoIP users	127 33%	33 29%	118 34%	127 34%	127 33%	123 33%	22 28%	127 33%	80 35%	127 33%	-	123 34%	-	4 36%	-	123 33%	4 36%	127 34%	-
Local landline numbers (i.e. calls within your same dialing code)	42 11%	15 13%	37 11%	42 11%	42 11%	40 11%	10 13%	42 11%	31 14%b	42 11%	-	40 11%	-	2 14%	-	40 11%	2 14%	42 11%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	10 9%	33 10%	35 9%	35 9%	34 9%	9 12%	35 9%	25 11%	35 9%	-	34 9%	-	1 7%	-	34 9%	1 7%	35 9%	-
Numbers on friends and family plan	30 8%a	3 3%	28 8%a	29 8%a	30 8%a	30 8%a	2 3%	30 8%a	17 7%a	30 8%a	-	29 8%	1 23%	-	-	30 8%	-	29 8%	1 23%
Mobile phone numbers in same network	19 5%a	1 1%	19 5%a	19 5%a	19 5%a	19 5%a	4 5%	19 5%a	10 4%	19 5%a	-	19 5%	-	-	-	19 5%	-	19 5%	-
Family / friends numbers	16 4%	10 9%zbc degi	13 4%	16 4%	16 4%	16 4%	3 4%	16 4%	11 5%	16 4%	-	16 4%	-	-	-	16 4%	-	16 4%	-
Mobile phone numbers (unspecified)	16 4%	5 4%	16 5%	16 4%	16 4%	16 4%	7 9%	16 4%	11 5%	16 4%	-	16 4%	-	-	-	16 4%	-	16 4%	-
Non geographical numbers e.g. 084 or 087 numbers	8 2%	2 2%	8 2%	8 2%	8 2%	7 2%	3 3%	8 2%	4 2%	8 2%	-	7 2%	-	1 7%	-	7 2%	1 7%	8 2%	-
Other	7 2%ccq	- -	6 2%	6 2%	7 2%c	7 2%	- -	7 2%c	7 3%c	7 2%c	-	6 2%	1 21%	-	-	7 2%	-	6 2%	1 21%
Freephone numbers e.g. 0800 numbers	7 2%	5 4%e	7 2%	7 2%	7 2%	6 2%	2 2%	7 2%	3 1%	7 2%	-	6 2%	-	1 7%	-	6 2%	1 7%	7 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 505

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	384	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
Business / work numbers	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	1 2%	3 1%	2 1%	3 1%	-	3 1%	-	-	-	3 1%	-	3 1%	-
When away from home	2 1%	-	2 1%	2 1%	2 1%	2 1%	2 3%zcdg hi	2 1%	-	2 1%	-	2 1%	-	-	-	2 1%	-	2 1%	-
Premium rate numbers e.g. 09 numbers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any mobile [NET]	27 7%	5 4%	27 8%	27 7%	27 7%	27 7%	8 11%	27 7%	15 7%	27 7%	-	27 7%	-	-	-	27 7%	-	27 7%	-
Any geo landline [NET]	60 16%	21 18%	54 16%	60 16%	60 16%	58 16%	15 20%	59 16%	42 18%	60 16%	-	58 16%	-	2 14%	-	58 16%	2 14%	60 16%	-
Don't know	3 1%ccq	* *	2 1%	2 1%	3 1% c	3 1%	- -	3 1% c	3 1%	3 1% c	-	2 1%	1 13%	-	-	3 1%	-	2 1%	1 13%
None	10 3%	2 2%	9 3%	10 3%	10 3%	9 2%	3 5%	10 3%	4 2%	10 3%	-	9 2%	-	1 9%	-	9 2%	1 9%	10 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 506

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	346	135	12	9	2	8	70	34	2	1	65	8
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
International numbers	170 44%	62 40%	6 58%	2 32%	1 33%	8 56%	33 42%	15 42%	1 46%	1 100%	38 55%	3 40%
Other VoIP users	127 33%	51 32%	4 34%	5 68%	-	2 13%	31 40%	14 38%	2 100%	1 100%	18 26%	1 10%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	17 11%	-	-	1 67%	1 10%	8 10%	3 8%	-	-	12 17%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	13 8%	-	-	-	1 10%	6 8%	6 15%	-	-	7 11%	2 21%
Numbers on friends and family plan	30 8%	14 9%	-	-	-	4 29%	7 9%	1 4%	-	-	4 6%	-
Mobile phone numbers in same network	19 5%	8 5%	-	-	-	-	8 10%	-	1 54%	-	1 1%	2 26%
Family / friends numbers	16 4%	7 5%	-	-	-	-	4 5%	3 8%	-	-	1 1%	1 15%
Mobile phone numbers (unspecified)	16 4%	8 5%	-	-	-	-	5 6%	-	-	-	3 4%	1 10%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	3 2%	-	-	-	-	3 4%	1 3%	-	-	1 1%	-
Other	7 2%	4 3%	-	-	-	-	-	2 6%	-	-	1 1%	1 9%
Freephone numbers e.g. 0800 numbers	7 2%	5 3%	-	-	-	-	1 1%	-	-	-	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 506

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Business / work numbers	3 1%	-	-	-	-	-	3 4%za	-	-	-	-	-
When away from home	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any mobile [NET]	27 7%	11 7%	-	-	-	-	10 13%	-	1 54%	-	3 4%	2 26%
Any geo landline [NET]	60 16%	26 16%	-	-	1 67%	1 10%	11 14%	7 20%	-	-	12 17%	2 21%
Don't know	3 1%	1 *	-	-	-	-	-	-	-	-	2 3%	-
None	10 3%	5 3%	1 13%	-	-	-	2 3%	-	-	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 507

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	346	3	23	1	1	1	1	11	6	20	2
Weighted Base	384	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
International numbers	170 44%	2 47%	9 39%	- -	1 100%	1 100%	- -	4 37%	3 35%	13 55%	1 50%
Other VoIP users	127 33%	1 22%	6 25%	2 100%	- -	1 100%	1 100%	5 39%	2 28%	2 8%	- -
Local landline numbers (i.e. calls within your same dialing code)	42 11%	- -	2 10%	- -	- -	- -	- -	4 30%	1 8%	9 37%	- -
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	- -	1 5%	- -	- -	- -	- -	4 30%	1 13%	7 28%	1 50%
Numbers on friends and family plan	30 8%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -	- -
Mobile phone numbers in same network	19 5%	1 22%	1 4%	- -	- -	- -	- -	- -	- -	- -	1 50%
Family / friends numbers	16 4%	- -	1 3%	- -	- -	- -	- -	- 26%	- -	- -	- -
Mobile phone numbers (unspecified)	16 4%	- -	1 4%	- -	- -	- -	- -	- -	- 8%	2 8%	1 50%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	1 31%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -
Other	7 2%	- -	2 8%	- -	- -	- -	- -	- 26%	2 26%	- -	- -
Freephone numbers e.g. 0800 numbers	7 2%	- -	2 7%	- -	- -	- -	- -	- -	- -	- -	- -
Business / work numbers	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 507

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Weighted Base	384	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
When away from home	2	-	-	-	-	-	-	-	-	-	-
1%	1%	-	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	1	1	-	-	-	-	-	-	2	1
7%	7%	22%	4%	-	-	-	-	-	-	8%	50%
Any geo landline [NET]	60	-	4	-	-	-	-	4	2	9	1
16%	16%	-	15%	-	-	-	-	30%	22%	40%	50%
Don't know	3	-	-	-	-	-	-	1	-	2	-
1%	1%	-	-	-	-	-	-	6%	-	7%	-
None	10	-	1	-	-	-	-	-	-	-	-
3%	3%	-	3%	-	-	-	-	-	-	-	-

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Table 508

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	346	276	70	99	12	8	1	8	62	28	1	50	7	117	14
Weighted Base	384	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
International numbers	170 44%	136 44%	34 43%	50 42%	6 58%	1 17%	-	8 56%	28 42%	12 43%	1 100%	28 53%	3 44%	59 45%	5 38%
Other VoIP users	127 33%	108 35%	20 25%	40 33%	4 34%	5 83%	-	2 13%	28 41%	12 46%	1 100%	16 30%	1 11%	49 38%	6 42%
Local landline numbers (i.e. calls within your same dialing code)	42 11%a	26 8%	16 20%zact	10 8%	- -	- -	1 100%	1 10%	5 7%	3 11%	- -	5 10%	- -	10 8%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%a	21 7%	14 18%zajrt	9 7%	- -	- -	- -	1 10%	3 5%	5 17%	- -	2 4%	1 12%	7 5%	-
Numbers on friends and family plan	30 8%b	29 9%b	1 2%	12 10%b	- -	- -	- -	4 29%	7 10%	1 5%	- -	4 8%	- -	13 10%b	-
Mobile phone numbers in same network	19 5%	17 6%	2 2%	8 6%	- -	- -	- -	- -	8 11%z	- -	- -	1 2%	1 18%	9 7%	-
Family / friends numbers	16 4%	14 4%	3 3%	7 6%	- -	- -	- -	- -	4 6%	1 3%	- -	1 2%	1 16%	4 3%	1 7%
Mobile phone numbers (unspecified)	16 4%	14 5%	2 3%	7 6%	- -	- -	- -	- -	5 7%	- -	- -	2 4%	- -	7 5%	-
Non geographical numbers e.g. 084 or 087 numbers	8 2%	6 2%	2 3%	2 2%	- -	- -	- -	- -	3 4%	- -	- -	1 2%	- -	3 2%	-
Other	7 2%a	4 1%	4 5%	2 2%	- -	- -	- -	- -	- -	- -	- -	1 1%	1 10%	1 1%	1 5%
Freephone numbers e.g. 0800 numbers	7 2%	6 2%	2 2%	4 3%	- -	- -	- -	- -	1 1%	- -	- -	1 2%	- -	2 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 508

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	384	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
Business / work numbers	3 1%	3 1%	-	-	-	-	-	-	3 4%za	-	-	-	-	2 1%	-
When away from home	2 1%	2 1%	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	24 8%	3 4%	10 9%	-	-	-	-	10 15%za	-	-	2 4%	1 18%	12 9%	-
Any geo landline [NET]	60 16%a	40 13%	20 25%zat	17 14%	-	-	1 100%	1 10%	8 12%	6 23%	-	5 10%	1 12%	14 11%	-
Don't know	3 1%a	* *	2 3%a	-	-	-	-	-	-	-	-	* 1%	-	* *	-
None	10 3%	9 3%	1 1%	5 4%	1 13%	-	-	-	2 4%	-	-	1 2%	-	3 3%	2 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 509

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**BASE:** All who have used their VoIP in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	346	33	30	10	121	107	30	203	113	281	48	87	259	115	111	64	83	92	91	99	68	84	87
Weighted Base	384	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
International numbers	170 44%	15 44%	13 43%	5 53%	66 46%	55 42%	12 33%	103 46%	54 41%	132 42%	29 53%	37 39%	132 46%	61 49%	59 46%	32 46%	46 51%	51 49%	45 45%	54 48%	37 50%	48 51%v	41 41%
Other VoIP users	127 33%oq	9 27%	9 29%	2 20%	60 42%z	49 38%	15 40%	67 30%	44 34%	108 34%	16 30%	37 38%	91 31%	36 29%	41 32%oq	14 21%	23 26%	23 23%	26 25%	35 31%	19 25%	26 27%	30 30%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	3 10%	2 8%	1 10%	15 10%	13 10%	8 22%	26 12%	12 9%	36 11%	6 11%	13 14%	29 10%	12 9%	9 7%	9 13%	9 10%	7 7%	11 11%	8 7%	8 10%	12 13% s	13 13% s
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9% m	8 22%	6 21%	2 19%	13 9%	15 12%	6 16%	20 9%	13 10%	32 10%	2 4%	11 11%	24 8%	4 3%	9 7%	11 16% mnp	8 9% m	12 12% m	6 6%	10 8%	8 11%	10 10%	10 10%
Numbers on friends and family plan	30 8% g	2 7%	2 8%	1 14%	13 9%	11 9%	3 8%	12 5%	17 13% zg	26 8%	3 6%	12 12%	18 6%	8 6%	12 9%	5 7%	6 6%	8 8%	10 10%	8 7%	6 8%	7 7%	8 8%
Mobile phone numbers in same network	19 5%	6 17%	6 18%	-	6 4%	5 4%	-	7 3%	11 9%	17 5%	2 4%	7 8%	11 4%	6 4%	7 5%	4 6%	5 5%	5 5%	4 4%	7 6%	4 5%	5 5%	5 5%
Family / friends numbers	16 4%	-	-	-	10 7%	8 6%	1 3%	13 6%	3 2%	11 3%	4 7%	2 2%	15 5%	6 5%	5 4%	5 7%	3 3%	4 4%	3 3%	4 3%	1 1%	4 4%	3 3%
Mobile phone numbers (unspecified)	16 4%	3 9%	2 6%	-	6 4%	9 7%	2 5%	9 4%	7 5%	12 4%	4 7%	4 4%	12 4%	3 3%	2 1%	4 6% n	4 4% n	2 2%	4 4%	3 2%	4 5%	3 3%	3 3%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	1 3%	-	-	1 1%	3 3% d	-	4 2%	3 2%	7 2%	2 3%	2 2%	6 2%	1 1%	1 1%	2 3%	1 1%	2 2%	2 2%	1 1%	2 3%	1 1%	2 2%
Other	7 2%	-	-	-	3 2%	3 2%	-	7 3%	-	6 2%	-	-	7 3%	4 3%	3 2%	2 3%	-	5 5%	4 4%	5 4% t	1 1%	3 3%	4 4%
Freephone numbers e.g. 0800 numbers	7 2%	1 3%	-	-	-	-	-	3 1%	4 3%	6 2%	1 2%	1 1%	6 2%	2 2%	2 2%	2 3%	1 1%	3 3%	2 2%	1 1%	2 3%	1 1%	3 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 509

FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	384	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Business / work numbers	3 1%	-	-	-	1 1%	1 1%	-	1 1%	2 1%	2 1%	-	3 3%zl	-	-	-	-	-	-	-	-	-	-	-
When away from home	2 1%	-	-	-	-	-	-	2 1%	-	2 1%	-	2 -	2 1%	2 2%	2 2%	2 3%z	2 2%	-	-	2 2%	2 3%z	2 2%	2 2%
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	7 20%	6 18%	-	10 7%	10 7%	2 5%	13 6%	14 11%	21 7%	6 11%	11 11%	16 6%	8 6%	8 6%	8 12%	6 7%	7 7%	6 6%	9 8%	8 11%	8 8%	8 8%
Any geo landline [NET]	60 16% _m	8 22%	6 21%	2 19%	22 15%	21 16%	9 25%	38 17%	18 14%	53 17%	7 13%	18 18%	42 15%	12 9%	15 12%	14 20% _{mn}	15 16%	14 14%	13 13%	15 13%	12 16%	18 19% _s	18 18%
Don't know	3 1% _l	*	*	*	-	2 1%	2 5%	*	1 1%	2 1%	-	2 2%	1 *	1 1%	*	*	1 1%	*	-	*	1 1%	*	-
None	10 3%	-	-	-	2 1%	4 3%	1 3%	4 2%	6 4%	10 3%	-	2 2%	9 3%	5 4%	8 6% _z	5 6%	7 7% _z	7 7% _z	5 5%	5 4%	5 6%	3 4%	6 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 510
FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY
BASE: All who have used their landline/ mobile phone/ VoIP in the last year

	Landline	Mobile phone	VoIP
Unweighted Base	1983	1774	346
Weighted Base	2032	1859	384
Local landline numbers (i.e. calls within your same dialing code)	1339 66%	777 42%	42 11%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%	495 27%	35 9%
International numbers	359 18%	140 8%	170 44%
Non geographical numbers e.g. 084 or 087 numbers	405 20%	109 6%	8 2%
Premium rate numbers e.g. 09 numbers	213 10%	50 3%	- -
Freephone numbers e.g. 0800 numbers	792 39%	138 7%	7 2%
Numbers on friends and family plan	336 17%	383 21%	30 8%
Mobile phone numbers (unspecified)	147 7%	935 50%	16 4%
Mobile phone numbers in same network	70 3%	613 33%	19 5%
Other VoIP users	6 *	25 1%	127 33%
All / any numbers	18 1%	17 1%	- -
Business / work numbers	11 1%	7 *	3 1%
Emergency numbers	4 *	16 1%	- -
Family / friends numbers	10 *	9 *	16 4%

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Table 510

FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY

BASE: All who have used their landline/ mobile phone/ VoIP in the last year

	Landline	Mobile phone	VoIP
Weighted Base	2032	1859	384
When away from home	*	12	2
	*	1%	1%
Do not use landline	3	-	-
	*	-	-
Utilities / service provider / pay fees	6	3	-
	*	*	-
I do not use mobile phone / from home	-	14	-
	-	1%	-
Doctors / hospitals	5	-	-
	*	-	-
Number in my mobile contact list	-	3	-
	-	*	-
Other	27	31	7
	1%	2%	2%
Any mobile [NET]	168	1055	27
	8%	57%	7%
Any geo landline [NET]	1485	863	60
	73%	46%	16%
Don't know	23	26	3
	1%	1%	1%
None	14	75	10
	1%	4%	3%

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Table 511
FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Not change any aspect of your landline call behaviour
BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	328 16%ms	168 16%	160 16%	1 100%	9 26%	31 15%	50 15%	53 13%	55 14%	63 17%	66 22%zfg hlm	10 29%ghl m	81 15%	108 14%	129 19%zg m	108 17%	99 17%	55 14%	66 15%	56 13%	147 15%	103 20%zst
[5] Very likely	341 17%hj	156 15%	185 18%	-	4 12%	32 15%	72 23%zhj n	94 23%zeh ijmn	40 10%	61 16%h	38 13%	4 12%	104 19%hj	134 17%h	99 15%	110 17%	94 17%	72 18%	66 15%	80 18%	166 17%	76 15%
[4] Fairly likely	353 17%jn	185 18%	168 17%	-	6 16%	37 18%	61 18%j	71 18%j	87 23%zij n	58 15%	34 11%	6 16%	98 18%j	157 20%zjn	92 14%	127 20%	92 16%	68 17%	65 15%	72 16%	168 17%	99 19%
[3] Fairly unlikely	329 16%jnu	183 18%	146 14%	-	6 17%	46 22%zij n	64 19%jn	60 15%	65 17%	54 15%	34 11%	6 17%	110 20%zij n	125 16%	88 13%	90 14%	97 17%	55 14%	88 20%zo q	80 18%u	167 17%	65 13%
[2] Very unlikely	256 13%j	133 13%	124 12%	-	7 20%	28 14%	34 10%	62 15%j	51 13%	48 13%	26 9%	7 20%	62 12%	113 14%j	74 11%	87 14%	67 12%	55 14%	48 11%	64 15%	119 12%	67 13%
[1] Certain not to	380 19%fgl	181 18%	198 20%	-	2 7%	29 14%	46 14%	48 12%	81 21%fgl m	85 23%zef gklm	89 30%zefg hiklmn	2 7%	75 14%	128 16%g	174 26%ze fgikl m	108 17%	99 18%	85 21%	88 20%	69 16%	198 20%	105 20%
MEAN	3.50hn	3.50	3.51	6.00	3.85	3.53	3.70hi jn	3.68hj mn	3.31	3.41	3.36	3.92	3.64hn	3.50h	3.39	3.58	3.57	3.39	3.41	3.48	3.44	3.55
Not applicable	6 *	5 *	2 *	-	-	-	2 1%	3 1%	2 *	-	-	-	2 *	4 1%	-	1 *	4 1%	-	1 *	1 *	4 *	1 *
Don't know	39 2%aou	11 1%	28 3%za	-	-	5 2%	3 1%	10 2%	6 2%	4 1%	12 4%zfil n	-	8 1%	16 2%	16 2%i	1 *	15 3%o	11 3%o	12 3%o	15 3%zu	21 2%u	2 *
Likely [NET]	669 33%h	324 32%	345 34%	1 100%	13 39%	63 30%	122 37%h	147 37%hm	95 25%	124 33%h	104 35%h	14 41%	185 34%h	242 31%h	228 34%h	218 34%	192 34%	127 32%	132 30%	137 31%	312 32%	179 34%
Neutral [NET]	682 34%bjn	368 36%zb	314 31%	-	11 34%	83 40%ijn	125 38%ijn	131 33%j	151 39%zij mn	112 30%j	68 23%	11 33%	209 39%zij n	282 36%jn	180 27%j	217 34%	189 33%	123 31%	154 35%	152 35%	335 34%	165 32%
Unlikely [NET]	636 31%fl	314 31%	322 32%	-	9 28%	57 27%	80 24%	109 27%	132 34%llm	134 36%fgl	115 38%zef glm	9 27%	137 25%	241 31%l	248 37%ze fglm	195 31%	166 29%	140 35%	135 31%	133 30%	317 32%	172 33%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 512

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	328	9	33	89	15	7	93	38	22	4	7	1	145	17	270	58	114	32	21	3	3	1	140	15
16%afkpu		6%	15%a	16%a	13%	17%	13%k	18%k	14%k	7%	44%	2%	19%zfk	21%ik	17%	14%	13%	21%pu	14%	9%	37%	2%	19%zpu	21%u
[5] Very likely	341	22	49	105	24	5	133	42	29	12	2	8	104	11	258	83	173	25	25	3	*	6	100	9
17%lv		15%	22%	19%	20%	11%	19%l	20%	18%	18%	9%	19%	14%	14%	16%	19%	20%zv	17%	17%	10%	5%	18%	14%	13%
[4] Fairly likely	353	28	45	102	31	5	138	38	36	10	1	7	112	11	283	70	162	31	34	5	1	4	108	8
17%lv		19%	20%	18%	26%z	13%	19%l	18%	23%l	16%	8%	16%	15%	14%	18%	16%	19%	20%	23%v	15%	17%	12%	15%	12%
[3] Fairly unlikely	329	22	37	107	15	13	130	35	28	11	3	12	97	13	251	78	157	18	29	6	1	11	97	10
16%lv		15%	17%	19%	13%	31%	18%l	17%	18%	18%	15%	29%zl	13%	15%	16%	18%	18%v	12%	19%	18%	18%	31%zpqv	13%	15%
[2] Very unlikely	256	23	28	69	11	4	101	19	16	13	1	9	87	11	214	42	118	12	15	9	1	8	83	11
13%		15%	13%	12%	10%	10%	14%	9%	10%	20%g	5%	23%zghl	12%	13%	13%	10%	14%	8%	10%	30%zpqrv	11%	24%zqr	11%	15%
[1] Certain not to	380	38	29	73	17	8	101	39	24	12	2	4	183	14	298	81	130	29	19	5	-	4	179	14
19%cfp		26%bc	13%	13%	14%	18%	14%	18%	15%	19%	14%	9%	25%zfhk	17%	19%	19%	15%	20%	13%	15%	-	11%	25%zpf	20%
MEAN	3.50a	2.99	3.71a	3.67za	3.70	3.40	3.55	3.66	3.62	3.15	4.32	3.20	3.41	3.61	3.51	3.50	3.55	3.72	3.65	3.03	4.44	3.10	3.41	3.48
Not applicable	6	-	1	-	2	-	-	1	2	-	-	-	2	2	2	4	4	1	-	-	-	-	2	-
	*n	-	*	-	2%z	-	-	1%	1%fl	-	-	-	*	2%zfl	*	1%nl	*	1%	-	-	-	-	*	-
Don't know	39	6	-	10	2	-	14	2	2	1	1	1	15	3	29	10	12	2	4	1	1	1	15	3
2%		4%b	-	2%	2%	-	2%	1%	1%	2%	5%	2%	2%	4%	2%	2%	1%	1%	3%	3%	12%	2%	2%	4%
Likely [NET]	669	31	82	194	39	12	226	80	51	16	9	9	248	29	527	141	287	57	46	6	3	7	240	24
33%al		21%	37%a	35%a	33%	28%	32%	37%	32%	25%	53%	21%	33%	35%	33%	33%	33%	38%	31%	19%	42%	20%	33%	34%
Neutral [NET]	682	50	82	209	46	18	268	73	64	22	4	19	209	24	534	148	319	49	63	10	3	15	205	19
34%lv		34%	37%	38%z	39%	43%	38%zl	34%	40%l	34%	23%	45%l	28%	29%	33%	35%	37%zv	33%	43%zv	32%	35%	44%v	28%	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 512

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
TOTAL (z)																							
2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
636	61	57	142	28	12	202	58	40	25	3	13	270	25	512	124	247	41	34	14	1	12	262	24
31% ^c	42% ^{zb}	26%	26%	24%	28%	28%	27%	25%	40%	19%	32%	36% ^{zfh}	30%	32%	29%	28%	27%	23%	45% ^{pr}	11%	34%	36% ^{zpr}	35%

Weighted Base

Unlikely [NET]

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Table 513

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	328 16%a	169 14%	61 19%	98 19%za	75 15%	4 24%	-	9 11%	244 17%	113 19%z	115 16%	43 14%	32 14%	25 16%	29 13%	36 17%	11 16%	2 13%	1 25%	1 51%	1 15%
[5] Very likely	341 17%h	201 17%	57 18%	82 16%	96 19%	2 15%	* 16%	18 23%	227 16%	91 16%	110 15%	62 20%	37 16%	40 25%zi	40 18%	36 17%	16 23%	4 33%	* 12%	-	1 14%
[4] Fairly likely	353 17%	218 18%	47 15%	88 17%	98 19%	2 10%	1 59%	18 23%	240 17%	87 15%	128 17%	66 21%i	44 19%	28 17%	43 19%	44 21%	14 20%	1 7%	1 41%	-	-
[3] Fairly unlikely	329 16%ci	218 18%zc	50 15%	61 12%	93 18%	2 10%	-	12 16%	225 15%	77 13%	132 18%i	43 14%	49 21%i	27 16%	48 21%	32 15%	16 23%	2 12%	1 22%	-	-
[2] Very unlikely	256 13%	160 13%	43 13%	53 10%	63 12%	4 25%	1 25%	9 12%	182 13%	65 11%	108 15%	35 11%	29 12%	18 11%	30 13%	23 11%	6 8%	3 25%	-	1 49%	2 29%
[1] Certain not to	380 19%ad	201 17%	58 18%	121 24%za	71 14%	2 14%	-	11 15%	301 21%zd	140 24%zj	129 17%	56 18%	33 14%	20 13%	32 14%	34 16%	7 10%	1 10%	-	-	1 21%
MEAN	3.50h	3.48	3.59	3.50	3.63	3.60	3.66	3.62	3.45	3.46	3.45	3.56	3.53	3.79j	3.53	3.66	3.84	3.67	4.39	4.05	3.03
Not applicable	6 *	5 *	1 *	- -	2 *	- -	- -	- *	4 *	1 *	2 *	- -	2 1%	2 1%	- -	2 1%	- -	- -	- -	- -	- -
Don't know	39 2%	23 2%	7 2%	9 2%	9 2%	- -	- -	- -	30 2%	8 1%	15 2%	5 1%	7 3%	3 2%	5 2%	4 2%	- -	- -	- -	- -	1 21%
Likely [NET]	669 33%	370 31%	118 37%	180 35%	171 34%	6 40%	* 16%	27 35%	471 32%	204 35%	225 30%	105 34%	68 29%	65 40%j	69 30%	73 34%	27 39%	6 46%	1 37%	1 51%	2 29%
Neutral [NET]	682 34%ch	436 36%zc	97 30%	148 29%	191 38%h	3 20%	1 59%	30 39%	464 32%	165 28%	260 35%i	109 35%	94 40%i	54 33%	91 40%	76 36%	30 43%	2 19%	2 63%	-	-
Unlikely [NET]	636 31%d	361 30%	101 31%	174 34%	133 26%	6 40%	1 25%	21 27%	482 33%zd	205 35%zl	237 32%	91 29%	62 27%	39 24%	62 27%	56 27%	13 18%	5 35%	-	1 49%	3 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 514

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	328 16% _k	35 14%	39 19%	39 14%	248 16%	323 16% _k	165 16%	212 18% _{zefhi jkl}	283 16% _k	315 16% _{hkl}	114 15%	246 15%	190 16%	111 18% _k	224 17% _{hjk}	89 19% _{jk}
[5] Very likely	341 17%	47 19%	36 17%	61 22% _{zd}	244 16%	336 17%	183 17%	177 15%	307 17%	320 17%	129 17%	282 17%	214 18% _g	112 18%	215 17%	92 20% _g
[4] Fairly likely	353 17% _{lji}	52 22% _b	30 14%	55 20%	250 17%	349 17% _{fi}	161 15%	207 18%	319 18% _f	323 17%	124 16%	314 19% _{zefhi jno}	220 18% _f	110 17%	216 17%	70 15%
[3] Fairly unlikely	329 16% _n	51 21% _d	37 18%	47 17%	230 15%	322 16% _n	169 16% _n	171 15%	302 17% _{gn}	310 16% _n	119 15%	290 17% _{zegin}	202 17% _n	101 16%	180 14%	76 16%
[2] Very unlikely	256 13% _g	31 13%	30 14% _c	25 9%	194 13%	251 13% _g	165 16% _{zeghi klmn}	124 11%	241 13% _{zegi}	238 12% _g	112 14% _g	229 14% _{zegi}	156 13% _g	80 13%	171 13% _g	64 14%
[1] Certain not to	380 19% _{ahkl}	23 10%	31 15%	45 16% _a	306 20% _{za}	374 19% _{hkl}	188 18%	244 21% _{zefhi klmo}	320 18%	362 19% _{hkl}	171 22% _{zefhi klmo}	290 17%	200 17%	108 17%	261 20% _{zefhk lmo}	74 16%
MEAN	3.50 _j	3.73	3.63	3.65	3.46	3.51 _j	3.47	3.52 _j	3.51 _j	3.51 _j	3.35	3.49 _j	3.56 _j	3.60 _j	3.49 _j	3.67 _{fjkn}
Not applicable	6 * _g	-	-	2 1%	4 *	6 * _g	4 *	1 *	6 * _g	6 * _g	3 *	5 *	4 *	2 *	5 * _g	4 1% _g
Don't know	39 2% _{gjlno}	3 1%	5 2%	3 1%	30 2%	38 2% _{gjlno}	18 2% _{jln}	13 1%	31 2% _{gjlno}	37 2% _{gjlno}	6 1%	28 2% _{jln}	11 1%	6 1%	13 1%	2 *
Likely [NET]	669 33% _k	82 34%	75 36%	100 36%	492 33%	659 33% _k	347 33%	390 34% _k	589 33% _k	635 33% _k	243 31%	527 31%	404 34% _k	223 35% _k	440 34% _k	181 38% _{zefhijk}
Neutral [NET]	682 34% _{dn}	104 43% _{zbd}	66 32%	102 37%	480 32%	671 34% _n	330 31%	377 33%	621 34% _{fijn}	634 33% _n	243 31%	604 36% _{zefgh ijno}	422 35% _{fijn}	211 33%	396 31%	147 31%
Unlikely [NET]	636 31% _{ac}	54 22%	61 29%	70 25%	500 33% _{zac}	625 31%	353 34% _{zehkl}	368 32%	562 31%	600 31%	283 36% _{zeghi klmo}	519 31%	356 30%	188 30%	432 34% _{zehik l}	138 29%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 515

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	328	229	21	9	2	16	51	134	88	80	4	10	30	34	29	42	55	29	8
16%		15%	11%	33%	13%	21%	22%zab	17%	14%	16%	24%	19%	23%zo	21%	20%	14%	19%	15%	11%
[5] Very likely	341	249	38	2	4	19	28	114	113	89	5	7	20	27	20	51	50	32	15
17%g		17%	20%f	9%	25%	24%f	13%	14%	18%	18%	29%	13%	16%	17%	14%	17%	18%	17%	20%
[4] Fairly likely	353	284	35	4	-	6	23	135	119	77	5	15	16	23	22	56	41	33	13
17%ef		19%zef	19%ef	17%	-	8%	10%	17%	20%	15%	33%	30%zl mnp	13%	14%	15%	18%	15%	17%	17%
[3] Fairly unlikely	329	260	24	5	2	12	26	116	107	89	-	4	20	17	31	59	51	27	6
16%f		17%zf	13%	18%	9%	16%	12%	14%	18%	18%	-	7%	15%	10%	22%kmr	19% m	18%	14%	8%
[2] Very unlikely	256	202	27	3	2	8	14	124	67	58	*	5	13	21	15	44	31	29	20
13% f		14% f	15% f	13%	10%	10%	6%	15% zh	11%	12%	3%	10%	10%	13%	11%	15%	11%	15%	27% zlmnop
[1] Certain not to	380	245	38	1	7	12	76	169	105	95	2	10	25	37	26	52	52	44	13
19% a		16%	21%	5%	38%	16%	34% zab e	21% z	17%	19%	12%	20%	20%	23%	18%	17%	18%	22%	18%
MEAN	3.50g	3.53	3.38	4.18	3.04	3.82	3.30	3.38	3.56	3.51	4.37	3.64	3.68	3.52	3.56	3.45	3.61	3.36	3.26
Not applicable	6	5	-	-	1	-	-	1	4	-	-	-	1	-	-	2	2	-	-
*		*	-	-	6%	-	-	*	1%	-	-	-	1%	-	-	1%	1%	-	-
Don't know	39	23	3	1	-	3	8	14	9	16	-	-	2	4	-	1	2	1	-
2% o		2%	2%	4%	-	5%	4% a	2%	2%	3% z	-	-	2%	2%	-	*	1%	1%	-
Likely [NET]	669	478	59	11	7	35	79	248	201	169	8	16	50	61	48	93	104	62	23
33%		32%	31%	43%	38%	45% zab	35%	31%	33%	34%	53%	33%	39%	37%	34%	30%	37%	32%	31%
Neutral [NET]	682	544	59	9	2	19	49	251	226	166	5	19	36	40	53	115	92	60	19
34% lm		36% zef	32% f	35%	9%	24%	22%	31%	37% g	33%	33%	37%	28%	25%	37% m	38% m	33%	31%	25%
Unlikely [NET]	636	447	66	5	8	20	90	293	171	153	2	15	38	58	42	96	82	73	34
31%		30%	35%	18%	48%	26%	40% zae	36% zhi	28%	30%	14%	31%	30%	36%	29%	31%	29%	37%	44% zp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 516

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	328 16%bf ko	315 17%zb	13 9%	35 27%ze fghjk mo	38 22%zf hjko	26 16%k	15 9%	23 16%k	7 8%	46 22%fh jko	54 13%k	8 5%	26 27%ze fghjk mo	25 15%k	22 25%zf hjkmo	255 15%fk	207 17%	113 15%	320 16%	276 16%	52 16%	328 16%
[5] Very likely	341 17%f	313 17%	25 18%	17 13%	22 13%	28 17%f	15 9%	33 23%cdf lo	13 13%	29 13%	81 20%f	30 18%f	12 12%	42 25%zc dfilo	19 22%f	268 16%f	206 17%	130 17%	336 17%	281 17%	60 18%	341 17%
[4] Fairly likely	353 17% ^d	325 17%	27 19%	25 19%	20 12%	21 13%	34 19%	18 12%	26 26%de gl	36 17%	83 20% ^d	38 23%de g	13 14%	26 15%	14 16%	300 18% ^d	214 17%	133 17%	347 17%	305 18%	48 14%	353 17%
[3] Fairly unlikely	329 16% ^{ip}	301 16%	28 20%	23 17%	27 15%	23 14%	26 15%	32 22% ^{il}	17 17%	22 10%	62 15%	45 27%zc defij lmo	11 11%	24 14%	17 20% ⁱ	277 17% ⁱ	183 15%	141 18%	324 16% ^p	270 16%	59 18%	329 16%
[2] Very unlikely	256 13%	236 13%	20 14%	13 10%	34 19%zc jkno	27 16%	23 13%	23 16%	10 10%	28 13%	42 10%	16 10%	12 13%	22 13%	7 8%	215 13%	151 12%	104 14%	255 13%	209 12%	48 14%	256 13%
[1] Certain not to	380 19% ^{cg} kn	356 19%	22 16%	16 12%	30 17% ^{gn}	35 21% ^{cg} kn	46 26%zcg kmno	12 9%	24 24% ^{cg} kn	54 25% ^{cg} kn	86 21% ^{cgk} n	20 12%	21 22% ^{cg} kn	29 17% ^{gn}	7 8%	322 19% ^{cgk} n	250 20% ^z	125 16%	375 19%	322 19%	58 17%	380 19%
MEAN	3.50 ^o	3.51	3.38	3.91 ^z defhi jko	3.50 ^f	3.38 ^f	2.97	3.74 ^{fh}	3.17	3.45 ^f	3.48 ^f	3.43 ^f	3.64 ^f	3.63 ^f	4.13 ^z defhi jkmo	3.45 ^f	3.49	3.51	3.50	3.51	3.50	3.50
Not applicable	6 * ^s	5 *	-	1 *	-	-	-	-	-	-	4 1%	1 1%	-	-	1 1%	5 *	2 *	4 *	6 *	2 *	4 1% ^{zsu}	6 * ^s
Don't know	39 2%	33 2%	6 4% ^{za}	1 1%	3 1%	3 2%	15 8%zcd egijl mno	1 1%	1 2%	-	4 1%	9 5%zci jlmno	1 1%	1 1%	-	37 2%	24 2%	13 2%	38 2%	34 2%	5 1%	39 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 516
FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Not change any aspect of your landline call behaviour
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	669 33%fh ko	629 33%	38 27%	52 40%fh ko	61 35%fh k	55 34%fk	31 17%	56 39%fhk	21 21%	74 35%fh k	136 33%fk	38 23%	38 40%fh k	66 40%zf hko	41 47%ze fhjko	523 31%fk	413 33%	243 32%	656 33%	557 33%	112 34%	669 33%
Neutral [NET]	682 34%l	626 33%	55 39%	48 37%l	47 27%	44 27%	61 35%	50 35%	42 43%de il	57 27%	145 35%	83 50%zc defgi jimno	24 25%	50 30%	31 36%	577 34%del	397 32%	274 36%	671 34%	575 34%	107 32%	682 34%
Unlikely [NET]	636 31%ck n	592 31%	42 30%	30 22%	64 37%cg kn	61 38%cg kn	69 40%zc gkno	36 25%	34 34%kn	81 38%cg kn	127 31%kn	36 21%	34 35%ck n	51 30%n	14 16%	538 32%ckn	401 32%	229 30%	630 31%	530 31%	105 32%	636 31%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 517

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	328	134	188	282	328	249	36	261	128	70	33	235	13	46	33	249	80	282	46
	16%cgq	17%	15%	15%	16%cg	15%	16%	15%	15%	17%	26%zabcde	15%	22%	16%	25%zkm	15%	19%	15%	24%zq
[5] Very likely	341	145	215	315	341	269	40	294	143	78	18	262	7	53	19	269	72	315	26
	17%	18%	17%	17%	17%	17%	17%	17%	17%	19%	15%	17%	12%	18%	14%	17%	17%	17%	13%
[4] Fairly likely	353	119	244	331	353	294	30	325	155	74	11	285	9	46	13	294	59	331	22
	17%ajnp	15%	19%zad	18%aj	17%aj	18%aj	13%	19%zac	18%j	18%j	9%	18%n	15%	16%	10%	18%p	14%	18%r	11%
[3] Fairly unlikely	329	121	219	307	329	271	38	294	141	50	14	264	7	43	15	271	58	307	22
	16%j	15%	17%j	17%j	16%j	17%j	16%	17%j	16%j	12%	12%	17%	12%	15%	11%	17%	14%	17%	11%
[2] Very unlikely	256	101	168	241	256	215	30	228	139	68	7	206	9	34	7	215	42	241	16
	13%jn	13%j	13%j	13%j	13%j	13%j	13%j	13%j	16%za	16%zjd	5%	13%n	14%	12%	5%	13%	10%	13%	8%
[1] Certain not to	380	168	199	324	380	282	44	292	136	72	38	268	14	56	41	282	97	324	55
	19%bceghkoq	21%zbcdegh	16%	18%cb	19%bcegh	18%bg	19%	17%	16%	17%	30%zabcdegh	17%	24%	19%	31%zkm	18%	23%zo	18%	29%zq
MEAN	3.50	3.47	3.55	3.51	3.50	3.51	3.46	3.52	3.49	3.55	3.53	3.51	3.42	3.51	3.47	3.51	3.50	3.51	3.46
Not applicable	6	-	5	5	6	5	2	5	4	2	1	5	-	-	1	5	1	5	1
	*	-	*	*	*	*	1%a	*	*	*	1%a	*	-	-	1%	*	*	*	1%
Don't know	39	15	20	34	39	21	11	28	17	3	3	20	1	15	4	21	18	34	5
	2%eko	2%	2%	2%e	2%e	1%	5%zabcdegh	2%e	2%	1%	2%	1%	2%	5%zk	3%	1%	4%zo	2%	2%
Likely [NET]	669	279	403	597	669	518	76	555	271	148	51	498	20	99	52	518	151	597	72
	33%	35%	32%	32%	33%	32%	33%	32%	31%	36%	41%h	32%	34%	34%	39%	32%	35%	32%	37%
Neutral [NET]	682	240	463	638	682	565	68	618	296	123	26	549	16	88	28	565	117	638	44
	34%ajnp	30%j	37%zac	35%za	34%aj	35%zad	30%	36%zac	34%aj	30%	21%	36%zn	26%	30%	21%	35%zp	27%	35%zr	23%
Unlikely [NET]	636	270	367	565	636	497	74	520	275	140	44	474	23	91	48	497	139	565	71
	31%bg	34%bcg	29%	31%	31%bg	31%bg	32%	30%	32%	34%	35%	31%	38%	31%	36%	31%	33%	31%	37%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 518

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	328 16%	135 16%	12 26%h	-	6 27%	4 17%	8 15%	-	46 13%	45 17%	-	1 47%	62 17%	8 17%
[5] Very likely	341 17%	142 17%	11 25%	-	1 6%	4 18%	12 23%	*	54 16%	46 18%	1 18%	-	58 16%	10 20%
[4] Fairly likely	353 17%	174 20%z	9 21%	-	1 6%	2 9%	6 12%	-	54 16%	38 15%	1 16%	-	60 17%	8 17%
[3] Fairly unlikely	329 16%	137 16%	6 13%	-	2 10%	2 11%	8 15%	1 32%	72 21%z	37 14%	2 45%	-	55 15%	7 15%
[2] Very unlikely	256 13%ab	88 10%	1 2%	-	4 16%	2 9%	5 10%	2 60%	54 16%ab	42 16%ab	-	-	54 15%ab	6 12%
[1] Certain not to	380 19%	175 20%	5 11%	2 100%	9 36%	7 36%	13 26%	-	53 16%	48 19%	1 21%	1 53%	55 15%	8 17%
MEAN	3.50	3.50	4.29zafhp	1.00	3.10	3.14	3.42	2.56	3.42	3.50	3.10	3.36	3.57	3.65
Not applicable	6 *	-	-	-	-	-	-	-	1 *	-	-	-	5 1%za	-
Don't know	39 2%a	9 1%	2 3%	-	-	-	-	-	9 3%	3 1%	-	-	13 3%za	1 3%
Likely [NET]	669 33%	277 32%	23 51%zahp	-	8 32%	7 35%	20 38%	*	100 29%	91 35%	1 18%	1 47%	120 33%	18 37%
Neutral [NET]	682 34%	311 36%	15 33%	-	4 16%	4 20%	14 27%	1 32%	125 37%	75 29%	3 61%	-	115 32%	15 31%
Unlikely [NET]	636 31%b	262 31%b	6 13%	2 100%	13 52%	9 45%	18 35%b	2 60%	107 31%b	90 35%b	1 21%	1 53%	109 30%b	14 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 519

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	328 16%p	-	1	21	-	-	1	-	*	-	-	2	-	8
		-	100%	14%	-	-	15%	-	7%	-	-	14%	-	8%
[5] Very likely	341 17%	2	-	18	-	-	3	-	1	1	-	5	-	16
		22%	-	12%	-	-	30%	-	22%	55%	-	33%	-	15%
[4] Fairly likely	353 17%	2	-	26	-	-	-	-	-	-	-	1	-	27
		20%	-	17%	-	-	-	-	-	-	-	9%	-	25%z
[3] Fairly unlikely	329 16%	3	-	32	-	-	3	-	1	-	1	2	-	28
		26%	-	21%	-	-	36%	-	17%	-	42%	9%	-	27%zs
[2] Very unlikely	256 13%p	2	-	14	1	-	1	1	2	1	-	3	-	4
		19%	-	9%	100%	-	11%	100%	30%	45%	-	17%	-	4%
[1] Certain not to	380 19%y	1	-	38	-	2	-	-	2	-	1	3	1	17
		13%	-	24%y	-	100%	-	-	24%	-	58%	18%	100%	16%y
MEAN	3.50	3.18	6.00	3.25	2.00	1.00	4.03	2.00	2.87	3.65	1.84	3.63	1.00	3.45
Not applicable	6 *	-	-	-	-	-	-	-	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	39 2%	-	-	4	-	-	1	-	-	-	-	-	-	4
		-	-	3%	-	-	7%	-	-	-	-	-	-	4%
Likely [NET]	669 33%p	2	1	39	-	-	4	-	2	1	-	7	-	24
		22%	100%	26%	-	-	46%	-	29%	55%	-	47%	-	23%
Neutral [NET]	682 34%	5	-	59	-	-	3	-	1	-	1	3	-	55
		46%	-	38%	-	-	36%	-	17%	-	42%	18%	-	53%zds
Unlikely [NET]	636 31%p	3	-	52	1	2	1	1	3	1	1	6	1	21
		32%	-	34%p	100%	100%	11%	100%	54%	45%	58%	35%	100%	20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 519

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	328 16%p	12 17%	1 51%	-	-	1 16%	8 9%	-	2 21%
[5] Very likely	341 17%	14 20%	-	1 41%	-	1 22%	16 18%	-	2 21%
[4] Fairly likely	353 17%	16 23%	1 49%	-	-	-	24 27%z	-	-
[3] Fairly unlikely	329 16%	7 9%	-	-	-	-	17 19%	-	1 9%
[2] Very unlikely	256 13%p	6 8%	-	-	-	1 27%	18 19%dp	1 100%	3 30%
[1] Certain not to	380 19%y	16 22%y	-	1 59%	2 100%	1 11%	3 4%	-	2 20%
MEAN	3.50	3.61	5.03	2.62	1.00	3.56	3.66	2.00	3.36
Not applicable	6 *	-	-	-	-	-	2 2%z	-	-
Don't know	39 2%	1 1%	-	-	-	1 25%	3 3%	-	-
Likely [NET]	669 33%p	26 37%	1 51%	1 41%	-	2 38%	24 27%	-	4 42%
Neutral [NET]	682 34%	23 32%	1 49%	-	-	-	42 46%z	-	1 9%
Unlikely [NET]	636 31%p	22 30%	-	1 59%	2 100%	2 38%	21 23%	1 100%	5 49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 520

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	328 16%	202 17%	126 15%	66 16%	10 29%bj	4 39%	- -	6 16%	- -	35 14%	35 20%	- -	- -	46 20%	2 8%	75 17%	8 20%
[5] Very likely	341 17%	203 17%	138 16%	75 18%	7 22%	- -	1 14%	8 23%	* 20%	38 15%	28 16%	- -	- -	41 18%	5 19%	83 19%	8 20%
[4] Fairly likely	353 17%	207 17%	146 17%	90 21%zatu	9 27%u	1 14%	- -	4 13%	- -	35 14%	26 14%	- -	- -	35 15%	5 22%	65 15%	2 6%
[3] Fairly unlikely	329 16%	187 16%	142 17%	66 16%	2 5%	- -	2 32%	7 20%	1 80%	47 19%	27 15%	2 68%	- -	29 13%	4 16%	69 16%	3 8%
[2] Very unlikely	256 13%b	179 15%zbd	78 9%	57 14%b	1 2%	1 12%	- -	2 7%	- -	46 19%zbd	33 18%zbd	- -	- -	34 15%b	5 20%	75 17%zbd	11 28%zabcd
[1] Certain not to	380 19%a	203 17%	177 21%zat	67 16%	4 12%	4 35%	4 54%	7 21%	- -	39 16%	29 16%	1 32%	1 100%	42 18%	4 15%	68 16%	7 18%
MEAN	3.50	3.54	3.46	3.58	4.35	3.47	2.20	3.58	3.40	3.38	3.54	2.36	1.00	3.60	3.32	3.56	3.42
Not applicable	6 *	2 *	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%a	- -	2 *	- -
Don't know	39 2%act	9 1%	30 4%zacnt	1 *	1 3%c	- -	- -	- -	- -	4 2%t	1 1%	- -	- -	2 1%	- -	2 *	- -
Likely [NET]	669 33%	405 34%	264 31%	140 33%	17 51%zabj	4 39%	1 14%	14 39%	* 20%	72 30%	63 35%	- -	- -	86 38%	6 26%	158 36%j	16 40%
Neutral [NET]	682 34%u	394 33%u	288 34%u	157 37%ru	11 32%	1 14%	2 32%	11 33%	1 80%	82 34%u	53 29%	2 68%	- -	64 28%	9 38%	134 31%u	6 15%
Unlikely [NET]	636 31%d	381 32%d	254 30%	125 30%	5 14%	5 47%	4 54%	10 28%	- -	85 35%d	62 35%d	1 32%	1 100%	76 33%d	9 35%	143 33%d	18 46%d

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 521

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	328 16%gi	27 15%	26 16%	12 24%	112 18%	82 17%	27 18%	207 15%	121 19%zg	179 14%	62 16%	18 22%	39 15%	328 49%zno	103 21%z	47 22%z	78 21%z	87 24%z	192 34%zst	92 20%z	41 17%	73 19%	72 19%
[5] Very likely	341 17%c	22 12%c	24 15%c	1 2%	113 18%	74 16%	22 15%	236 17%	105 16%	243 18%z	59 15%	11 13%	56 21%	341 51%zno	145 29%z	71 33%z	108 30%z	102 28%z	197 35%zsu	113 24%z	71 30%zsu	90 24%z	96 25%z
[4] Fairly likely	353 17%mn opqr	31 17%	31 19%	10 21%	94 15%	77 16%	29 20%	255 18%	98 15%	258 20%z	63 16%	12 14%	55 21%	- 11%mq	55 8%mq	18 8%mq	35 10%mq	30 8%mq	55 10%	70 15%r	34 14%r	51 14%r	52 14%r
[3] Fairly unlikely	329 16%mo pqrst v	34 19%	33 20%	10 20%	107 17%	94 20%zd	25 17%	222 16%	107 17%	238 18%z	54 14%	8 9%	37 14%	- 14%mq	67 14%mq	23 11%mq	44 12%mq	40 11%mq	38 7%	56 12%r	25 11%r	48 13%r	39 10%r
[2] Very unlikely	256 13%mr	28 16%	24 14%	9 19%	85 13%	62 13%	21 14%	166 12%	90 14%	177 13%	49 13%	19 23%z	35 13%	- 11%mq	55 11%mq	27 13%mq	40 11%mq	42 11%mq	42 7%	72 15%r	34 14%r	57 15%r	55 15%r
[1] Certain not to	380 19%im norst u	35 20%	27 16%	7 14%	115 18%	77 16%	19 13%	269 19%	110 17%	198 15%	87 23%zi	14 17%	43 16%	- 13%mq	64 13%mq	25 12%mq	54 15%mq	61 17%mqno	42 7%	57 12%r	27 11%r	52 14%r	58 15%rst
MEAN	3.50	3.32	3.49a	3.48	3.55	3.55	3.66	3.47	3.57	3.55	3.38	3.50	3.62	5.49zn opq	3.96z	4.06z	3.93z	3.91z	4.59zs tuv	3.84z	3.91z	3.78z	3.77z
Not applicable	6 *g	-	-	-	3	2	2	2	5	4	2	-	2	-	2	-	2	2	-	2	-	2	2
Don't know	39 2%hmr	3 1%	-	-	9 1%	5 1%	4 3%	33 2%zh	5 1%	24 2%	9 2%	1 1%	2 1%	-	4 1%mq	3 2%mq	4 1%mq	3 1%mq	3 1%	4 1%	4 2%	4 1%	4 1%
Likely [NET]	669 33%	49 27%	50 30%	13 26%	226 35%	156 33%	49 33%	442 32%	227 35%	422 32%	121 32%	29 35%	95 35%	669 100%zno	247 50%z	118 55%z	185 51%z	189 51%z	389 68%zst	205 44%z	112 48%z	163 43%z	168 44%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 521

FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	682 34% ^{mn} opqrs tuv	65 36%	65 39%	20 41%	201 32%	171 36% ^d	54 36%	477 34%	205 32%	497 38% ^{zj}	117 30%	20 24%	92 34%	-	122 25% ^{mo} q	41 19% ^m	79 22% ^m	71 19% ^m	93 16%	126 27% ^r	59 25% ^r	99 26% ^r	91 24% ^r
Unlikely [NET]	636 31% ^{im} nopr	63 35% ^b	50 30%	16 33%	200 31%	139 29%	40 27%	435 31%	201 31%	375 28%	136 35% ⁱ	33 40%	77 29%	-	119 24% ^m	52 24% ^m	95 26% ^m	103 28% ^{mn}	84 15%	129 28% ^r	61 26% ^r	109 29% ^r	114 30% ^r

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 522

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	174 9%hijn	81 8%	93 9%	1 100%	5 15%	31 15%zhi jmn	51 15%zhi jmn	40 10%hijn	21 5%j	18 5%j	5 2%	6 17%hij n	83 15%zghi jmn	62 8%hjn	23 3%j	60 9%	59 10%q	24 6%	32 7%	42 10%	74 7%	46 9%
[5] Very likely	321 16%ijn	170 17%	151 15%	-	10 29%	54 26%zhi jmn	83 25%zhi jmn	78 19%hij n	49 13%jn	35 9%jn	13 4%	10 28%hij n	137 25%zhi jmn	127 16%hijn	47 7%j	113 18%	76 13%	63 16%	70 16%	78 18%	140 14%	85 16%
[4] Fairly likely	383 19%jkn	190 19%	192 19%	-	1 4%	38 18%j	79 24%zij kn	92 23%zjk n	84 22%jkn	62 17%jn	25 8%	1 4%	117 22%jkn	177 23%zij kn	87 13%j	113 18%	104 18%	94 23%zr	71 16%	84 19%	178 18%	102 20%
[3] Fairly unlikely	345 17%	186 18%	159 16%	-	4 13%	35 17%	51 15%	73 18%	77 20%j	67 18%	39 13%	4 12%	86 16%	149 19%j	106 16%	91 14%	118 21%zo q	57 14%	79 18%	71 16%	182 18%	76 15%
[2] Very unlikely	309 15%efl r	153 15%	156 15%	-	7 22%	19 9%	29 9%	62 15%fl	62 16%efl	76 20%zef l	56 19%efl	7 21%fl	48 9%	123 16%efl	132 20%ze fl	117 19%zr	84 15%	59 15%	50 11%	63 14%	162 16%	77 15%
[1] Certain not to	456 22%efg lms	225 22%	232 23%	-	6 18%	27 13%	35 10%	47 12%	83 21%efg lm	111 30%zef ghlm	147 49%zef ghiklm n	6 18%	62 11%	130 17%fgl	258 38%ze fghik lm	134 21%	113 20%	91 23%	119 27%zo p	81 18%	232 23% s	129 25% s
MEAN	3.16ij nt	3.17	3.16	6.00	3.47	3.82zh ijmn	3.92zg hijmn	3.55zh ijmn	3.05ij n	2.70jn	2.00	3.55ij n	3.88zg hijmn	3.30zh ijn	2.39j	3.21	3.22	3.13	3.04	3.34z t	3.06	3.15
Not applicable	5 *	2 *	3 *	-	-	-	-	1 *	2 *	-	2 1%	-	-	3 *	2 *	1 *	1 *	1 *	2 *	1 *	1 *	2 *
Don't know	39 2%ou	15 1%	24 2%	-	-	3 2%	4 1%	7 2%	8 2%	5 1%	12 4%zil	-	8 1%	15 2%	16 2%i	3 1%	12 2%o	12 3%o	12 3%o	17 4%ztu	20 2%u	1 *
Likely [NET]	495 24%hij nt	251 25%	244 24%	1 100%	14 43%	86 41%zgh ijmn	135 41%zgh ijmn	118 30%zhi jmn	70 18%jn	53 14%jn	18 6%	16 45%zhi jmn	220 41%zgh ijmn	188 24%hij n	71 11%j	172 27%	134 24%	87 22%	101 23%	120 27%t	214 22%	131 25%
Neutral [NET]	728 36%jkn	376 37%	351 35%	-	6 17%	73 35%jk	130 39%jkn	165 41%zjk n	161 42%zjk n	129 35%jkn	64 21%	6 16%	203 38%jkn	326 42%zij kn	193 29%j	204 32%	222 39%o	151 38%	151 35%	155 35%	360 36%	179 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 522
FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

Weighted Base
Unlikely [NET]

TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
766	378	388	-	13	46	64	108	144	187	203	13	110	253	390	250	197	150	168	144	394	206
38%efg lms	37%	38%	-	40%	22%	19%	27%fl	37%efg lm	50%zef ghlm	68%zef ghiklm n	39%fl	20%	32%efg l	58%ze fghik lm	40%	35%	37%	39%	33%	40% s	40% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 523

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	174	12	30	69	9	5	84	27	15	7	4	3	25	9	136	38	99	19	13	3	1	3	27	8
	9%lv	8%	13%z	12%z	8%	13%	12%zl	13%l	9%l	11%l	26%	7%	3%	11%l	8%	9%	11%zv	13%v	9%v	10%	15%	9%	4%	12%v
[5] Very likely	321	31	46	113	23	12	147	43	35	6	2	12	61	16	226	95	187	16	33	3	*	7	60	14
	16%lnv	21%	20%	20%z	20%	28%	21%zi	20%l	22%il	9%	15%	28%zil	8%	20%l	14%	22%zn	22%zq	11%	22%qv	9%	5%	20%v	8%	21%v
[4] Fairly likely	383	24	55	127	23	6	162	44	29	20	5	6	102	15	297	86	199	27	28	10	3	6	98	13
	19%lv	16%	25%	23%z	20%	14%	23%zl	20%l	18%	31%zk	32%	13%	14%	19%	18%	20%	23%zv	18%	19%	32%v	37%	16%	13%	18%
[3] Fairly unlikely	345	17	41	101	28	9	127	32	37	12	1	11	117	8	282	63	146	31	29	5	1	10	116	7
	17%	12%	18%	18%	24%	21%	18%	15%	23%lm	20%	5%	27%lm	16%	10%	18%	15%	17%	20%	20%	17%	11%	29%zv	16%	10%
[2] Very unlikely	309	23	28	67	13	5	92	27	18	7	1	7	151	8	253	56	111	24	17	4	1	6	140	6
	15%cp	16%	13%	12%	11%	11%	13%	12%	11%	11%	5%	17%	20%zfg	9%	16%	13%	13%	16%	12%	12%	11%	17%	19%zpw	9%
[1] Certain not to	456	34	21	70	19	4	86	40	24	12	2	2	269	22	374	82	115	30	22	6	1	2	263	18
	22%bcfhkpu	23%bc	9%	13%	16%	10%	12%	18%fk	15%	19%k	12%	4%	36%zfhghik	27%fhk	23%	19%	13%	20%u	15%	19%	9%	5%	36%zpqru	26%pu
MEAN	3.16l nv	3.21 a	3.75z a	3.64z a	3.39	3.79	3.64z l	3.49z l	3.49z l	3.32l	4.15	3.69z l	2.46	3.28l	3.10	3.40z n	3.62z qv	3.22v v	3.50z v	3.29v	3.70	3.58v	2.48	3.36v
Not applicable	5	-	1	-	-	-	-	1	-	-	-	-	4	-	4	1	-	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	*	-	*	*	-	1%p	-	-	-	-	1%	-
Don't know	39	6	1	7	2	1	12	2	3	-	1	1	17	3	32	7	11	2	5	-	1	1	16	3
	2%	4%	1%	1%	2%	2%	2%	1%	2%	-	5%	3%	2%	4%	2%	2%	1%	1%	3%	-	12%	4%	2%	5%p
Likely [NET]	495	43	75	182	32	17	231	70	49	12	7	15	86	25	362	133	287	35	45	6	1	10	87	23
	24%lnv	29%	34%z	33%z	27%	41%	33%zi	33%zl	31%l	20%	40%	36%l	12%	31%l	23%	31%zn	33%zq	23%v	31%v	19%	20%	29%v	12%	33%v
Neutral [NET]	728	41	95	228	51	15	289	76	66	32	6	17	218	24	579	149	345	58	57	15	4	16	214	19
	36%lv	28%	43%a	41%za	43%	35%	41%zl	35%	41%l	51%zg	37%	40%	29%	29%	36%	35%	40%zv	39%	39%	49%vw	48%	45%v	30%	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 523
FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	766 38%bc dfhko pru	58 39%bc	49 22%	137 25%	32 27%	9 22%	178 25%	66 31%	41 26%	19 30%	3 17%	9 21%	420 56%zf ghikm	30 36%f	627 39%zo	138 32%	226 26%	54 36%p	39 27%	10 32%	2 20%	8 22%	403 56%zp qrsuw	24 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 524

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT				NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	174 9%hi	100 8%	39 12%zc	35 7%	71 14%zh	3 18%	-	5 7%	97 7%	38 6%	54 7%	24 8%	28 12%ij	30 18%zjk	21 9%	33 16%z	14 19%z	3 23%	2 88%	1 51%	-
[5] Very likely	321 16%chi	224 19%zc	45 14%	52 10%	121 24%zh	3 22%	-	20 26%zh	181 12%	48 8%	107 14%i	60 19%i	65 28%zi	40 24%zjk	54 24%z	50 24%z	14 19%	4 33%	* 12%	1 49%	1 14%
[4] Fairly likely	383 19%chi	253 21%zc	57 18%	73 14%	113 22%h	5 29%	1 59%	19 25%	250 17%	79 14%	149 20%i	72 23%i	50 22%i	32 20%	55 24%	46 22%	14 19%	3 20%	-	-	1 15%
[3] Fairly unlikely	345 17%	207 17%	54 17%	83 16%	83 16%	3 18%	1 41%	11 14%	249 17%	100 17%	130 18%	58 19%	35 15%	23 14%	44 19%	31 15%	11 16%	2 11%	-	-	-
[2] Very unlikely	309 15%dk no	177 15%	46 14%	87 17%	50 10%	1 6%	-	13 17%	249 17%zd	103 18%kl	131 18%zk	33 11%	24 10%	19 12%	20 9%	19 9%	10 15%	2 12%	-	-	2 29%
[1] Certain not to	456 22%ad glimno	210 18%	75 23%a	171 33%zab	60 12%	1 7%	-	9 11%	390 27%zdg	205 35%zj	152 21%lm	55 18%l	25 11%	18 11%	28 12%	29 14%	8 12%	-	-	-	1 21%
MEAN	3.16c hi	3.34z c	3.22c	2.70	3.80zh	4.07	3.59	3.58zh	2.91	2.61	3.12i	3.40z ij	3.85z ijk	3.90z ijk	3.68z	3.81z	3.78z	4.43	5.88	5.51	2.64
Not applicable	5 *	3 *	1 *	1 *	-	-	-	-	5 *	2 *	3 *	-	-	-	-	-	-	-	-	-	-
Don't know	39 2%	23 2%	5 2%	10 2%	9 2%	-	-	-	30 2%	8 1%	16 2%	6 2%	6 3%	1 1%	5 2%	4 2%	-	-	-	-	1 21%
Likely [NET]	495 24%chi ij	324 27%zc	85 26%c	86 17%	192 38%zh	6 40%	-	26 33%h	279 19%	86 15%	160 22%i	85 27%i	94 40%zi	69 42%zjk	76 33%z	83 39%z	27 39%z	8 56%	3 100%	1 100%	1 14%
Neutral [NET]	728 36%chi	460 38%zc	111 34%	156 30%	196 39%	8 47%	2 100%	31 39%	499 34%	179 31%	278 38%i	130 42%zi	85 36%	55 34%	99 43%z	77 37%	25 35%	4 31%	-	-	1 15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 524
FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	766	387	121	258	110	2	-	22	639	308	282	88	48	37	47	47	19	2	-	-	3
	38%ad klmno	32%	38%	50%zab	22%	13%	-	28%	44%zdg	53%zj klm	38%kl m	28%	21%	23%	21%	22%	26%	12%	-	-	50%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 525

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	174 9%d	36 15%zd	43 21%zd	42 15%zd	100 7%	173 9%	119 11%zeghik	95 8%	169 9%zei	165 9%	86 11%zegik	152 9%	128 11%zeghi k	95 15%zefgh ijkln	124 10%	62 13%zeghikn
[5] Very likely	321 16%d	51 21%d	41 20%d	78 28%zbd	198 13%	315 16%	196 19%zegi	165 14%	304 17%zegi	298 16%	154 20%zeghi kn	286 17%zegi	228 19%zeghi k	139 22%zefgh ikn	221 17%zegi	113 24%zefghijkln
[4] Fairly likely	383 19%d	62 26%zd	43 21%	56 20%	265 18%	375 19%	192 18%	220 19%	355 20%zei	354 18%	138 18%	345 20%zefij n	257 21%zefhi jn	128 20%	239 19%	93 20%
[3] Fairly unlikely	345 17%j	45 19%b	24 12%	37 13%	258 17%	341 17%j	169 16%j	185 16%j	319 18%jn	324 17%j	101 13%	305 18%zefgi jmn	208 17%j	94 15%	203 16%j	75 16%
[2] Very unlikely	309 15%acim	14 6%	25 12%a	28 10%	259 17%zac	305 15%lm	162 15%lm	172 15%	276 15%lm	295 15%lm	124 16%lm	252 15%l	160 13%	77 12%	195 15%lm	59 12%
[1] Certain not to	456 22%abcf hklmo	29 12%	28 13%	34 12%	391 26%zabc	448 22%fhklm o	193 18%mo	293 25%zefhi jklmno	352 19%klmo	435 23%fhklm o	169 22%fklmo	311 18%lmo	198 17%	90 14%	285 22%fhklm o	67 14%
MEAN	3.16dg	3.83zd	3.85zd	3.88zd	2.94	3.17g	3.38zegh in	3.07	3.28zegi	3.15g	3.31zegi	3.30zegi n	3.46zegh ijkn	3.70zefg hijkln	3.23zgi	3.67zefghijkln
Not applicable	5 *k	-	-	-	5 *	5 *k	2 *	3 *	4 *k	5 *k	1 *	2 *	3 *	-	3 *	-
Don't know	39 2%jlmno	5 2%	4 2%	2 1%	30 2%	38 2%jlmno	19 2%jlo	17 1%	31 2%jln	35 2%jln	5 1%	30 2%jln	14 1%	6 1%	15 1%	3 1%
Likely [NET]	495 24%d	86 36%zd	84 40%zd	120 43%zd	298 20%	488 24%g	315 30%zeghi kn	260 23%	473 26%zegi	463 24%	240 31%zeghi kn	438 26%zegi	356 30%zeghi ijkln	235 37%zefgh ijkln	345 27%zegi	175 37%zefghijkln
Neutral [NET]	728 36%j	108 45%zbcd	67 32%	93 34%	523 35%	716 36%j	361 34%j	405 35%j	674 37%zefij n	678 35%j	239 31%	650 39%zefgh ijn	465 39%zefgi jn	222 35%j	442 34%j	167 36%j

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 525
FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	766	43	52	62	651	753	356	465	627	731	292	563	359	168	480	126
	38%abcf hklmo	18%	25%a	22%	43%zabc	38%fhklm o	34%lmo	40%zefhi klmno	35%klmo	38%fhklm o	38%fkimo	33%lmo	30%	27%	37%fhklm o	27%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 526

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**Switch some calls from landline to mobile phone****BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	174 9%bfg	154 10%zbf	6 3%	1 6%	1 8%	3 4%	7 3%	33 4%	72 12%zg	56 11%zg	1 5%	5 9%	11 9%	19 12%	12 9%	24 8%	31 11%	21 10%	8 11%
[5] Very likely	321 16%efgmn	278 19%zbef	22 12%f	1 4%	3 15%	5 6%	12 5%	88 11%	129 21%zg	82 16%g	4 22%	3 6%	12 10%	15 9%	13 9%	66 22%zkl mn	51 18%lmn n	52 27%zklm n	12 16%
[4] Fairly likely	383 19%ef	315 21%zef	37 20%ef	8 30%	2 9%	6 8%	16 7%	139 17%	133 22%	88 18%	3 20%	11 21%	17 14%	28 17%	30 21%	59 19%	60 21%	41 21%	12 16%
[3] Fairly unlikely	345 17%f	268 18%f	30 16%	2 9%	3 16%	16 21%	26 11%	138 17%	93 15%	93 18%	5 30%	9 19%	21 17%	26 16%	26 18%	48 16%	39 14%	24 12%	11 14%
[2] Very unlikely	309 15%ahi	207 14%	44 23%zaf	6 23%	1 6%	18 23%a	34 15%	168 21%zhi	73 12%	59 12%	1 8%	7 14%	21 17%	24 15%	21 15%	52 17%	49 17%	27 14%	20 27%zq
[1] Certain not to	456 22%ah	248 17%	45 24%a	7 28%	7 40%	25 33%za	124 55%zab e	224 28%zhi	102 17%	112 22%h	2 15%	15 31%q qr	39 31%zop q	49 30%zop q	39 27%opq q	55 18%	51 18%	32 16%	12 16%
MEAN	3.16befgl	3.43zbef	2.81f	2.77	2.75	2.43f	1.99	2.74	3.55zg i	3.28g	3.40	2.86	2.80	2.95	2.96	3.33lm n	3.37zl mn	3.59zkl mn	3.23
Not applicable	5 *	2 *	- -	- -	1 6%	- -	2 1%za	2 *	- -	1 *	- -	- -	2 2%zop	- -	1 1%	- -	- -	- -	- -
Don't know	39 2%o	26 2%	4 2%	- -	- -	3 5%	6 3%	16 2%	10 2%	13 3%	- -	- -	2 2%	3 2%	1 *	1 *	1 *	- -	- -
Likely [NET]	495 24%bfg	433 29%zbef	28 15%f	3 10%	4 23%	8 11%	19 8%	120 15%	201 33%zg	138 27%g	4 27%	8 16%	23 18%	34 21%	25 18%	90 29%zln	82 29%ln	73 37%zklm n	21 27%
Neutral [NET]	728 36%f	583 39%zf	67 36%f	10 39%	4 25%	22 29%	42 18%	277 34%	225 37%	181 36%	8 50%	20 40%	39 31%	54 33%	56 39%	108 35%	100 35%	65 33%	23 30%
Unlikely [NET]	766 38%ah	455 30%	89 48%za	13 51%	8 46%	43 56%za	158 70%zab e	392 49%zhi	175 29%	171 34%	4 23%	22 44%	60 48%zop q	73 45%q	60 42%q	107 35%	100 35%	59 30%	32 42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 527

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	174	153	20	9	21	20	3	12	6	28	41	9	4	10	12	147	98	74	172	130	43	174
	9%afs	8%	14%za	7%f	12%fk	12%fk	2%	8%f	6%	13%fk	10%f	5%	4%	6%f	14%fk	9%f	8%	10%	9%	8%	13%zsu	9% _s
[5] Very likely	321	285	36	17	25	26	23	32	14	43	60	21	13	28	18	261	172	143	314	259	62	321
	16%ap	15%	26%za	13%	14%	16%	13%	22%zck	14%	20%	14%	13%	14%	17%	21%	16%	14%	19%zpr	16%p	15%	19%	16%
[4] Fairly likely	383	354	28	27	32	24	28	17	18	52	76	45	10	35	19	319	223	151	374	326	57	383
	19%cl	19%	20%	20%cl	19%	15%	16%	12%	18%	25%eg	18%	27%ze	10%	21%cl	22%cl	19%cl	18%	20%	19%	19%	17%	19%
[3] Fairly unlikely	345	319	25	29	20	20	30	25	22	18	86	39	15	25	15	289	206	134	340	288	57	345
	17%cd	17%	18%	22%de	12%	12%	17%cl	17%cl	22%cl	8%	21%dei	24%zd	16%	15%	17%cl	17%cl	17%	18%	17%	17%	17%	17%
[2] Very unlikely	309	297	11	18	33	32	28	35	11	29	38	24	23	33	7	247	187	118	305	260	50	309
	15%cbj	16%cb	8%	14%	19%cl	20%cl	16%cl	25%zch	11%	13%	9%	14%	24%zc	20%cl	8%	15%cl	15%	15%	15%	15%	15%	15%
[1] Certain not to	456	437	18	29	40	38	46	22	26	43	111	20	31	35	15	374	322	130	451	397	59	456
	22%bk	23%zb	13%	22%k	23%k	23%k	26%gk	16%	26%k	20%	27%gk	12%	32%zg	21%k	17%	22%k	26%zqr	17%	23%q	23%zu	18%	22%
MEAN	3.16a	3.11	3.83z	3.09l	3.18f	3.18f	2.75	3.26fl	3.02	3.51z	3.14fl	3.32f	2.63	3.11f	3.63z	3.18fl	3.03	3.37zpr	3.16p	3.11	3.43zsu	3.16s
	flps	a		l	l	l		fl		cfjlm			l		cdfhj							
Not applicable	5	4	-	2	-	-	-	-	-	-	1	1	-	-	1	4	3	1	4	3	2	5
	*	*	-	1%zo	-	-	-	-	-	-	*	1%	-	-	1%	*	*	*	*	*	*	*
Don't know	39	36	3	2	4	2	18	-	1	-	2	8	-	1	-	38	26	13	39	34	5	39
	2%	2%	2%	2%	2%	1%	10%zcd	-	2%	-	1%	5%zgi	-	1%	-	2%j	2%	2%	2%	2%	1%	2%
						eghijl						jlmno										
Likely [NET]	495	438	56	26	45	46	26	44	20	71	101	30	18	39	30	409	270	216	486	390	105	495
	24%af	23%	40%za	20%	26%fl	29%fk	15%	31%cfk	20%	33%zc	24%fl	18%	18%	23%	34%zc	24%fk	22%	28%zpr	24%p	23%	31%zsu	24% _s
	kps					l		l		fkimo					fkimo							

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 527
FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	728 36%el	673 36%	52 37%	55 42%cd gl	53 30%	44 27%	58 33%	42 29%	40 41%l	70 33%	162 39%el	84 51%cd efgij lmo	25 26%	60 36%	34 39%l	608 36%el	429 35%	285 37%	714 36%	614 36%	114 34%	728 36%
Unlikely [NET]	766 38%bk nq	734 39%zb	29 20%	47 36%	73 42%kn	70 43%kn	74 42%kn	57 40%kn	37 37%	71 34%	149 36%k	43 26%	54 56%zc defgh ijklm o	68 41%kn	22 25%	621 37%kn	509 41%zqr	247 32%	756 38%q	657 39%	109 33%	766 38%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 528

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	174 9%ajlmn pr	51 6%j	150 12%zacd egj	172 9%zad j	174 9%aj	158 10%zad j	24 10%j	163 9%zad j	99 11%za cdgj	62 15%zac degj	2 1%	158 10%zlmn	- -	14 5%	2 1%	158 10%zp	16 4%	172 9%zr	2 1%
[5] Very likely	321 16%ajln pr	98 12%	265 21%zac degj	312 17%za dj	321 16%aj	276 17%zad j	45 20%aj	302 17%zad j	163 19%za dj	96 23%zac degj	8 6%	275 18%zlmn	1 1%	37 13%ln	8 6%	276 17%zp	45 11%	312 17%zr	9 5%
[4] Fairly likely	383 19%ajnp r	122 15%j	281 22%zac degj	366 20%za dj	383 19%aj	331 21%zad j	48 21%j	361 21%zac dj	173 20%aj	92 22%aj	8 6%	322 21%zmn	9 14%	44 15%n	8 6%	331 21%zp	52 12%	366 20%zr	17 9%
[3] Fairly unlikely	345 17%ijnr cdefg ij	162 20%zb cdefg ij	203 16%ij	328 18%zb dij	345 17%ij	274 17%ij	32 14%	299 17%ij	146 17%ij	51 12%	9 7%	269 17%n	6 10%	60 20%n	11 8%	274 17%	71 17%	328 18%zr	17 9%
[2] Very unlikely	309 15%b cdegh i	146 18%zb cdegh i	160 13%	274 15%b	309 15%b	238 15%b	31 13%	254 15%b	122 14%	57 14%	23 19%	226 15%	11 19%	47 16%	25 18%	238 15%	72 17%	274 15%	36 19%
[1] Certain not to	456 22%bceg hikoq hi	209 26%zb cdefg hi	176 14%	349 19%bh i	456 22%bce ghi	302 19%bhi	40 17%	316 18%bi	142 16%b	56 13%	70 56%zabcde ghi	270 17%	32 54%zkm	79 27%k	75 56%zkm	302 19%	154 36%zo	349 19%	107 55%zq
MEAN	3.16ajl mnpr	2.88j cdeghj	3.61za cdeghj	3.30z adj	3.16aj dj	3.33za dj	3.45za dj	3.33za cdj	3.46z acdeg j	3.73z acdef ghj	1.88	3.38zlmn	1.89	2.83ln	1.86	3.33zp	2.53	3.30zr	1.87
Not applicable	5 *cq	1 *	2 *	3 *	5 *c	3 *	- -	3 *	- -	- -	2 i	3 2%zabcdegh i	- -	- -	2 2%zkm	3 *	2 *	3 *	2 1%zq
Don't know	39 2%eko	13 2%	22 2%	35 2%e	39 2%e	24 1%	11 5%zabc deghi	30 2%e	17 2%	3 1%	3 2%	23 1%	1 2%	12 4%zk	4 3%	24 1%	15 4%zo	35 2%	4 2%
Likely [NET]	495 24%ajlm npr	149 19%j	415 33%zac degj	484 26%za dj	495 24%aj	434 27%zad j	69 30%aj	464 27%zad j	262 30%za cdegj	159 38%zab cdefgh j	10 8%	433 28%zlmn	1 1%	51 17%ln	10 7%	434 27%zp	60 14%	484 26%zr	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 528

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	728 36%jnpr	284 35%j	484 38%zdj	694 38%zjd j	728 36%j	605 38%zdz	80 35%j	660 38%zdz	319 37%j	143 34%j	17 14%	591 38%zln	14 24%	103 35%n	19 14%	605 38%zp	122 29%	694 38%zr	33 17%
Unlikely [NET]	766 38%bcef ghikoq	355 44%zbf ghikoq	336 27% cdefg hi	623 34%bhf i	766 38%bce fghi	540 34%bhi	71 31%	570 33%bi	263 31%b	112 27%	93 75%zab ghi	496 32%	43 73%zkm	127 43%zk	99 74%zkm	540 34%	226 53%zo	623 34%	143 74%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 529

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	174 9%a	50 6%	3 8%	-	3 13%	2 10%	5 10%	-	45 13%zaq	22 8%	-	-	43 12%zaq	1 2%
[5] Very likely	321 16%	124 14%	9 20%	-	2 10%	-	12 22%	-	65 19%q	48 19%	-	-	58 16%	3 6%
[4] Fairly likely	383 19%	158 18%	12 28%f	-	1 3%	1 3%	4 7%	1 32%	69 20%	50 19%	3 61%	-	73 20%	10 20%
[3] Fairly unlikely	345 17%	150 18%	6 14%	-	2 9%	4 18%	9 17%	-	58 17%	40 16%	1 18%	-	60 16%	13 26%
[2] Very unlikely	309 15%	138 16%	5 10%	-	5 19%	4 19%	12 23%	2 60%	47 14%	39 15%	-	2 100%	44 12%	10 20%
[1] Certain not to	456 22%h	227 26%zhp	6 14%	2 100%	11 46%	9 43%	11 21%	-	51 15%	56 22%h	1 21%	-	69 19%	11 23%
MEAN	3.16a	2.96	3.57aq	1.00	2.50	2.24	3.16	2.70	3.55zalq	3.23a	3.19	2.00	3.39zaq	2.72
Not applicable	5 *	1 *	-	-	-	1 6%	-	-	1 *	-	-	-	1 *	-
Don't know	39 2%	10 1%	3 6%zahl	-	-	-	-	* 8%	5 2%	3 1%	-	-	15 4%zal	1 3%
Likely [NET]	495 24%aq	174 20%	12 28%q	-	6 23%	2 10%	16 32%q	-	110 32%zaq	70 27%aq	-	-	101 28%aq	4 8%
Neutral [NET]	728 36%	309 36%	19 42%	-	3 12%	4 22%	13 24%	1 32%	128 37%	91 35%	4 79%	-	133 37%	23 46%f
Unlikely [NET]	766 38%hp	366 43%zbhp	11 24%	2 100%	16 65%	13 63%	23 44%	2 60%	98 29%	95 37%h	1 21%	2 100%	113 31%	21 43%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 530

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	174	-	1	15	-	-	1	-	1	-	-	2	1	6
	9%	-	100%	10%	-	-	5%	-	11%	-	-	12%	100%	6%
[5] Very likely	321	4	-	19	-	-	4	-	2	-	-	3	-	21
	16%	42%	-	13%	-	-	39%	-	39%	-	-	17%	-	20%
[4] Fairly likely	383	3	-	25	-	-	-	-	-	-	-	-	-	31
	19%	29%	-	17%	-	-	-	-	-	-	-	-	-	30%zds
[3] Fairly unlikely	345	2	-	32	-	-	1	-	-	1	2	4	-	22
	17%	16%	-	21%	-	-	15%	-	-	55%	73%	26%	-	21%
[2] Very unlikely	309	-	-	22	-	2	2	1	2	1	-	7	-	6
	15%p	-	-	15%	-	100%	26%	100%	30%	45%	-	41%	-	6%
[1] Certain not to	456	1	-	36	1	-	1	-	1	-	1	1	-	13
	22%p	13%	-	23%y	100%	-	8%	-	20%	-	27%	4%	-	13%
MEAN	3.16	3.87	6.00	3.10	1.00	2.00	3.57	2.00	3.43	2.55	2.46	3.20	6.00	3.57zd
Not applicable	5	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	39	-	-	4	-	-	1	-	-	-	-	-	-	3
	2%	-	-	3%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	495	4	1	34	-	-	4	-	3	-	-	5	1	27
	24%	42%	100%	22%	-	-	44%	-	51%	-	-	29%	100%	26%
Neutral [NET]	728	4	-	57	-	-	1	-	-	1	2	4	-	54
	36%	45%	-	37%	-	-	15%	-	-	55%	73%	26%	-	51%zd
Unlikely [NET]	766	1	-	58	1	2	3	1	3	1	1	7	-	20
	38%p	13%	-	38%p	100%	100%	34%	100%	49%	45%	27%	45%	-	19%

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Table 530

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	174	3	-	-	-	-	5	-	-
	9%	5%	-	-	-	-	6%	-	-
[5] Very likely	321	15	-	-	-	1	9	-	*
	16%	21%	-	-	-	27%	10%	-	5%
[4] Fairly likely	383	8	1	-	-	1	31	-	1
	19%	11%	49%	-	-	22%	34%zds	-	7%
[3] Fairly unlikely	345	20	-	-	-	1	20	-	-
	17%	28%z	-	-	-	16%	21%	-	-
[2] Very unlikely	309	6	-	1	-	-	17	1	4
	15%p	9%	-	41%	-	-	18%p	100%	39%
[1] Certain not to	456	19	1	1	2	1	6	-	5
	22%py	26%py	51%	59%	100%	11%	7%	-	49%
MEAN	3.16	3.06	2.46	1.41	1.00	3.71	3.42	2.00	1.79
Not applicable	5	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Don't know	39	-	-	-	-	1	3	-	-
	2%	-	-	-	-	25%	4%	-	-
Likely [NET]	495	19	-	-	-	1	15	-	*
	24%	26%	-	-	-	27%	16%	-	5%
Neutral [NET]	728	27	1	-	-	2	50	-	1
	36%	38%	49%	-	-	38%	55%zd	-	7%
Unlikely [NET]	766	25	1	2	2	1	23	1	8
	38%py	35%p	51%	100%	100%	11%	25%	100%	88%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 531

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**Switch some calls from landline to mobile phone****BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	174 9%bc	126 11%zbc	47 6%	24 6%	3 8%	1 11%	1 13%	3 9%	- -	40 17%zabc	18 10%	- -	- -	36 16%zabc	1 3%	72 16%zabc cn	11 27%zabcn
[5] Very likely	321 16%b	213 18%zb	108 13%	77 18%b	5 15%	- -	- -	9 26%	- -	50 20%b	26 14%	- -	- -	44 19%b	1 6%	96 22%zab n	6 16%
[4] Fairly likely	383 19%	241 20%t	142 17%	97 23%zbt	12 37%zabjt	1 8%	- -	4 11%	1 80%	39 16%	39 22%	2 68%	- -	43 19%	3 11%	73 17%	7 18%
[3] Fairly unlikely	345 17%	191 16%	154 18%	61 14%	3 9%	2 21%	3 46%	6 17%	- -	43 18%	31 17%	- -	- -	33 14%	10 39%	66 15%	7 18%
[2] Very unlikely	309 15%	186 16%r	123 15%	78 18%r	3 10%	2 20%	- -	6 18%	- -	35 14%	30 17%	- -	1 100%	25 11%	6 24%	59 14%	3 8%
[1] Certain not to	456 22%ajt	222 19%	234 28%zacjnr t	82 19%	5 16%	4 40%	2 26%	7 20%	- -	35 14%	36 20%	1 32%	- -	46 20%	4 17%	68 15%	6 14%
MEAN	3.16b c	3.35zb	2.89	3.19b	3.51	2.43	2.84	3.30	4.00	3.64zabcn	3.23b	3.04	2.00	3.54zbc	2.74	3.66za bcn	3.91zabcn
Not applicable	5 *	1 *	4 *	- -	- -	- -	1 16%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	39 2%a	11 1%	28 3%zacjt	3 1%	2 6%acjnt	- -	- -	- -	* 20%	1 1%	1 *	- -	- -	3 1%	- -	4 1%	- -
Likely [NET]	495 24%b	339 28%zbc	156 19%	101 24%b	8 23%	1 11%	1 13%	12 34%	- -	90 37%zabcn	44 24%	- -	- -	80 35%zabcn	2 9%	168 38%zab cn	17 42%zbcn
Neutral [NET]	728 36%	432 36%t	296 35%	157 37%	15 45%	3 29%	3 46%	9 28%	1 80%	82 34%	69 39%	2 68%	- -	77 33%	12 50%	140 32%	14 35%
Unlikely [NET]	766 38%ajr t	408 34%t	357 43%zajrtu	160 38%jt	9 26%	6 60%	2 26%	13 38%	- -	70 29%	66 37%	1 32%	1 100%	71 31%	10 41%	127 29%	9 23%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 532

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	174 9%gj	17 9%	17 10%	9 18%z	58 9%	46 10%	16 11%	65 5%	108 17%zg	148 11%zj	16 4%	16 19%z	32 12%	97 14%z	174 35%zm	65 31%zm	133 36%zm	143 39%zmo	73 13%z	151 32%zr	69 29%zr	129 34%zr	123 32%zr
[5] Very likely	321 16%gj	29 16%	28 17%	10 21%	99 16%	87 19% ^d	23 15%	181 13%	140 22%zg	278 21%zj	28 7%	22 27%z	58 22%z	150 22%z	321 65%zm opq	113 53%zmp q	167 46%zm	155 42%zm	110 19%z	202 43%zr uv	104 44%zru	145 39%zr	151 40%zr
[4] Fairly likely	383 19% ^{mn} opqrs tuv	34 19%	37 22%	11 23%	122 19%	96 20%	32 21%	267 19%	115 18%	292 22%zj	59 15%	10 13%	69 26%zk	72 11% ⁿ	- -	15 7% ⁿ	29 8% ⁿ	30 8% ⁿ	72 13%	61 13%	29 12%	45 12%	49 13%
[3] Fairly unlikely	345 17% ^{hm} nopqr stuv	38 21%	36 22%	9 18%	118 19%	80 17%	26 17%	256 18%zh	89 14%	244 18%z	72 19%	8 10%	34 13%	77 12% ^{nopq}	- -	5 2% ⁿ	14 4% ⁿ	17 5% ⁿ	75 13% ^{stuv}	19 4%	13 5%	20 5%	19 5%
[2] Very unlikely	309 15% ^{hi} nopqs tuv	31 17%	25 15%	3 7%	100 16%	72 15%	25 17%	237 17%zh	73 11%	159 12%	91 24%zi	18 22%	33 12%	123 18%znop q	- -	12 6%npq	10 3% ⁿ	9 3% ⁿ	110 19%zstu v	19 4%	10 4%	16 4%	19 5%
[1] Certain not to	456 22% ^{ab} ehikl nopqs tuv	28 15%	22 13%	6 13%	129 20%	84 18%	24 16%	348 25%zh	109 17%	172 13%	109 28%zi	8 10%	39 14%	146 22% ^{nopq}	- -	3 1% ⁿ	10 3% ⁿ	10 3% ⁿ	125 22% ^{stuv}	12 3%	9 4%	18 5% ^s	15 4% ^s
MEAN	3.16g j	3.33	3.46z a	3.89z d	3.22	3.37z	3.36	2.92	3.68zg	3.61zj	2.61	3.83z	3.64z	3.37z	5.35z mopq	4.97zm	5.02zm	5.03zm	3.27	4.89z ruv	4.78zr	4.79zr	4.78zr
Not applicable	5 *	- -	- -	- -	2 *	- -	- -	3 *	2 *	3 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	39 2% ^{mnr} su	4 2%	2 1%	- -	10 2%	6 1%	4 3%	32 2%	7 1%	24 2%	9 2%	- -	3 1%	3 *	- -	1 *	2 1%	4 1% ⁿ	3 *	1 *	1 1%	2 1%	3 1%
Likely [NET]	495 24%gj	46 26%	45 27%	19 40%z	157 25%	134 28% ^d	39 26%	247 18%	248 39%zg	426 32%zj	45 12%	38 46%z	90 34%z	247 37%z	495 100%zm opq	179 83%zm	300 82%zm	298 81%zm	183 32%z	353 76%zr v	173 74%zr	274 73%zr	274 72%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 532

FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	728 36%hk mnopq rstuv	72 40%	73 44%	20 41%	240 38%	176 37%	58 39%	523 38%zh	205 32%	536 41%zj	131 34%	19 23%	103 38%k	149 22%nopq	-	20 9%n	43 12%n	46 13%n	147 26%stuv	80 17%	41 18%	65 17%	68 18%
Unlikely [NET]	766 38%bc ehiln opqst uv	58 32%b	46 28%	9 19%	229 36%	156 33%	49 33%	584 42%zh	182 28%	332 25%	200 52%zi	26 32%	72 27%	268 40%nopq	-	15 7%n	20 5%n	19 5%n	236 41%stuv	31 7%	19 8%	35 9% _s	34 9% _s

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 533

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	64 3%in	33 3%	32 3%	-	1 3%	11 5%ijn	15 5%ijn	18 5%ijn	9 2%	5 1%	5 2%	1 3%	27 5%zijn	27 3%in	9 1%	27 4%	21 4%	8 2%	9 2%	14 3%	29 3%	17 3%
[5] Very likely	150 7%ijn	84 8%	66 7%	-	3 8%	33 16%zgh ijmn	43 13%zhij mn	34 8%ijn	20 5%jn	14 4%j	3 1%	3 8%j	76 14%zghi jmn	54 7%hijn	17 3%j	62 10%zq	39 7%	20 5%	29 7%	42 10%z	71 7%	31 6%
[4] Fairly likely	234 12%jn	132 13%	102 10%	-	5 15%	33 16%jn	50 15%ijn	53 13%jn	44 11%jn	35 9%jn	15 5%	5 15%j	83 15%zij n	97 12%ijn	50 7%j	80 13%	63 11%	42 11%	50 12%	55 13%	110 11%	62 12%
[3] Fairly unlikely	350 17%ijn	183 18%	167 17%	-	7 21%	43 21%ijn	77 23%zij n	76 19%ijn	67 17%in	45 12%	36 12%	7 20%	120 22%zij n	143 18%ijn	80 12%	104 16%	106 19%	59 15%	81 19%	86 20%	172 17%	82 16%
[2] Very unlikely	447 22%flr	228 22%	219 22%	1 100%	11 32%	43 21%	57 17%	103 26%fjl	91 23%	89 24%	53 18%	12 34%fjl	100 18%	194 25%zfl l	141 21%	149 24%r	131 23%r	94 23%r	74 17%	85 19%	238 24%	108 21%
[1] Certain not to	698 34%efg klms	336 33%	362 36%	-	6 17%	35 17%	75 22%	99 25%	139 36%efg klm	174 47%zef ghklm	171 57%zef ghklm n	6 16%	109 20%	237 30%efg l	345 51%ze fghik lm	194 31%	182 32%	159 40%zo p	163 37%o	131 30%	345 35%	181 35%
MEAN	2.43ij nq	2.50z	2.35	2.00	2.74	3.10zg hijmn	2.93zh ijmn	2.67zh ijmn	2.30ij n	2.00jn	1.72	2.71	2.99zg hijmn	2.49hi jn	1.88j	2.59z qr	2.46q	2.20	2.34	2.60z tu	2.39	2.38
Not applicable	6 *	3 *	3 *	-	-	1 *	-	1 *	2 *	-	3 1%	-	1 *	3 *	3 *	1 *	1 *	1 *	3 1%	1 *	2 *	2 *
Don't know	82 4%aot	24 2%	59 6%za	-	1 3%	10 5%	16 5%	15 4%	15 4%	12 3%	14 5%	1 3%	25 5%	30 4%	26 4%	14 2%	24 4%	17 4%	27 6%zo	24 5%t	22 2%	36 7%zt
Likely [NET]	214 11%hij nq	117 11%	98 10%	-	4 11%	45 21%zgh ijmn	58 18%zhi jmn	52 13%hijn	29 8%ijn	18 5%	8 3%	4 11%j	103 19%zgh ijmn	81 10%hijn	26 4%	89 14%zq r	59 10%	28 7%	37 9%	56 13%	100 10%	48 9%
Neutral [NET]	585 29%ijn	315 31%	270 27%	-	12 36%	75 36%zij n	127 38%zhi jmn	129 32%ijn	111 29%ijn	80 21%	50 17%	12 35%ijn	202 37%zhi jmn	240 31%ijn	130 19%	184 29%	169 30%	101 25%	131 30%	141 32%	281 28%	144 28%
Unlikely [NET]	1145 56%efg ls	563 55%	581 58%	1 100%	16 49%	78 37%	131 39%	202 51%efl	229 59%efg lm	263 70%zef ghklm	224 75%zef ghklm	18 51%	209 39%	431 55%efg l	487 72%ze fghkl m	343 54%	313 55%	253 63%zo pr	236 54%	215 49%	583 59%zs	289 56%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 534

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	64 3%lv	10	12	13	3	4	28	7	7	2	2	1	13	4	56	8	28	7	7	1	1	1	15	4
[5] Very likely	150 7%lv	19	27	52	12	5	87	11	16	4	4	5	19	4	114	36	102	5	11	2	2	4	19	4
[4] Fairly likely	234 12%lv	19	38	69	16	2	102	24	18	7	4	6	57	16	179	56	128	11	17	5	3	6	55	10
[3] Fairly unlikely	350 17%lv	25	42	106	32	11	139	34	43	18	1	11	96	9	282	69	160	30	43	7	-	9	93	8
[2] Very unlikely	447 22%	23	53	134	27	7	163	47	35	12	2	10	164	15	349	98	198	39	30	7	1	6	153	13
[1] Certain not to	698 34%bc dfhkp ru	46	49	149	26	10	166	78	35	18	2	6	363	29	560	138	224	48	31	8	1	5	357	24
MEAN	2.43l v	2.82z c	2.88z	2.58z	2.74z	2.91	2.80z	2.32l gl	2.78z gl	2.57l	3.70	2.92z gl	1.94	2.54l	2.42	2.45	2.73z qv	2.34v	2.77z qv	2.72v	3.89	2.98z qv	1.95	2.50v
Not applicable	6 *	-	1	1	-	-	-	2	-	-	-	-	4	-	5	1	-	2	-	-	-	-	4	-
Don't know	82 4%b	5	1	31	2	3	25	12	5	2	2	4	27	5	60	23	29	8	7	1	1	4	26	7
Likely [NET]	214 11%lv	29	38	65	15	9	115	17	24	6	5	6	32	8	170	44	130	12	18	4	2	5	35	8
Neutral [NET]	585 29%lv	45	79	175	48	13	241	58	60	25	5	17	153	25	461	124	288	41	60	12	3	15	148	18
		30%	36%z	32%	40%z	30%	34%zl	27%	38%zl	40%l	31%	40%l	21%	30%l	29%	29%	33%zv	27%	41%zq v	39%v	37%	43%zv	20%	26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 534

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	1145	68	102	283	53	17	329	125	70	30	4	15	527	44	909	236	421	87	61	15	2	12	510	37
	56%ab	46%	46%	51%	45%	41%	46%	58%fh	44%	47%	24%	37%	71%zf	53%	57%	55%	49%	58%ru	42%	47%	20%	33%	71%zpq	53%
	cdthk												ghikm										qrsuw	
	pru																							

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 535

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**Switch some calls from landline to VoIP****BASE: All who have used their landline in the last year**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
[6] Certain to	64 3%hi	37 3%	14 4%	13 2%	28 6%zh	* 3%	-	4 5%	33 2%	8 1%	22 3%	9 3%	18 8%zij k	7 4%i	7 3%	18 9%zn	4 5%	1 10%	1 25%	-	-	
[5] Very likely	150 7%chi	113 9%zc	19 6%	18 4%	60 12%zh	1 4%	-	10 13%h	81 6%	17 3%	54 7%i	25 8%i	36 16%zi jk	16 10%i	24 10%	28 13%z	7 9%	2 14%	1 34%	-	1 14%	
[4] Fairly likely	234 12%chi	159 13%zc	38 12%c	37 7%	71 14%	3 19%	2 75%	10 13%	151 10%	45 8%	91 12%i	47 15%i	29 13%	22 14%i	35 15%	30 14%	9 12%	* 3%	-	-	1 15%	
[3] Fairly unlikely	350 17%chi	227 19%zc	57 18%	66 13%	122 24%zgh	2 13%	1 25%	10 13%	218 15%	77 13%	118 16%	71 23%zi j	50 21%i	35 21%i	60 26%z	47 22%	16 22%	3 26%	-	1 51%	-	
[2] Very unlikely	447 22%	266 22%	69 21%	113 22%	103 20%	4 27%	-	25 32%d	324 22%	121 21%	187 25%z	58 19%	43 18%	38 23%	41 18%	38 18%	18 25%	3 21%	1 41%	-	2 29%	
[1] Certain not to	698 34%ad kimno p	340 28%	109 34%	248 49%zab	99 20%	6 35%	-	18 23%	581 40%zd g	293 50%zj klm	237 32%lm	87 28%	49 21%	31 19%	49 21%	45 21%	13 19%	2 16%	-	1 49%	-	
MEAN	2.43c hi	2.61z c	2.45c	1.99	2.95zh	2.39	3.75	2.76h	2.23	1.92	2.44i i	2.64z ijk	3.07z ij	2.84z ij	2.84z	3.07z	2.84z	3.08	4.03	2.02	3.25	
Not applicable	6 *	3 *	2 1%	1 *	1 *	-	-	-	5 *	3 *	3 *	-	-	-	1 *	-	-	-	-	-	-	
Don't know	82 4%	51 4%	15 5%	16 3%	22 4%	-	-	1 1%	59 4%	20 3%	27 4%	12 4%	8 3%	13 8%zij	11 5%	5 2%	5 7%	1 10%	-	-	2 42%	
Likely [NET]	214 11%chi	150 13%zc	33 10%c	31 6%	89 18%zh	1 7%	-	14 18%h	114 8%	25 4%	76 10%i	34 11%i	54 23%zi jk	23 14%i	31 14%	46 22%z	11 15%	3 24%	2 59%	-	1 14%	
Neutral [NET]	585 29%chi	386 32%zc	95 29%c	103 20%	193 38%zh	5 32%	2 100%	20 26%	369 25%	121 21%	209 28%i	118 38%zi	79 34%i	57 35%i	94 42%z	77 37%z	25 35%	4 29%	-	1 51%	15%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 535
FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	1145	606	178	361	202	10	-	43	905	414	424	145	92	69	90	82	31	5	1	1	2
	56%ad klmno	51%	55%	71%zab	40%	62%	-	55%d	62%zd	71%zj klm	57%kl m	47%	39%	42%	40%	39%	44%	37%	41%	49%	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 536

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	64 3%d	10 4%	16 8%zd	20 7%zd	33 2%	64 3%	44 4%zei	35 3%	60 3%	63 3%	32 4%	60 4%	47 4%z	33 5%zeghik n	44 3%	28 6%zeghikln
[5] Very likely	150 7%d	30 12%zd	23 11%d	34 12%zd	88 6%	146 7%	82 8%	76 7%	146 8%zegi	136 7%	63 8%	136 8%zegi	115 10%zefgh ikn	61 10%zegin	92 7%	51 11%zefghikn
[4] Fairly likely	234 12%dgn	37 15%	25 12%	38 14%	161 11%	232 12%gn	129 12%gn	111 10%	211 12%gn	216 11%g	91 12%	208 12%zgin	157 13%zeghi n	82 13%gn	133 10%	71 15%zeghin
[3] Fairly unlikely	350 17%degj n	63 26%zbd	37 18%	65 23%zd	224 15%	338 17%gjn	188 18%gjn	162 14%	319 18%egjn	332 17%gjn	113 15%	319 19%zeghi jno	225 19%egino	121 19%gino	193 15%	67 14%
[2] Very unlikely	447 22%	48 20%	49 24%	49 18%	346 23%	444 22%	241 23%	250 22%	407 22%	415 22%	175 22%	384 23%i	270 23%	142 23%	303 24%i	124 26%zegi
[1] Certain not to	698 34%abcf hklmo	40 16%	48 23%	60 22%	589 39%zabc	690 34%fhklm o	325 31%m	461 40%zefhi jklmno	588 32%klmo	665 35%fhklm o	267 34%fkmo	506 30%m	340 28%	166 26%	471 37%zefhk lmo	125 27%
MEAN	2.43dgn	3.00zd	2.88zd	2.98zd	2.24	2.42gn	2.54zegi n	2.27	2.48zegi n	2.41gn	2.46gn	2.54zegh in	2.64zefg hijkn	2.72zefg hijkn	2.36g	2.75zefghijkn
Not applicable	6 *k	1 *	-	-	5 *	6 *k	2 *	4 *	4 *	6 *k	1 *	3 *	3 *	1 *	3 *	-
Don't know	82 4%o	13 5%	9 4%	11 4%	61 4%	80 4%o	42 4%o	51 4%lo	74 4%lo	80 4%lo	36 5%lo	69 4%lo	39 3%o	25 4%o	47 4%o	6 1%
Likely [NET]	214 11%d	40 16%zd	40 19%zd	54 19%zd	121 8%	211 11%	126 12%i	111 10%	205 11%zegi	198 10%	94 12%g	195 12%zegi	162 14%zeghi kn	94 15%zefgh ikn	137 11%	79 17%zefghijkn
Neutral [NET]	585 29%dgn	101 42%zbd	61 30%	103 37%zd	384 26%	570 29%gn	317 30%gjn	273 24%	531 29%gjn	548 29%gn	204 26%	527 31%zeghi jn	382 32%zeghi jn	203 32%egjn	326 25%	137 29%g

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 536

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	1145	88	96	109	935	1133	566	711	995	1080	442	890	610	308	774	249
	56%abcf hklm	36%	47%a	39%	62%zabc	57%zfhl m	54% m	62%zefhi jklmo	55%klm	56%fhklm	57%klm	53% m	51%	49%	60%zefhi jklmo	53%

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Table 537

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**Switch some calls from landline to VoIP****BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	64 3%g	57 4%zf	3 2%	1 3%	-	1 1%	3 1%	18 2%	24 4%	18 3%	1 5%	2 3%	5 4%	8 5%	2 1%	10 3%	5 2%	17 9%znop	5 7%
[5] Very likely	150 7%efg	137 9%zef	11 6%f	-	-	1 1%	1 *	33 4%	70 11%zg	41 8%g	-	2 3%	7 6%	6 3%	5 4%	22 7%	32 11%zmn	22 11%mn	10 14%mn
[4] Fairly likely	234 12%ef	203 14%zbef	15 8%	3 10%	-	3 4%	11 5%	79 10%	81 13%	62 12%	2 12%	6 12%	11 9%	11 7%	16 11%	33 11%	36 13%	39 20%zlmo	8 10%
[3] Fairly unlikely	350 17%befg	301 20%zbef	18 9%	3 12%	2 9%	6 8%	21 9%	124 15%	117 19%	94 19%	6 35%	11 21%	20 16%	25 16%	28 20%q	51 17%	41 15%	21 11%	14 18%
[2] Very unlikely	447 22%fk	329 22%f	60 32%zaf	4 17%	5 27%	18 23%	31 14%	197 24%zi	131 21%	98 19%	3 18%	4 7%	26 21%k	38 23%k	28 20%	80 26%k	65 23%k	48 24%k	23 30%k
[1] Certain not to	698 34%ahqr	412 27%	75 40%a	13 50%	8 48%	43 56%zab	146 64%zab	322 40%zhi	172 28%	158 31%	5 30%	24 47%qr	47 37%qr	69 42%zqr	60 42%qr	104 34%	100 35%qr	48 24%	15 20%
MEAN	2.43befgm n	2.65zbef	2.08ef	1.96	1.54	1.65	1.58	2.17	2.70zg	2.54g	2.48	2.19	2.33	2.17	2.17	2.39	2.46	2.95zkl mnop	2.89zklmno
Not applicable	6 *	2 *	-	-	1 6%	-	3 1%za	2 *	-	2 *	-	1 1%	2 2%zop	*	1 1%	-	-	-	-
Don't know	82 4%pc	57 4%	6 3%	2 7%	2 10%	5 6%	10 5%	31 4%	18 3%	32 6%zh	-	3 5%q	7 5%pq	5 3%	2 1%	6 2%	3 1%	1 1%	-
Likely [NET]	214 11%efgn	194 13%zbef	14 7%f	1 3%	-	2 2%	4 2%	51 6%	94 15%zg	59 12%g	1 5%	3 6%	12 10%	13 8%	7 5%	32 10%	37 13%n	39 20%zklm no	16 21%zkmno
Neutral [NET]	585 29%befg	503 34%zbef	32 17%	6 22%	2 9%	9 12%	32 14%	203 25%	198 32%g	156 31%g	7 47%	16 33%	32 25%	36 22%	45 31%	84 27%	77 27%	60 31%	22 29%
Unlikely [NET]	1145 56%ahi	740 49%	135 72%za	17 67%	13 75%	61 79%za	177 78%za	520 64%zhi	302 49%	256 51%	8 48%	27 55%	74 58%	108 66%zq	89 62%q	184 60%q	165 58%	96 49%	38 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 538

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	64 3%a	53 3%	12 8%za	4 3%	6 3%	7 4%	2 1%	10 7%zfm	4 4%	5 2%	14 3%	5 3%	3 3%	2 1%	4 5%	56 3%	40 3%	24 3%	64 3%	48 3%	16 5%	64 3%
[5] Very likely	150 7%ap	126 7%	24 17%za	9 6%	9 5%	8 5%	12 7%	21 15%zcode hiklo	5 5%	12 5%	40 10%	10 6%	5 5%	13 8%	6 7%	126 7%	76 6%	71 9%zpr	147 7%p	125 7%	25 7%	150 7%
[4] Fairly likely	234 12%	213 11%	21 15%	18 14%	17 10%	17 10%	21 12%	9 7%	10 11%	32 15%g	44 11%	31 19%zde egjlm no	10 10%	17 10%	8 9%	200 12%	138 11%	90 12%	228 11%	199 12%	35 11%	234 12%
[3] Fairly unlikely	350 17%ei l	318 17%	31 22%	23 18%e	21 12%	14 9%	37 21%de il	32 22%dei l	31 32%zc deijl mno	22 10%	75 18%e	50 30%zc deijl mno	11 11%	23 14%	11 13%	306 18%dei l	200 16%	144 19%	344 17%	280 17%	70 21%	350 17%
[2] Very unlikely	447 22%b	423 22%b	21 15%	23 17%	43 25%f	46 28%cf o	27 16%	30 21%	20 20%	45 21%	92 22%	36 22%	20 21%	48 28%zc fo	17 20%	362 22%	256 21%	184 24%	440 22%	370 22%	77 23%	447 22%
[1] Certain not to	698 34%bk oq	672 36%zb	25 18%	52 39%gk	74 42%zg hiko	67 41%gh iko	61 35%k	38 26%k	26 26%k	63 30%k	146 35%k	21 12%	49 50%zf ghijk mo	61 36%k	40 46%zg hiko	548 33%k	478 39%zqr	211 28%	689 34%q	601 35%zu	97 29%	698 34%
MEAN	2.43a delp	2.37	3.25z a	2.37	2.19	2.19	2.38	2.82zc defjlm no	2.60d l	2.43	2.47dl	2.93z cdefi jlmno	2.08	2.25	2.24	2.47zd elm	2.32	2.58zpr	2.42p	2.40	2.57	2.43
Not applicable	6 *	5 *	-	3 2%zjo	-	-	-	-	-	-	1 *	1 1%	-	-	1 1%	5 *	4 *	1 *	5 *	4 *	2 *	6 *
Don't know	82 4%j	75 4%	7 5%	1 1%	4 2%	4 3%	14 8%zcd egjlm n	3 2%	2 2%	34 16%zcd efghijk lmno	2 1%	12 7%zcd gjlmn	-	5 3%j	-	78 5%zcj n	46 4%	37 5%	82 4%	71 4%	12 4%	82 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 538
FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	214 11%ap	179 9%	35 25%za	12 9%	15 9%	14 9%	14 8%	31 21%zcode fhijklm o	9 9%	16 8%	55 13%	15 9%	8 8%	15 9%	10 11%	181 11%	116 9%	95 12%p	211 11%p	173 10%	41 12%	214 11%
Neutral [NET]	585 29%de 	531 28%	52 37%za	41 31%de	38 22%	31 19%	58 33%de 	41 29%	42 42%zd ejilm no	54 25%	119 29%e	82 49%zc defgi jimno	20 21%	40 24%	19 22%	506 30%zde 	338 27%	234 31%	572 29%	480 28%	105 32%	585 29%
Unlikely [NET]	1145 56%bk oq	1094 58%zb	46 33%	75 56%k	117 67%zc fghij ko	112 69%zc fghij ko	89 51%k	68 48%k	45 46%	108 51%k	238 57%k	57 34%	69 71%zc fghij ko	109 65%zf ghiko	57 66%fg hiko	910 54%k	734 59%zqr	395 52%	1129 56%q	970 57%	174 52%	1145 56%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 539

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

		SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	64 3%	21 3%	53 4%zacd g	61 3%	64 3%	56 4%	14 6%zacd g	58 3%	31 4%	27 6%zab cdegh	2 2%	55 4%	1 1%	6 2%	2 2%	56 4%	8 2%	61 3%	3 2%
[5] Very likely	150 7%ajnp	41 5%	130 10%zacd egj	147 8%zad j	150 7%aj	131 8%zad j	28 12%zacd ej	146 8%zad j	82 10%za dj	51 12%zac degj	2 2%	130 8%zn	1 1%	17 6%	2 2%	131 8%zp	19 4%	147 8%zr	3 2%
[4] Fairly likely	234 12%ajnp	59 7%	189 15%zac degj	219 12%aj	234 12%aj	199 12%zad j	31 14%aj	221 13%zac dj	116 13%za dj	60 14%aj	7 5%	190 12%n	9 14%n	29 10%	7 5%	199 12%zp	35 8%	219 12%	15 8%
[3] Fairly unlikely	350 17%ajnp	124 75%	243 19%zad fj	332 18%za dj	350 17%aj	292 18%aj	30 13%	318 18%zad fj	152 18%aj	74 18%aj	11 9%	285 18%zn	7 11%	47 16%	12 9%	292 18%p	58 14%	332 18%zr	19 10%
[2] Very unlikely	447 22%	205 26%zb cdefg hj	263 21%	412 22%	447 22%	362 23%	43 19%	389 22%b	184 21%	104 25%	21 17%	350 23%	12 20%	62 21%	23 18%	362 23%	85 20%	412 22%	35 18%
[1] Certain not to	698 34%bceg hikoq	320 40%zb cdefg hi	324 26%	587 32%bgi i	698 34%bce ghi	501 31%bgi	73 31%gi	522 30%bi	258 30%bi	100 24%	76 61%zabcde ghi	470 30%	31 52%zk	117 40%zk	80 60%zkm	501 31%	197 46%zo	587 32%	111 57%zq
MEAN	2.43ajl mnp	2.17j	2.75za cdeghj	2.49z adj	2.43aj	2.52za dj	2.73za cdj	2.55za cdej	2.60z acdj	2.85z acdeg hj	1.70	2.55zlmn	1.99	2.22n	1.69	2.52zp	2.05	2.49zr	1.79
Not applicable	6 *cq	1 *	2 *	3 *	6 *c	3 *	- -	3 *	- -	- -	3 hi	3 2%zabcde fg	- -	- -	3 2%zkm	3 *	3 1%	3 *	3 1%zq
Don't know	82 4%gi	32 4%gi	54 4%gi	78 4%gi	82 4%gi	62 4%gi	12 5%gi	70 4%gi	38 4%gi	2 *	3 3%gi	62 4%	- -	16 6%	4 3%	62 4%	21 5%	78 4%	4 2%
Likely [NET]	214 11%ajnp	62 8%	183 15%zac degj	208 11%za dj	214 11%aj	187 12%zad j	42 18%zac degj	204 12%zad j	113 13%za dj	77 19%zab cdeghj	5 4%	185 12%zmn	2 3%	22 8%	5 3%	187 12%zp	27 6%	208 11%zr	6 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 539

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	585	183	432	551	585	491	61	539	268	134	18	476	15	75	18	491	94	551	34
	29%ainp r	23%j	34%zac defghj	30%za dj	29%aj	31%zad j	27%j	31%zac dj	31%aj	32%aj	14%	31%zn	26%	26%n	14%	31%zp	22%	30%zr	18%
Unlikely [NET]	1145	525	587	999	1145	862	115	911	442	204	97	820	43	179	103	862	282	999	146
	56%bceg hikoq	65%zb cdefg hi	47%	54%bg hi	56%bce ghi	54%bg	50%	53%b	51%b	49%	77%zabcde ghi	53%	71%zk	61%k	77%zkm	54%	66%zo	54%	76%zq

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Table 540

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	64 3%	22 3%	1 2%	-	-	-	4 8%l	-	15 5%	5 2%	-	-	15 4%	1 2%
[5] Very likely	150 7%	51 6%	7 15%ap	-	-	-	2 4%	-	36 11%zap	30 12%zap	-	-	21 6%	2 4%
[4] Fairly likely	234 12%l	99 12%l	8 19%l	-	2 8%	1 3%	4 9%	-	52 15%zl	16 6%	-	-	41 11%l	10 21%l
[3] Fairly unlikely	350 17%	144 17%	9 21%	-	2 8%	3 13%	6 12%	1 40%	63 19%	40 15%	2 34%	-	72 20%	7 14%
[2] Very unlikely	447 22%	194 23%	6 13%	-	4 15%	5 24%	15 30%	2 60%	75 22%	57 22%	2 45%	1 47%	78 22%	8 16%
[1] Certain not to	698 34%h	307 36%h	12 27%	2 100%	17 69%	10 48%	17 32%	-	85 25%	104 40%zh	1 21%	1 53%	118 33%h	20 40%h
MEAN	2.43a	2.34	2.87zal	1.00	1.55	1.69	2.44	2.40	2.78zalp	2.31	2.13	1.47	2.46	2.34
Not applicable	6 *	1 *	- -	- -	- -	1 6%	-	-	1 *	-	-	-	1 *	1 1%
Don't know	82 4%	40 5%	2 3%	-	-	1 6%	2 5%	-	14 4%	6 2%	-	-	14 4%	1 3%
Likely [NET]	214 11%a	74 9%	8 17%	-	-	-	6 12%	-	52 15%za	35 14%a	-	-	36 10%	3 5%
Neutral [NET]	585 29%l	243 28%	18 39%l	-	4 16%	3 17%	11 21%	1 40%	116 34%zl	56 22%	2 34%	-	114 31%l	17 34%
Unlikely [NET]	1145 56%bh	502 58%bh	18 40%	2 100%	20 84%	15 72%	32 62%	2 60%	160 47%	161 62%bh	3 66%	2 100%	197 54%	28 56%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 541

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	64	-	-	2	-	-	1	-	-	-	-	1	-	3
	3%	-	-	1%	-	-	5%	-	-	-	-	9%	-	3%
[5] Very likely	150	2	-	12	-	-	3	-	-	-	-	-	-	10
	7%	25%	-	8%	-	-	31%	-	-	-	-	-	-	9%
[4] Fairly likely	234	1	1	15	-	-	-	-	1	-	-	-	-	24
	12% _s	13%	100%	10%	-	-	-	-	22%	-	-	-	-	23% _{zds}
[3] Fairly unlikely	350	1	-	31	-	-	2	-	1	-	-	3	-	29
	17%	9%	-	20%	-	-	22%	-	17%	-	-	18%	-	28% _z
[2] Very unlikely	447	3	-	23	-	2	2	1	1	3	1	5	-	9
	22% _p	33%	-	15%	-	100%	20%	100%	19%	100%	42%	31%	-	8%
[1] Certain not to	698	2	-	46	1	-	1	-	3	-	1	4	-	21
	34% _p	20%	-	30%	100%	-	15%	-	42%	-	58%	27%	-	20%
MEAN	2.43	2.89	4.00	2.46	1.00	2.00	3.30	2.00	2.20	2.00	1.42	2.30	-	3.02 _{zds}
Not applicable	6	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	82	-	-	25	-	-	1	-	-	-	-	2	1	8
	4%	-	-	16% _{zsy}	-	-	7%	-	-	-	-	15%	100%	7%
Likely [NET]	214	2	-	14	-	-	3	-	-	-	-	1	-	13
	11%	25%	-	9%	-	-	36%	-	-	-	-	9%	-	12%
Neutral [NET]	585	2	1	46	-	-	2	-	2	-	-	3	-	53
	29%	22%	100%	30%	-	-	22%	-	39%	-	-	18%	-	51% _{zds}
Unlikely [NET]	1145	5	-	69	1	2	3	1	4	3	3	9	-	30
	56% _{dp}	53%	-	45% _p	100%	100%	35%	100%	61%	100%	100%	58%	-	28%

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Table 541

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	64	1	-	-	-	-	3	-	-
	3%	2%	-	-	-	-	3%	-	-
[5] Very likely	150	7	-	-	-	1	6	-	*
	7%	11%	-	-	-	27%	7%	-	5%
[4] Fairly likely	234	2	-	-	-	1	17	-	1
	12% _s	3%	-	-	-	22%	18% _s	-	7%
[3] Fairly unlikely	350	13	1	-	-	1	17	-	-
	17%	18%	49%	-	-	16%	19%	-	-
[2] Very unlikely	447	17	-	-	2	-	21	1	3
	22% _p	24% _p	-	-	100%	-	24% _p	100%	30%
[1] Certain not to	698	27	1	2	-	1	24	-	5
	34% _p	38% _p	51%	100%	-	11%	26%	-	51%
MEAN	2.43	2.25	1.97	1.00	2.00	3.71	2.65	2.00	1.75
Not applicable	6	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	7%
Don't know	82	3	-	-	-	1	3	-	-
	4%	5%	-	-	-	25%	3%	-	-
Likely [NET]	214	9	-	-	-	1	9	-	*
	11%	12%	-	-	-	27%	10%	-	5%
Neutral [NET]	585	15	1	-	-	2	34	-	1
	29%	21%	49%	-	-	38%	37%	-	7%
Unlikely [NET]	1145	44	1	2	2	1	45	1	8
	56% _{dp}	62% _{dp}	51%	100%	100%	11%	50% _p	100%	81%

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Table 542

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	64 3%b	47 4%zb	17 2%	15 4%	-	-	-	3	-	13	4	-	-	12	1	21	2
[5] Very likely	150 7%	99 8%	51 6%	28 7%	4 11%	-	-	2 6%	-	28 12%zb	18 10%	-	-	17 8%	1 3%	43 10%b	2 5%
[4] Fairly likely	234 12%n	142 12%n	92 11%	56 13%n	7 22%n	1 6%	-	4 13%	-	32 13%n	11 6%	-	-	26 11%	4 18%	59 13%n	4 10%
[3] Fairly unlikely	350 17%	208 17%	143 17%	70 16%	7 21%	1 8%	2 32%	4 13%	1 100%	42 17%	29 16%	-	-	47 20%	4 16%	75 17%	5 12%
[2] Very unlikely	447 22%b	300 25%zb	147 17%	124 29%zabd	4 12%	2 17%	1 13%	10 30%	-	58 24%b	43 24%	2 68%	-	51 22%	5 21%	112 26%b	9 22%
[1] Certain not to	698 34%acj t	376 32%t	322 38%zacjt	123 29%	11 32%	7 69%	3 40%	10 30%	-	64 26%	73 41%acjt	1 32%	1 100%	74 32%	9 38%	120 27%	18 45%jt
MEAN	2.43b	2.51zb n	2.29	2.49b	2.69	1.51	1.90	2.61	3.00	2.76zabcn u	2.26	1.68	1.00	2.55b	2.39	2.67za bn	2.19
Not applicable	6 *	1 *	5 1%	-	-	-	1 16%	-	-	-	-	-	-	-	-	-	-
Don't know	82 4%acnt	19 2%	64 8%zacjnrt	6 2%	1 3%	-	-	-	-	6 3%	1 1%	-	-	4 2%	-	9 2%	1 2%
Likely [NET]	214 11%b	146 12%zb	68 8%	43 10%	4 11%	-	-	5 15%	-	41 17%zabc	21 12%	-	-	29 13%	2 7%	65 15%zb	4 9%
Neutral [NET]	585 29%	350 29%n	235 28%	125 30%	15 43%n	1 14%	2 32%	9 26%	1 100%	74 31%	40 23%	-	-	73 32%	8 34%	133 30%	9 22%
Unlikely [NET]	1145 56%	676 57%j	469 56%	247 59%	15 43%	9 86%	4 52%	21 60%	-	121 50%	116 65%zabdj rt	3 100%	1 100%	125 54%	14 59%	232 53%	27 67%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 543

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	64 3%g	6 3%	5 3%	5 11%zab	18 3%	17 4%	6 4%	22 2%	43 7%zg	50 4%	9 2%	8 10%z	14 5%	33 5%z	52 10%zm	64 30%zmn	53 15%zmn	51 14%zmn	33 6%z	48 10%zr	47 20%zrs	47 13%zr	45 12%zr
[5] Very likely	150 7%gj	22 12%z	20 12%	10 20%z	44 7%	33 7%	13 8%	81 6%	68 11%zg	129 10%zj	15 4%	17 20%z	31 11%z	85 13%z	127 26%zm	150 70%zmn	107 29%zm	102 28%zm	70 12%z	105 23%zr	98 42%zrs	100 27%zrs	98 26%zrs
[4] Fairly likely	234 12%jm or	19 11%	18 11%	5 11%	63 10%	58 12% ^d	21 14%	154 11%	81 13%	195 15%zj	21 5%	10 12%	44 16%z	42 6%o	55 11%mo	-	35 10%mo	34 9%mo	46 8%	63 13% ^r	37 16% ^r	47 13% ^r	50 13% ^r
[3] Fairly unlikely	350 17%mn opqrs tuv	36 20%	38 23%	14 28%	115 18%	89 19%	27 18%	231 17%	119 19%	260 20%z	58 15%	16 20%	54 20%	69 10%o	66 13%o	-	42 12%o	45 12%o	49 9%	64 14% ^r t	15 6%	48 13% ^r t	44 12% ^t
[2] Very unlikely	447 22%no pqstuv	47 26%	40 24%	7 14%	144 23%	112 24%	34 23%	320 23%	127 20%	286 22%	101 26%z	17 20%	68 25%	162 24% ⁿ op q	77 15%oq	-	46 13%o	46 13%o	139 24% ^s tu v	77 17% ^t uv	16 7%	46 12% ^t	50 13% ^t
[1] Certain not to	698 34%ab cehik lnopq stuv	47 26%	42 25%	8 17%	219 34% ^e	134 28%	42 28%	516 37% ^z h	182 28%	336 25%	166 43% ^z i	15 18%	57 21%	260 39% ^z no pq	86 17%o	-	52 14%o	58 16%o	219 38% ^z st uv	79 17% ^t	17 7%	62 16% ^t	64 17% ^t
MEAN	2.43g j	2.66z	2.69z	3.36z ab	2.38	2.54 ^d	2.62	2.27	2.76zg	2.72zj	2.05	3.26z	2.87z	2.43 m	3.47z npq	5.30zm n	3.76zm n	3.69zm n	2.47 r	3.42z suv	4.40zr s	3.63zr s	3.58zrs
Not applicable	6 *	1 *	1 *	- -	2 *	- -	- -	3 *	2 *	3 *	- -	- -	- -	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Don't know	82 4%lmo r	3 2%	1 1%	-	32 5%	27 6%	7 4%	62 4%	20 3%	61 5%	15 4%	1 1%	1 *	17 2%o	33 7%zmo	-	29 8%zmo	31 9%zmo	13 2%	28 6% ^z rt	4 2%	27 7% ^z rt	27 7% ^z rt
Likely [NET]	214 11%gj	28 15%	25 15%	15 31%za b	62 10%	51 11%	18 12%	103 7%	111 17%zg	179 14%zj	25 6%	25 30%zl	45 17%z	118 18%z	179 36%z m	214 100%zmn pq	160 44%zmn	154 42%zmn	103 18%z	154 33%zr	145 62%zrs uv	147 39%zrs	144 38%zrs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 543

FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	585 29% m nopqr t	55 30%	56 34%	19 39%	178 28%	147 31%	48 32%	385 28%	200 31%	454 34% zj	79 20%	26 32%	98 37% z	110 16% o	121 24% mo	-	77 21% mo	79 21% mo	95 17%	127 27% rt	52 22%	95 25% r	94 25% r
Unlikely [NET]	1145 56% ch iklno pqstu v	94 52% c	82 50% c	15 31%	363 57% e	247 52%	76 51%	836 60% zh	309 48%	623 47%	266 69% zi	31 38%	125 47%	422 63% zno pq	162 33% opq	-	99 27% o	104 28% o	358 63% zst uv	156 34% tuv	33 14%	107 28% t	114 30% t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 544

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	140 7%ijnq	61 6%	79 8%	-	2 7%	28 13%zgh ijmn	38 12%zhij mn	29 7%ijn	20 5%	16 4%	6 2%	2 7%	66 12%zghi jmn	49 6%ijn	22 3%	52 8%q	42 7%q	16 4%	30 7%	27 6%	65 7%	38 7%
[5] Very likely	225 11%ijn t	117 11%	108 11%	1 100%	7 22%	34 16%zhi jn	63 19%zhi jmn	52 13%ijn	35 9%ijn	25 7%ijn	7 2%	8 24%zhi jmn	97 18%zhi jmn	87 11%ijn	32 5%j	70 11%	58 10%	45 11%	51 12%	67 15%zt	88 9%	56 11%
[4] Fairly likely	349 17%ijn	173 17%	176 17%	-	3 8%	40 19%ijn	63 19%ijn	80 20%ijn	86 22%zij n	58 15%ijn	21 7%	3 7%	102 19%ijn	165 21%zij n	79 12%j	108 17%	92 16%	82 21%	67 15%	67 15%	167 17%	106 20%
[3] Fairly unlikely	381 19%ijnq	206 20%	175 17%	-	6 18%	44 21%j	73 22%ijn	82 21%ijn	73 19%j	65 17%	37 12%	6 17%	118 22%ijn	156 20%ijn	102 15%	113 18%	119 21%q	59 15%	90 21%q	98 22%zu	191 19%	80 15%
[2] Very unlikely	378 19%efl r	199 19%	179 18%	-	9 26%	20 10%	45 14%	88 22%efl	77 20%efl	84 23%zef l	55 18%el	9 26%el	65 12%	165 21%efl	139 21%ef l	137 22%r	108 19%r	77 19%r	56 13%	72 16%	199 20%	94 18%
[1] Certain not to	513 25%efg lms	248 24%	265 26%	-	7 19%	39 18%	48 15%	58 15%	86 22%fgl m	120 32%zef ghlm	156 52%zef ghiklm n	7 19%	87 16%	144 18%g	276 41%ze fghiklm	148 23%	129 23%	110 27%	127 29%zdp	93 21%	254 26%	142 27%ss
MEAN	2.91ij nt	2.90	2.92	5.00	3.07	3.46zh ijmn	3.49zg hijmn	3.17zh ijn	2.91ij n	2.54ijn	1.89	3.13ij n	3.48zg hijmn	3.05zh ijn	2.26j	2.96	2.95	2.80	2.88	3.05z t	2.82	2.91
Not applicable	9 *	5 *	5 *	-	-	-	-	3 1%	2 *	1 *	5 2%zfl	-	-	4 1%	5 1%l	2 *	4 1%	1 *	2 *	1 *	6 1%	2 *
Don't know	36 2%ou	13 1%	23 2%	-	-	3 2%	2 1%	8 2%	7 2%	4 1%	12 4%zfil n	-	5 1%	15 2%	16 2%i	1 *	12 2%o	11 3%o	11 3%o	13 3%zu	20 2%	3 1%
Likely [NET]	365 18%hij nt	178 17%	187 19%	1 100%	10 29%	62 30%zgh ijmn	101 31%zgh ijmn	81 20%hij n	55 14%ijn	41 11%ijn	13 5%	11 31%hij n	163 30%zgh ijmn	136 17%hijn	54 8%j	122 19%	101 18%	60 15%	81 19%	93 21%zt	153 15%	93 18%
Neutral [NET]	731 36%ijn	379 37%	351 35%	-	9 25%	84 40%ijn	136 41%ijn	162 41%ijn	159 41%zij n	123 33%ijn	58 19%	9 25%	220 41%zij n	321 41%zij n	181 27%j	221 35%	212 37%	141 35%	157 36%	165 38%	358 36%	185 36%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 544
FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

Weighted Base
Unlikely [NET]

TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
891	446	445	-	15	59	93	146	163	204	211	15	152	308	415	285	237	186	183	165	453	235
44%efg lms	44%	44%	-	46%	28%	28%	36%fl	42%efl	55%zef ghlm	71%zef ghiklm n	44%	28%	39%efl	62%ze fghilm	45%	42%	47%	42%	38%	46% s	45% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 545

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	140	13	22	56	3	4	65	25	7	5	2	2	26	7	114	26	77	15	8	3	1	2	27	7
	7%lv	9%	10%	10%z	3%	9%	9%zl	12%zhl	4%	8%	12%	5%	4%	8%l	7%	6%	9%zv	10%v	6%	9%	15%	6%	4%	10%v
[5] Very likely	225	19	27	83	20	5	101	27	25	4	5	11	42	10	157	68	131	16	20	2	1	9	40	6
	11%lv	13%	12%	15%z	17%	12%	14%zl	13%l	16%l	6%	27%	27%zfg	6%	12%l	10%	16%zn	15%zv	10%v	13%v	8%	19%	27%zqs	6%	9%
	v											il									vw			
[4] Fairly likely	349	22	50	106	18	9	135	42	26	14	4	13	101	13	268	81	165	30	28	5	-	11	98	12
	17%lv	15%	22%	19%	15%	20%	19%l	20%	16%	23%	23%	32%zf	14%	16%	17%	19%	19%v	20%	19%	17%	-	32%zv	13%	18%
												hlm												
[3] Fairly unlikely	381	30	41	118	34	12	148	41	46	16	3	7	109	12	299	82	172	34	43	8	3	6	106	8
	19%lv	20%	18%	21%	29%z	29%	21%l	19%	29%zl	25%l	15%	17%	15%	15%	19%	19%	20%v	23%v	29%zp	27%	35%	18%	15%	12%
									m										vw					
[2] Very unlikely	378	23	50	96	17	9	135	34	26	9	-	4	161	9	303	75	164	25	24	4	-	2	153	6
	19%uw	15%	22%	17%	14%	22%	19%	16%	16%	15%	-	9%	22%zm	11%	19%	17%	19%	16%	16%	14%	-	6%	21%zuw	9%
[1] Certain not to	513	35	32	91	23	3	116	42	26	14	3	3	283	25	424	89	150	28	20	7	2	3	278	26
	25%bc	24%	14%	16%	20%	7%	16%	20%	17%	22%k	17%	7%	38%zf	31%fh	26%zo	21%	17%	18%	14%	23%	20%	8%	38%zp	37%zpqru
	fhkop												ghik	k									qru	
	ru																							
MEAN	2.91l	3.04	3.25z	3.29z	3.04	3.34	3.24z	3.25z	3.12l	3.00l	3.84	3.80z	2.36	2.92l	2.86	3.10z	3.23z	3.17v	3.19v	3.00v	3.46	3.83z	2.36	2.82v
	nv						l	l				fhilm				n	v					pqrsv		
Not applicable	9	-	1	-	-	-	-	1	-	-	-	-	7	2	7	2	2	1	-	-	-	-	7	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%zf	2%f	*	*	*	1%	-	-	-	-	1%z	-
Don't know	36	6	1	5	2	-	10	2	2	1	1	1	15	4	30	6	8	2	4	1	1	1	15	4
	2%p	4%abc	*	1%	2%	-	1%	1%	1%	1%	5%	3%	2%	5%zf	2%	1%	1%	1%	3%	3%	12%	4%	2%	6%zo
Likely [NET]	365	32	48	138	23	9	166	53	32	9	7	13	68	17	272	93	207	30	28	5	2	11	67	13
	18%lv	22%	22%	25%z	20%	21%	23%zl	24%zl	20%l	14%	39%	32%zil	9%	21%l	17%	22%n	24%zv	20%v	19%v	17%	33%	32%zv	9%	19%v
	v																							
Neutral [NET]	731	52	90	224	52	21	283	83	73	30	6	20	210	25	568	163	338	64	71	14	3	17	204	21
	36%lv	35%	41%	40%z	44%	49%	40%zl	39%l	46%zl	47%l	38%	49%l	28%	31%	35%	38%	35%v	43%v	48%zv	44%	35%	50%vw	28%	30%
									m										w					

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 545

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES- MOST OF THE TIME	YES- OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*	
Unlikely [NET]	891	58	82	187	40	12	251	76	53	24	3	7	444	34	728	163	313	52	44	12	2	5	431	32	
	44%cf	39%	37%	34%	34%	30%	35%k	35%k	33%k	37%k	17%	16%	60%zf	42%k	45%zo	38%	36%u	35%u	30%	37%u	20%	14%	60%zp	46%qr	
	ghkop												ghikm										qrsuw		
	qru																								

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 546

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	140 7%hi	78 7%	29 9%	32 6%	52 10%zh	3 18%	- -	8 10%	79 5%	28 5%	48 7%	18 6%	24 10% i	22 14% zjk	13 6%	28 13%zn	10 15%zn	3 23%	1 25%	- -	- -
[5] Very likely	225 11%chi	160 13%zc	33 10%	31 6%	92 18%zh	1 6%	* 16%	12 16%	124 9%	39 7%	71 10%	39 12% i	45 19% zi	30 18% zi	42 19%z	39 18%z	10 14%	3 23%	1 34%	- -	1 14%
[4] Fairly likely	349 17%p	224 19%	50 15%	76 15%	91 18%	5 33%	2 84%	14 18%	240 17%	86 15%	132 18%	60 19%	45 19%	27 16%	46 20%p	42 20%p	4 6%	1 11%	- -	1 51%	1 15%
[3] Fairly unlikely	381 19%chi	250 21%zc	60 18%	71 14%	121 24%zh	4 24%	- -	12 15%	247 17%	82 14%	147 20%i	73 24%zi	40 17%	40 24%i	61 27%zo	36 17%	25 36%zo	1 9%	1 41%	- -	- -
[2] Very unlikely	378 19%dmn	222 19%	61 19%	95 19%	65 13%	2 11%	- -	19 25% d	295 20%zd	108 18% m	158 21% zm	55 18%	39 17%	17 10%	24 11%	30 14%	10 14%	2 13%	- -	- -	1 11%
[1] Certain not to	513 25%ad jklmno	237 20%	81 25%	195 38% zab	78 15%	1 7%	- -	12 16%	428 29% zdg	226 39% zjklm	165 22% l	61 20%	36 15%	25 15%	36 16%	35 16%	10 15%	3 21%	- -	1 49%	2 39%
MEAN	2.91c hi	3.07z c	2.93c	2.50	3.42zh	3.75	4.16	3.24h	2.70	2.45	2.91i	3.05i	3.42z ijk	3.54z ijk	3.32z	3.50z	3.34	3.72	4.43	2.54	2.42
Not applicable	9 *	4 *	4 1%	1 *	- -	- -	- -	- -	9 1%	5 1%	3 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -
Don't know	36 2%	20 2%	6 2%	10 2%	6 1%	- -	- -	- -	30 2%	9 2%	15 2%	4 1%	5 2%	1 1%	3 1%	2 1%	- -	- -	- -	- -	1 21%
Likely [NET]	365 18%chi	239 20%zc	62 19% c	64 12%	144 28%zh	4 25%	* 16%	20 26% h	203 14%	67 12%	120 16%i	56 18%i	68 29% zi	52 32% zijk	55 24% z	66 31% z	20 29% z	6 47%	2 59%	- -	1 14%
Neutral [NET]	731 36%chi	474 40%zc	109 34%	146 29%	212 42%zh	9 57%	2 84%	26 34%	488 34%	168 29%	279 38%i	133 43% zi	84 36%	66 41%i	108 48% z	78 37%	30 42%	3 19%	1 41%	1 51%	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 546
FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	891	459	142	290	143	3	-	32	722	334	323	116	75	42	61	64	21	5	-	1	3
	44%ad klmno p	38%	44%	57%zab	28%	18%	-	41%	50%zd	57%zj klm	44%lm	37%km	32%	26%	27%	31%	29%	34%	-	49%	50%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 547

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	140 7% ^d	27 11% ^{zd}	34 16% ^{zd}	30 11% ^{zd}	85 6%	135 7%	88 8% ^{zegi}	73 6%	130 7%	131 7%	69 9% ^{zeghi}	124 7%	103 9% ^{zeghi} k	72 11% ^{zefghi} kln	97 8%	45 10% ^{zegi}
[5] Very likely	225 11% ^d	37 15% ^d	33 16% ^d	59 21% ^{zd}	130 9%	221 11%	135 13% ^{zei}	127 11%	213 12% ^{zei}	206 11%	102 13% ⁱ	208 12% ^{zei}	175 15% ^{zeghi} kn	102 16% ^{zefgh} ikn	150 12%	74 16% ^{zeghikn}
[4] Fairly likely	349 17% ⁿ	43 18%	28 14%	47 17%	254 17%	348 17% ⁿ	177 17%	209 18% ⁿ	326 18% ^{zin}	326 17%	139 18%	305 18% ^{zin}	218 18% ⁿ	111 18%	202 16%	82 17%
[3] Fairly unlikely	381 19% ^{dg}	69 28% ^{zd}	44 21%	61 22%	256 17%	373 19% ^g	199 19%	192 17%	355 20% ^{zegj}	362 19% ^g	128 16%	338 20% ^{zegij} n	236 20% ^{gj}	125 20%	234 18%	88 19%
[2] Very unlikely	378 19% ^{acm}	31 13%	31 15%	29 11%	312 21% ^{zac}	371 19% ^m	194 18% ^m	207 18%	345 19% ^m	363 19% ^m	145 19% ^m	319 19% ^m	221 18% ^m	95 15%	257 20% ^m	87 19%
[1] Certain not to	513 25% ^{abcf} hklmo	32 13%	34 16%	50 18%	428 28% ^{zabc}	508 25% ^{fhklm} o	241 23% ^{lm}	321 28% ^{zefhi} jklmno	406 22% ^{klm}	483 25% ^{fhklm} o	187 24% ^{klmo}	356 21% ^l	230 19%	119 19%	327 25% ^{fhklm} o	90 19%
MEAN	2.91 ^d	3.44 ^{zd}	3.47 ^{zd}	3.46 ^{zd}	2.73	2.90	3.03 ^{zegi} n	2.85	2.99 ^{zegi} n	2.89	3.04 ^{zegi} n	3.04 ^{zegh} in	3.16 ^{zefg} hijkn	3.32 ^{zefg} hijkn	2.91	3.21 ^{zefghijkn}
Not applicable	9 * ^h	-	-	-	9 1%	9 * ^h	4 *	4 *	6 *	8 *	2 *	6 *	3 *	1 *	7 1%	2 *
Don't know	36 2% ^{hjno}	2 1%	3 1%	2 1%	30 2%	35 2% ^{ljno}	16 2% ^{jl}	16 1% ^j	28 2% ^{jl}	34 2% ^{hjno}	4 1%	27 2% ^{jl}	10 1%	6 1%	12 1%	3 1%
Likely [NET]	365 18% ^d	65 27% ^{zd}	67 32% ^{zd}	89 32% ^{zd}	215 14%	357 18%	223 21% ^{zeghi}	201 17%	343 19% ^{zei}	337 18%	171 22% ^{zeghi} n	332 20% ^{zegi}	278 23% ^{zeghi} kn	174 28% ^{zefgh} ijkln	247 19% ⁱ	119 25% ^{zeghikn}
Neutral [NET]	731 36% ^{dn}	112 46% ^{zbd}	72 35%	108 39%	511 34%	720 36% ⁿ	375 36%	401 35%	681 38% ^{zegij} n	688 36% ⁿ	267 34%	643 38% ^{zefgi} jn	454 38% ^{gjn}	236 37%	436 34%	170 36%
Unlikely [NET]	891 44% ^{abcf} hklmo	63 26%	65 31%	79 28%	740 49% ^{zabc}	878 44% ^{fhklm} o	434 41% ^{lm}	528 46% ^{fhklm} o	751 42% ^{klm}	845 44% ^{fhklm} o	332 43% ^{lmo}	675 40% ^{lm}	451 38% ^m	214 34%	583 45% ^{fhklm} o	178 38%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 548

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUSE- HOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	140 7%bfg	128 9%zbef	4 2%	1 6%	- -	1 1%	5 2%	30 4%	55 9%g	44 9%g	1 5%	4 8%	8 7%	16 10%	9 6%	21 7%	24 8%	18 9%	7 9%
[5] Very likely	225 11%efg	202 14%zbef	14 8%f	* 2%	1 4%	3 3%	5 2%	64 8%	85 14%zg	60 12%g	- -	4 9%	10 8%	17 10%	10 7%	41 13%	35 12%	17 9%	12 15%
[4] Fairly likely	349 17%ef	281 19%zef	42 23%zef	4 17%	2 13%	5 6%	15 7%	147 18%	119 19%i	72 14%	1 5%	10 19%	17 14%	24 15%	27 19%	59 19%	53 19%	40 20%	6 8%
[3] Fairly unlikely	381 19%fgm	312 21%zf	29 15%	3 10%	2 10%	12 15%	24 11%	131 16%	122 20%	107 21%g	7 45%	9 18%	25 20%	18 11%	30 21%fm	62 20%fm	54 19%	32 16%	14 19%
[2] Very unlikely	378 19%	265 18%	49 26%zaf	8 29%	4 24%	19 24%	34 15%	188 23%zhi	95 16%	79 16%	2 14%	6 11%	17 14%	33 20%	20 14%	60 20%	58 20%	47 24%ln	20 26%
[1] Certain not to	513 25%aho	282 19%	45 24%	9 36%	8 44%	35 45%zab	134 59%zab e	230 29%zh	125 20%	129 26%	3 19%	17 34%o	45 35%zop q	49 30%op	46 32%opq	61 20%	59 21%	41 21%	17 23%
MEAN	2.91efg	3.16zbef	2.70ef	2.36	2.05	1.97	1.79	2.64	3.18zg	2.97g	2.64	2.82	2.64	2.83	2.73	3.07ln	3.07l	3.00	2.94
Not applicable	9 *	6 *	- -	- -	1 6%	- -	3 1%	2 *	2 *	1 *	2 12%	- -	2 2%p	3 2%zp	1 1%	2 1%	- -	- -	- -
Don't know	36 2%	22 1%	3 2%	- -	- -	3 5%	7 3%	14 2%	8 1%	14 3%	- -	- -	1 1%	3 2%	- -	1 *	1 *	- -	- -
Likely [NET]	365 18%bfg	330 22%zbef	19 10%f	2 7%	1 4%	3 5%	10 4%	94 12%	140 23%zg	104 21%g	1 5%	9 17%	19 15%	33 20%	19 13%	62 20%	59 21%	36 18%	18 24%
Neutral [NET]	731 36%efm	593 40%zef	71 38%ef	7 28%	4 23%	17 21%	39 17%	278 35%	241 39%	178 35%	8 50%	19 37%	43 34%	43 26%	58 40%fm	120 39%fm	107 38%fm	72 36%	21 27%
Unlikely [NET]	891 44%ah	547 37%	94 50%a	17 65%	12 67%	54 69%zab	168 74%zab	418 52%zhi	220 36%	207 41%	5 33%	23 46%	62 49%	82 50%o	66 46%	121 40%	116 41%	89 45%	37 49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 549

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	140 7%a	121 6%	19 13%za	10 7%	16 9%l	13 8%	7 4%	8 6%	3 3%	24 11%zfk lo	31 7%	7 4%	3 3%	9 5%	10 11%fhk l	118 7%	91 7%	47 6%	138 7%	113 7%	26 8%	140 7%
[5] Very likely	225 11%p	200 11%	25 17%za	14 10%	23 13%f	25 16%fk	11 6%	25 18%zfhk lo	6 6%	23 11%	45 11%	13 8%	7 8%	18 11%	15 17%fh kl	185 11%	117 9%	104 14%zpr	221 11%p	181 11%	44 13%	225 11%
[4] Fairly likely	349 17%	323 17%	25 17%	26 20%	34 19%	19 12%	21 12%	18 12%	13 14%	45 21%ef	80 19%	38 23%ze fgno	13 14%	30 18%	10 11%	295 18%	203 16%	137 18%	341 17%	298 18%	51 15%	349 17%
[3] Fairly unlikely	381 19%dp s	346 18%	34 24%	29 22%d	16 9%	23 14%	45 26%zd eilo	26 18%d	30 31%zd eijn o	30 14%	73 18%d	51 31%zd egijl mno	13 13%	32 19%d	13 15%	323 19%d	207 17%	166 22%zpr	374 19%p	304 18%	78 23%zsu	381 19% s
[2] Very unlikely	378 19%b	361 19%b	16 11%	19 15%	33 19%	35 22%	26 15%	34 24%	16 16%	40 19%	71 17%	31 19%	21 22%	38 22%	13 15%	306 18%	218 18%	157 21%	374 19%	311 18%	67 20%	378 19%
[1] Certain not to	513 25%bk qt	492 26%zb	20 14%	30 23%k	50 29%k	45 27%k	51 29%k	31 22%k	27 28%k	50 23%k	108 26%k	18 11%	39 40%zc degijl kmo	39 23%k	25 29%k	410 24%k	372 30%zqr	135 18%	507 25%q	453 27%ztu	60 18%	513 25% t
MEAN	2.91a flps	2.86 a	3.54z	3.01f l	2.95l	2.90l	2.60	2.98l	2.62	3.11f hl	2.94fl	3.13f hl	2.35	2.86l	3.08f l	2.94fl	2.79	3.08zpr	2.90p	2.87	3.09zsu	2.91s
Not applicable	9 *	8 *	-	2 1%	1 *	-	-	-	-	-	5 1%	1 1%	-	-	1 1%	8 1%	6 1%	3 *	9 *	6 *	3 1%	9 *
Don't know	36 2%	33 2%	3 2%	2 1%	3 2%	2 1%	15 8%zcd egijl mno	-	2 2%	-	3 1%	7 4%zgi jl	-	2 1%	-	34 2%	23 2%	13 2%	36 2%	31 2%	5 1%	36 2%
Likely [NET]	365 18%af kl	321 17%	43 31%za	23 18%	38 22%fh kl	38 23%fh kl	18 10%	34 23%fhkl	9 9%	47 22%fh kl	76 18%f	20 12%	10 10%	27 16%	25 29%zc fhjkl mo	303 18%kl	208 17%	152 20%	359 18%	295 17%	70 21%	365 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 549
FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	731 36%de lp	669 36%	59 42%	56 42%de ln	49 28%	42 26%	66 38%e	44 31%	44 44%de ln	75 35%	153 37%e	90 54%zc defgi jimno	26 27%	63 37%e	23 26%	619 37%del	411 33%	304 40%zpr	714 36%p	602 35%	129 39%	731 36%
Unlikely [NET]	891 44%bk qt	853 45%zb	36 25%	50 38%	83 48%k	80 49%ck	77 44%k	66 46%k	43 44%k	90 42%k	178 43%k	49 29%	61 62%zc defgh ijkmn o	77 46%k	38 44%k	715 43%k	590 48%zqr	292 38%	881 44%q	764 45%ztu	127 38%	891 44%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 550

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	140 7%jnpr	46 6%	117 9%zacd egj	135 7%zad j	140 7%j	125 8%zadj	19 8%j	131 8%zadj	76 9%za dj	44 10%zac dgj	2 2%	123 8%zmn	3 4%	12 4%	2 2%	125 8%zp	14 3%	135 7%zr	5 3%
[5] Very likely	225 11%ajmnp r	60 8%j	183 15%zac degj	220 12%za dj	225 11%aj	200 12%zad j	34 15%aj	215 12%zad j	118 14%za dj	62 15%zad j	3 2%	198 13%zlmn	2 3%	22 8%n	3 2%	200 12%zp	25 6%	220 12%zr	5 2%
[4] Fairly likely	349 17%jnpr	122 15%j	257 20%zac degj	331 18%za dj	349 17%j	300 19%zad j	48 21%j	327 19%zac dj	161 19%aj	80 19%j	10 8%	291 19%zn	9 14%	40 14%	10 7%	300 19%zp	50 12%	331 18%zr	18 9%
[3] Fairly unlikely	381 19%jnpr	149 19%j	253 20%j	364 20%zd j	381 19%j	312 19%j	40 17%j	343 20%zadj	156 18%j	73 18%j	11 9%	307 20%n	5 9%	57 20%n	12 9%	312 19%	69 16%	364 20%zr	18 9%
[2] Very unlikely	378 19%b	182 23%zb cdefg hj	210 17%	347 19%b	378 19%b	302 19%b	37 16%	324 19%b	155 18%	81 20%	17 14%	289 19%	13 21%	57 20%	19 14%	302 19%	76 18%	347 19%	31 16%
[1] Certain not to	513 25%bcef ghikoq	228 28%zb cdefg hi	216 17%	405 22%bg	513 25%bce fghi	340 21%b	42 18%	356 21%b	180 21%b	76 18%	76 61%zabcde fghi	313 20%	27 46%zk	92 31%zk	81 60%zkm	340 21%	173 41%zo	405 22%	108 56%zq
MEAN	2.91ajl mnpr	2.68j	3.27za cdeghj	3.01z adj	2.91aj	3.06za cdj	3.24za cdj	3.07za cdj	3.13z acdj	3.24z acdeg j	1.76	3.09zlmn	2.20n	2.57n	1.75	3.06zp	2.31	3.01zr	1.89
Not applicable	9 *	3 *	4 *	7 *	9 *	7 *	2 1%	7 *	2 *	- -	3 2%zabcdegh i	7 *	- -	- -	3 2%zkm	7 *	3 1%	7 *	3 1%
Don't know	36 2%eiko	12 1%i	19 2%	30 2%ei	36 2%ei	19 1%i	10 4%zabc deghe	26 2%ei	14 2%i	1 *	4 3%i	18 1%	1 2%	12 4%zk	5 4%k	19 1%	17 4%zo	30 2%	6 3%
Likely [NET]	365 18%ajmn pr	107 13%j	299 24%zac degj	355 19%za dj	365 18%aj	326 20%zad j	53 23%aj	345 20%zad j	194 23%za cdgj	105 25%zac degj	5 4%	321 21%zlmn	5 8%	34 12%n	5 4%	326 20%zp	39 9%	355 19%zr	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 550
FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

		SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
TOTAL (z)		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	731 36%jnpr	271 34%j	510 41%zac deghj	695 38%za dj	731 36%j	612 38%zad j	88 38%j	669 39%zad j	317 37%j	153 37%j	20 16%	598 39%zln	14 24%	97 33%n	22 16%	612 38%zp	119 28%	695 38%zr	36 19%
Unlikely [NET]	891 44%bcef ghikoq	410 51%zb h	426 34%	752 41%bg	891 44%bce fghi	642 40%b	79 34%	680 39%b	335 39%b	158 38%	93 75%zabc ghi	602 39%	40 67%zkm	150 51%zk	99 74%zkm	642 40%	249 58%zo	752 41%	139 72%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
Overlap formulae used. * small base

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Table 551

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	140 7%a	47 5%	2 5%	-	1 3%	1 6%	5 10%	-	39 11%zaq	17 6%	-	-	27 8%	1 2%
[5] Very likely	225 11%aq	76 9%	8 17%q	-	4 15%	1 4%	3 6%	* 8%	47 14%aq	34 13%q	-	-	51 14%aq	1 1%
[4] Fairly likely	349 17%	138 16%	11 24%	-	1 3%	-	6 11%	-	69 20%	48 19%	3 61%	1 53%	65 18%	8 16%
[3] Fairly unlikely	381 19%	170 20%	7 16%	-	2 9%	3 14%	8 16%	1 32%	66 19%	46 18%	1 18%	-	65 18%	11 22%
[2] Very unlikely	378 19%	165 19%	8 18%	-	3 12%	5 27%	16 32%zhp	2 60%	55 16%	48 19%	-	1 47%	59 16%	15 31%zhp
[1] Certain not to	513 25%h	251 29%zhp	8 17%	2 100%	14 59%	9 43%	13 24%	-	60 17%	62 24%	1 21%	-	77 21%	13 26%
MEAN	2.91aq	2.72	3.21q	1.00	2.13	2.08	2.72	2.56	3.32zafq	2.97aq	3.19	3.05	3.11zaq	2.41
Not applicable	9 *	1 *	-	-	-	1 6%	-	-	1 *	1 *	-	-	5 1%za	-
Don't know	36 2%	12 1%	2 3%	-	-	-	-	-	5 2%	2 1%	-	-	13 4%zal	1 3%
Likely [NET]	365 18%aq	123 14%q	10 22%q	-	4 18%	2 10%	8 16%	* 8%	86 25%zaq	51 20%q	-	-	79 22%aq	1 3%
Neutral [NET]	731 36%	308 36%	18 40%	-	3 12%	3 14%	14 28%	1 32%	135 39%	94 36%	4 79%	1 53%	130 36%	19 38%
Unlikely [NET]	891 44%hp	416 48%zhp	16 35%	2 100%	17 70%	14 70%	29 56%hp	2 60%	115 33%	111 43%h	1 21%	1 47%	136 38%	28 56%hp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 552

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	140	1	1	15	-	-	1	-	1	-	-	2	1	6
	7%	7%	100%	10%	-	-	5%	-	11%	-	-	14%	100%	5%
[5] Very likely	225	1	-	12	-	-	3	-	1	-	-	-	-	17
	11%	6%	-	8%	-	-	31%	-	17%	-	-	-	-	17% ^d
[4] Fairly likely	349	2	-	27	-	-	-	-	-	-	-	3	-	25
	17%	23%	-	18%	-	-	-	-	-	-	-	19%	-	24%
[3] Fairly unlikely	381	2	-	32	-	-	2	-	1	1	-	3	-	24
	19%	25%	-	21%	-	-	23%	-	22%	55%	-	18%	-	22%
[2] Very unlikely	378	2	-	22	-	2	2	1	1	1	1	7	-	12
	19%	19%	-	14%	-	100%	26%	100%	19%	45%	42%	44%	-	11%
[1] Certain not to	513	2	-	40	1	-	1	-	2	-	1	1	-	16
	25% ^{py}	20%	-	26% ^y	100%	-	8%	-	31%	-	58%	4%	-	16%
MEAN	2.91	2.96	6.00	2.94	1.00	2.00	3.39	2.00	2.88	2.55	1.42	3.07	6.00	3.32 ^{zs}
Not applicable	9	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	36	-	-	6	-	-	1	-	-	-	-	-	-	3
	2%	-	-	4%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	365	1	1	26	-	-	3	-	2	-	-	2	1	23
	18%	13%	100%	17%	-	-	36%	-	28%	-	-	14%	100%	22%
Neutral [NET]	731	5	-	59	-	-	2	-	1	1	-	6	-	49
	36%	48%	-	38%	-	-	23%	-	22%	55%	-	37%	-	47% ^z
Unlikely [NET]	891	4	-	62	1	2	3	1	3	1	3	8	-	28
	44% ^{py}	39%	-	41%	100%	100%	34%	100%	49%	45%	100%	49%	-	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 552

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	140	2	-	-	-	-	5	-	-
	7%	3%	-	-	-	-	5%	-	-
[5] Very likely	225	8	-	1	-	-	11	-	1
	11%	11%	-	59%	-	-	12%	-	7%
[4] Fairly likely	349	9	1	-	-	3	23	-	-
	17%	12%	49%	-	-	49%	25%	-	-
[3] Fairly unlikely	381	13	-	-	-	1	21	-	1
	19%	18%	-	-	-	16%	23%	-	7%
[2] Very unlikely	378	21	-	-	2	-	17	1	3
	19%	30%zdp	-	-	100%	-	19%	100%	34%
[1] Certain not to	513	18	1	1	-	1	8	-	5
	25%py	26%y	51%	41%	-	11%	9%	-	51%
MEAN	2.91	2.64	2.46	3.38	2.00	3.35	3.31zs	2.00	1.77
Not applicable	9	-	-	-	-	-	4	-	-
	*	-	-	-	-	-	4%zgd	-	-
Don't know	36	-	-	-	-	1	3	-	-
	2%	-	-	-	-	25%	3%	-	-
Likely [NET]	365	10	-	1	-	-	16	-	1
	18%	14%	-	59%	-	-	18%	-	7%
Neutral [NET]	731	22	1	-	-	3	44	-	1
	36%	30%	49%	-	-	64%	48%z	-	7%
Unlikely [NET]	891	39	1	1	2	1	25	1	8
	44%py	55%py	51%	41%	100%	11%	28%	100%	86%

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Table 553

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	140 7%b	94 8%bc	45 5%	21 5%	1 3%	- -	- -	3 9%	- -	34 14%zabc	14 8%	- -	- -	21 9%	1 3%	53 12%zabc	5 12%
[5] Very likely	225 11%b	155 13%zb	70 8%	46 11%	5 14%	3 26%	1 13%	3 9%	* 20%	35 15%b	22 12%	- -	- -	40 17%zbc	-	66 15%zb	8 19%b
[4] Fairly likely	349 17%b	225 19%zb	124 15%	78 19%	11 31%zb	1 6%	- -	3 8%	- -	45 19%	39 22%b	2 68%	1 100%	41 18%	4 17%	77 17%	9 23%
[3] Fairly unlikely	381 19%	225 19%	156 19%	91 21%	4 12%	1 8%	2 32%	7 19%	1 80%	45 18%	33 19%	- -	- -	37 16%	4 18%	81 18%	5 11%
[2] Very unlikely	378 19%	234 20%	144 17%	94 22%	6 17%	1 8%	- -	10 29%	- -	44 18%	31 17%	- -	- -	37 16%	11 44%	79 18%	6 16%
[1] Certain not to	513 25%ajt	250 21%	263 31%zacjnrt	91 22%	7 20%	5 52%	3 40%	9 26%	- -	39 16%	39 22%	1 32%	- -	51 22%	4 17%	82 19%	7 18%
MEAN	2.91b c	3.07zb	2.66	2.89b	3.13	2.48	2.35	2.70	3.40	3.39zabc	3.09b	3.04	4.00	3.20zbc	2.49	3.28za bc	3.47zbc
Not applicable	9 *a	2 *	8 1%za	- -	- -	- -	1 16%	- -	- -	- *	1 *	- -	- -	- -	- -	- -	- -
Don't know	36 2%act	6 *	30 4%zacjnt	1 *	1 3%n	- -	- -	- -	- -	1 1%	- -	- -	- -	2 1%	- *	1 *	- -
Likely [NET]	365 18%b	250 21%zbc	115 14%	66 16%	6 17%	3 26%	1 13%	6 17%	* 20%	69 28%zabc	36 20%b	- -	- -	62 27%zabc	1 3%	119 27%zabc	13 32%zbc
Neutral [NET]	731 36%	451 38%	280 33%	169 40%b	15 43%	1 14%	2 32%	9 27%	1 80%	90 37%	73 40%	2 68%	1 100%	78 34%	9 36%	157 36%	14 34%
Unlikely [NET]	891 44%ajt	483 41%j	407 48%zajnr	186 44%j	13 37%	6 60%	3 40%	19 55%	- -	83 34%	70 39%	1 32%	- -	88 38%	15 61%	162 37%	14 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 554

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	140 7%gj	14 8%	14 9%	8 16%z	40 6%	39 8%	15 10%	52 4%	87 14%zg	119 9%zj	14 4%	10 12%	27 10%	71 11%z	124 25%zm	59 28%zm	140 38%zmn oq	107 29%zmn	55 10%z	118 25%zr	65 28%zr	116 31%zrs v	96 25%zr
[5] Very likely	225 11%gj	27 15%	25 15%	11 22%z	62 10%	58 12%d	15 10%	124 9%	100 16%zg	189 14%zj	28 7%	13 15%	40 15%	114 17%z	176 36%zm	100 47%zmn q	225 62%zmn oq	137 37%zm	92 16%z	149 32%zr	100 43%zrs v	146 39%zrs v	129 34%zr
[4] Fairly likely	349 17%mn opqr	31 17%	31 19%	6 12%	115 18%	89 19%	33 22%	241 17%	108 17%	267 20%zj	54 14%	17 20%	53 20%	70 10%p	66 13%p	24 11%p	- -	43 12%p	63 11%	66 14%	34 15%	52 14%	54 14%
[3] Fairly unlikely	381 19%mn opqrs tuv	32 18%	31 19%	7 14%	131 20%	102 22%	35 23%	271 20%	110 17%	284 21%z	65 17%	14 16%	50 19%	91 14%nopq	43 9%op	6 3%p	- -	30 8%op	74 13%tuv	49 11%tuv	10 4%	28 7%t	31 8%t
[2] Very unlikely	378 19%fi nopqs tuv	38 21%	32 19%	10 20%	129 20%f	90 19%f	17 12%	274 20%	104 16%	226 17%	90 23%zi	16 19%	50 18%	135 20%nopq	47 9%p	17 8%p	- -	26 7%p	127 22%zst uv	49 10%tu	12 5%	18 5%	36 10%tu
[1] Certain not to	513 25%eh ilnop qstuv	36 20%	32 19%	8 16%	148 23%e	87 18%	30 20%	392 28%zh	121 19%	208 16%	126 33%zi	13 16%	49 18%	182 27%nopq	33 7%op	7 3%p	- -	23 6%p	155 27%stuv	32 7%u	10 4%	14 4%	30 8%tu
MEAN	2.91g j	3.09	3.17	3.53z	2.90	3.12z d	3.22zd	2.70	3.36zg	3.28zj	2.49	3.36z	3.25z	3.02z	4.38z m	4.74zm nq	5.38zm noq	4.55zm n	2.95	4.31z r	4.71zr sv	4.73zr sv	4.34zr
Not applicable	9 *	-	-	-	6 1%	4 1%	2 1%	5 *	5 1%	3 *	2 *	-	-	4 1%	3 1%	-	-	-	1 *	-	-	-	-
Don't know	36 2%mp rs	3 2%b	1 *	-	7 1%	5 1%	3 2%	29 2%	7 1%	24 2%	7 2%	-	1 *	2 *	2 *	1 *	-	2 1%	1 *	1 *	3 1% s	3 1%	2 1%
Likely [NET]	365 18%gj	41 22%	39 24%	19 39%za b	103 16%	97 20%d	30 20%	177 13%	188 29%zg	308 23%zj	42 11%	23 28%z	67 25%z	185 28%z	300 61%zm	160 75%zm nq	365 100%zmn oq	244 66%zmn	147 26%z	268 58%zr	165 70%zrs v	262 70%zrs v	225 59%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 554

FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	731 36% m nopqr stuv	63 35%	62 38%	12 25%	245 38%	191 40%z	68 45%z	513 37%	218 34%	551 42%zj	119 31%	30 37%	103 38%	161 24%op	110 22%op	30 14%p	- -	73 20%op	137 24%	115 25%tu	45 19%	80 21%	85 23%
Unlikely [NET]	891 44%ef hiino pqstu v	74 41%	64 38%	18 36%	277 43%ef	177 37%	47 31%	666 48%zh	225 35%	435 33%	216 56%zi	29 36%	98 37%	317 47%zno pq	80 16%op	24 11%p	- -	49 13%p	283 50%zst uv	80 17%tu	22 9%	32 8%	66 18%tu

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 555

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	148 7%hijn	75 7%	74 7%	- -	4 12%	36 17%zgh ijmn	41 12%zhij mn	32 8%hjn	14 4%	17 5%jn	4 1%	4 12%hjn	77 14%zghi jmn	46 6%hjn	21 3%j	47 7%	54 10%zq	20 5%	28 6%	35 8%	64 6%	38 7%
[5] Very likely	219 11%ijn	111 11%	108 11%	1 100%	9 27%	42 20%zgh ijmn	59 18%zgh ijmn	46 11%ijn	32 8%jn	22 6%	8 3%	10 30%zgh ijmn	101 19%zgh ijmn	78 10%ijn	30 4%	66 10%	59 10%	42 11%	52 12%	65 15%zt u	99 10%	44 9%
[4] Fairly likely	258 13%jn	137 13%	121 12%	- -	3 10%	38 18%zij n	50 15%jn	60 15%jn	47 12%j	41 11%j	19 6%	3 9%	88 16%zij n	106 14%jn	60 9%j	78 12%	62 11%	61 15%	57 13%	55 12%	116 12%	78 15%
[3] Fairly unlikely	339 17%ijn	185 18%	154 15%	- -	9 27%	36 17%j	67 20%ijn	77 19%ijn	75 19%ijn	46 12%	30 10%	9 26%ijn	103 19%ijn	151 19%zij n	76 11%	110 17%	96 17%	59 15%	74 17%	82 19%	168 17%	78 15%
[2] Very unlikely	397 20%el	203 20%	195 19%	- -	6 17%	22 10%	57 17%	89 22%el	87 23%el	82 22%el	56 19%e	6 17%	78 14%	176 22%zel	137 20%el	131 21%	118 21%	78 19%	71 16%	76 17%	211 21%	91 17%
[1] Certain not to	625 31%efg klms	297 29%	328 32%	- -	2 6%	31 15%	57 17%	87 22%k	122 32%efg klm	162 43%zef ghiklm	165 55%zefg hiklmn	2 6%	88 16%	209 27%efg kl	327 49%ze fghik lm	197 31%	164 29%	127 32%	138 32%	107 25%	309 31% s	186 36% zs
MEAN	2.74hi jn	2.79	2.70	5.00	3.72	3.71zf ghijmn	3.36zg hijmn	2.96zh ijmn	2.53ij n	2.27jn	1.80	3.77zg hijmn	3.50zf ghijmn	2.75hi jn	2.07j	2.72	2.81	2.67	2.76	3.00z tu	2.67	2.64
Not applicable	9 *	3 *	6 1%	- -	- -	- -	- -	1 *	2 *	1 *	6 2%zfgi lmn	- -	- -	3 *	7 1%zi	2 *	3 1%	3 1%	2 1%	2 *	5 1%	2 *
Don't know	35 2%aou	11 1%	24 2%a	- -	- -	3 2%	2 *	8 2%	8 2%	3 1%	10 3%zfil n	- -	5 1%	16 2%	14 2%i	1 *	11 2%o	11 3%o	12 3%o	15 4%ztu	17 2%	2 *
Likely [NET]	368 18%hij n	185 18%	182 18%	1 100%	13 40%	78 37%zgh ijmn	100 30%zgh ijmn	78 20%hij mn	46 12%jn	39 10%jn	12 4%	14 42%zgh ijmn	178 33%zgh ijmn	124 16%hijn	51 8%j	113 18%	113 20%	62 15%	80 18%	100 23%zt u	163 16%	82 16%
Neutral [NET]	597 29%ijn	322 32%z	275 27%	- -	12 37%	74 36%ijn	117 35%zij n	136 34%ijn	121 31%ijn	87 23%jn	49 16%	12 36%jn	191 35%zij n	258 33%zij n	136 20%j	188 30%	157 28%	120 30%	132 30%	136 31%	284 29%	156 30%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 555
FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

Weighted Base
Unlikely [NET]

TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
1023	500	523	-	8	53	114	176	208	243	221	8	166	385	464	327	282	205	209	184	520	277
50%efg kls	49%	52%	-	23%	25%	34%	44%efk l	54%efg klm	65%zef ghklm	74%zef ghiklm n	23%	31%	49%efg kl	69%ze fghik lm	52%	50%	51%	48%	42%	53% s	53% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	148 7%lv	14 10%	25 11%	52 9%	5 4%	6 16%	69 10%zl	23 11%l	11 7%	4 6%	3 19%	4 9%l	24 3%	11 13%zl	117 7%	31 7%	81 9%zv	18 12%zv	9 6%	2 6%	1 15%	4 11%v	23 3%	10 15%zv
[5] Very likely	219 11%ln v	20 14%	31 14%	86 15%z	14 12%	2 5%	113 16%zl	24 11%l	17 10%l	5 8%	4 21%	10 24%zgh il	38 5%	9 11%l	161 10%	58 14%	138 16%zqv	13 9%	14 10%	2 7%	* 5%	8 24%zqr v	37 5%	7 10%
[4] Fairly likely	258 13%lv	20 14%	32 14%	84 15%	17 15%	4 9%	112 16%zl	24 11%	21 13%	12 20%l	4 26%	8 19%l	65 9%	10 13%	203 13%	55 13%	133 15%zv	18 12%	21 14%	6 19%v	2 31%	4 12%	61 8%	12 17%v
[3] Fairly unlikely	339 17%lv	23 16%	45 20%	106 19%	27 23%	17 41%	133 19%l	40 19%l	44 28%zf lm	16 25%lm	1 8%	7 17%	89 12%	9 11%	264 16%	75 18%	163 19%v	22 15%	43 29%zp qvw	10 31%zq vw	1 18%	7 20%	87 12%	7 10%
[2] Very unlikely	397 20%w	25 17%	50 23%	120 22%	19 16%	4 9%	145 20%	50 23%lm	23 14%	7 12%	1 5%	5 13%	157 21%lm	9 11%	323 20%	75 17%	173 20%w	39 26%rw	20 14%	4 13%	1 11%	4 12%	149 21%w	6 9%
[1] Certain not to	625 31%bc fgkp	38 26%	38 17%	99 18%	33 28%	9 21%	125 18%	50 23%	42 26%l	19 30%l	3 16%	6 16%	350 47%zf ghik	30 36%fg k	499 31%	126 29%	172 20%	36 24%	35 24%	8 25%	1 9%	6 18%	343 47%zp qrsuw	24 34%p
MEAN	2.74l v	3.02	3.19z	3.17z	2.78	3.14	3.21z hl	2.96l	2.88l	2.84l	3.94	3.53z hil	2.11	2.90l	2.72	2.85	3.16z v	2.90v	2.90v	2.88v	3.63 v	3.46z v	2.10	3.04v
Not applicable	9 *	- -	1 *	- -	- -	- -	- 1%	1 -	- -	- -	- -	- -	8 1%zf	- -	9 1%	1 *	- -	1 1%p	- -	- -	- -	- -	8 1%zp	- -
Don't know	35 2%	6 4%b	- -	8 1%	2 2%	- -	11 2%	2 1%	2 1%	- -	1 5%	1 3%	13 2%	4 5%zf l	28 2%	6 1%	9 1%	2 1%	4 3%	- -	1 12%	1 4%	14 2%	4 5%zp
Likely [NET]	368 18%lv	35 24%	56 25%z	138 25%z	19 16%	8 20%	182 26%zl	47 22%l	28 17%l	9 14%	7 40%	14 33%zhi l	62 8%	20 24%l	278 17%	90 21%	218 25%zr v	31 21%v	23 16%v	4 13%	1 20%	12 35%zrs v	60 8%	17 25%v
Neutral [NET]	597 29%lv	43 30%	77 35%	190 34%z	44 38%	21 50%	246 35%zl m	65 30%l	65 41%zl m	28 44%zl m	6 34%	15 35%l	154 21%	19 23%	467 29%	130 30%	296 34%zv	40 27%	64 44%zq vw	16 50%zq vw	4 48%	11 32%	148 21%	18 26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	1023	63	88	219	52	12	270	100	65	26	3	12	507	39	822	201	345	76	56	12	2	11	492	30
	50%bc fhkpr u	43%	40%	39%	44%	30%	38%	47%k	41%	41%	21%	28%	68%zf ghikm	48%k	51%	47%	40%	51%pu	38%	38%	20%	30%	68%zp qrsuw	44%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 557

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
[6] Certain to	148 7%chi	89 7%	32 10%c	27 5%	68 13%zh	3 18%	-	5 6%	76 5%	26 4%	46 6%	21 7%	29 12%zi j	27 16%zj k	21 9%	34 16%z	10 14%	4 32%	1 25%	1 51%	-	
[5] Very likely	219 11%chi i	149 12%zc	37 12%c	33 6%	88 17%zh	4 27%	-	8 11%	123 8%	34 6%	77 10%i	39 13%i	43 18%zi j	26 16%i	41 18%z	36 17%z	9 12%	3 20%	1 34%	-	2 32%	
[4] Fairly likely	258 13%chi i	175 15%zc	33 10%	50 10%	76 15%	3 18%	1 59%	15 19%	165 11%	56 10%	95 13%	42 14%	35 15%	29 18%i	36 16%	31 15%	11 16%	-	1 41%	-	1 15%	
[3] Fairly unlikely	339 17%chi i	223 19%zc	56 17%c	60 12%	98 19%	3 17%	-	13 17%	225 16%	71 12%	136 18%i	63 20%i	42 18%	27 16%	51 23%z	34 16%	15 21%	1 9%	-	-	-	
[2] Very unlikely	397 20%do	229 19%	69 21%	99 19%	78 15%	2 12%	1 41%	16 21%	305 21%zd	117 20%	158 21%	63 20%	35 15%	25 15%	36 16%	27 13%	15 21%	2 19%	-	-	1 11%	
[1] Certain not to	625 31%ad klmno p	308 26%	87 27%	231 45%zab	91 18%	1 7%	-	20 26%	520 36%zd	266 46%zj klm	208 28%lm	78 25%	45 19%	28 17%	37 16%	47 22%	12 16%	3 21%	-	1 49%	1 21%	
MEAN	2.74c hi	2.91z c	2.88c	2.27	3.39zgh	4.00	3.17	2.86	2.50	2.22	2.74i	2.89i	3.36z ijk	3.50z ijk	3.32z	3.40z	3.28z	3.73	4.84	3.56	3.31	
Not applicable	9 *	3 *	3 1%	3 1%	-	-	-	-	9 1%	6 1%z	3 *	-	-	-	-	-	-	-	-	-	-	
Don't know	35 2%	19 2%	6 2%	9 2%	6 1%	-	-	-	29 2%	7 1%	17 2%	3 1%	4 2%	1 1%	4 2%	2 1%	-	-	-	-	1 21%	
Likely [NET]	368 18%chi i	238 20%zc	69 21%c	60 12%	156 31%zgh	7 45%	-	13 17%	199 14%	60 10%	123 17%i	60 19%i	71 31%zi jk	53 32%zi jk	62 27%z	70 33%z	18 26%	7 51%	2 59%	1 51%	2 32%	
Neutral [NET]	597 29%chi i	398 33%zc	88 27%	110 21%	174 34%zh	6 35%	1 59%	28 36%	390 27%	128 22%	231 31%i	105 34%i	77 33%i	56 34%i	87 38%z	65 31%	26 37%	1 9%	1 41%	-	1 15%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 557
FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	1023	537	156	330	169	3	1	37	824	382	365	141	79	53	73	74	26	5	-	1	2
	50%ad Imno	45%	48%	65%zab	33%	20%	41%	47%d	57%zd	66%zj klm	49%lm	45%lm	34%	32%	32%	35%	37%	40%	-	49%	33%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 558

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	148 7% ^d	33 14% ^{zd}	38 18% ^{zd}	36 13% ^{zd}	78 5%	148 7%	98 9% ^{zeghik}	83 7%	137 8%	138 7%	68 9%	128 8%	108 9% ^{zeghi k}	85 14% ^{zefghi jkl}	105 8%	51 11% ^{zeghikn}
[5] Very likely	219 11% ^d	44 18% ^{zd}	33 16% ^{zd}	49 18% ^{zd}	130 9%	216 11%	138 13% ^{zegin}	112 10%	211 12% ^{zegi}	203 11%	99 13% ^{gi}	195 12% ^{zegi}	161 13% ^{zeghi kn}	100 16% ^{zeghi kn}	143 11%	65 14% ^{zegi}
[4] Fairly likely	258 13% ⁱⁿ	41 17% ^b	22 11%	40 14%	178 12%	255 13% ⁱⁿ	145 14% ^{jn}	136 12%	240 13% ^{ijn}	235 12% ⁿ	83 11%	229 14% ^{zegij n}	161 13% ^{jn}	89 14% ^{jn}	140 11%	59 13%
[3] Fairly unlikely	339 17% ^g	56 23% ^{zbcd}	32 15%	39 14%	238 16%	331 17% ^g	181 17%	172 15%	314 17% ^{egn}	322 17% ^g	126 16%	306 18% ^{zegim n}	219 18% ^{egmn}	95 15%	199 15%	84 18%
[2] Very unlikely	397 20%	35 15%	34 17%	46 17%	316 21% ^{za}	393 20%	200 19%	220 19%	354 20%	375 20%	159 20%	338 20%	229 19%	111 18%	265 21%	99 21%
[1] Certain not to	625 31% ^{abcf hklmo}	30 12%	45 22% ^a	64 23% ^a	527 35% ^{zabc}	613 31% ^{fhklm o}	269 26%	409 36% ^{zefhi jklmno}	521 29% ^{fkmo}	598 31% ^{efhkl mo}	235 27% ^m	457 26%	307 26%	146 23%	416 32% ^{fhklm o}	111 24%
MEAN	2.74 ^{dgi}	3.56 ^{zd}	3.38 ^{zd}	3.26 ^{zd}	2.53	2.75 ^{gi}	2.98 ^{zegh ijkn}	2.62	2.82 ^{zegi n}	2.72 ^g	2.81 ^g	2.85 ^{zegi n}	2.97 ^{zegh ijkn}	3.23 ^{zefg hijklno}	2.72 ^g	3.05 ^{zeghijkn}
Not applicable	9 * ^{hkl}	-	-	-	9 1%	9 * ^{hkl}	5 * ^l	6 1%	5 *	8 * ^{hl}	2 *	5 *	2 *	-	3 *	-
Don't know	35 2% ^{gilmno}	2 1%	3 1%	2 1%	29 2%	34 2% ^{gilmno}	16 2% ^{jlo}	13 1%	27 1% ^{jlo}	32 2% ^{gilmno}	5 1%	25 1% ^{jlo}	10 1%	4 1%	14 1%	2 *
Likely [NET]	368 18% ^d	78 32% ^{zd}	71 34% ^{zd}	85 31% ^{zd}	208 14%	363 18%	236 22% ^{zeghi kn}	194 17%	349 19% ^{zegi}	341 18%	167 22% ^{zegi}	323 19% ^{zegi}	269 22% ^{zeghi kn}	185 29% ^{zefgh ijklno}	248 19% ^g	117 25% ^{zeghikn}
Neutral [NET]	597 29% ^{dgn}	97 40% ^{zbcd}	54 26%	79 29%	416 28%	586 29% ^{gn}	325 31% ^{gjn}	308 27%	554 31% ^{zegij n}	557 29% ^{gn}	209 27%	535 32% ^{zeghi jn}	380 32% ^{zegij n}	184 29%	340 26%	143 30%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 558
FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	1023	65	79	111	843	1007	470	628	875	973	394	796	536	257	681	210
	50%abcf hklmo	27%	38%a	40%a	56%zabc	50%fhklm o	45%	55%zefhi jklmo	48%flm	51%fhklm o	51%fkmo	47%flm	45%lm	41%	53%zefhi klmo	45%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 559

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUSE- HOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	148 7%bfg	136 9%zbef	5 2%	- -	1 8%	1 1%	6 2%	23 3%	56 9%g	56 11%zg	1 5%	4 8%	9 7%	16 10%	8 6%	23 7%	31 11%z	13 6%	6 8%
[5] Very likely	219 11%fg	188 13%zf	15 8%	1 2%	- -	6 8%	9 4%	59 7%	80 13%g	69 14%zg	- -	4 7%	12 9%	10 6%	12 9%	37 12%	31 11%	34 17%zmn	10 14%
[4] Fairly likely	258 13%ef	216 14%zef	21 11%f	5 19%	- -	4 5%	12 5%	95 12%	91 15%	59 12%	3 16%	8 15%	18 14%	17 10%	16 11%	41 14%	38 13%	32 16%	4 6%
[3] Fairly unlikely	339 17%efm	276 18%zef	26 14%	2 9%	7 40%	6 8%	22 10%	126 16%	113 19%	82 16%	5 33%	8 16%	17 14%	17 11%	24 17%	54 18%	48 17%	35 18%	10 13%
[2] Very unlikely	397 20%f	279 19%	53 28%zaf	11 42%	* 3%	22 28%f	32 14%	176 22%zi	116 19%	83 16%	2 12%	7 14%	22 18%	33 20%	30 21%	63 21%	56 20%	41 21%	22 30%
[1] Certain not to	625 31%ahq	378 25%	64 34%a	7 28%	8 44%	35 45%za	135 59%zab	307 38%zhi	148 24%	142 28%	3 22%	20 40%q	44 34%q	66 40%zop	51 36%q	88 29%	77 27%	43 22%	22 30%
MEAN	2.74befg	2.98zbef	2.38f	2.26	2.30	2.00	1.82	2.35	3.01zg	2.99zg	2.72	2.62	2.67	2.50	2.52	2.82	2.95mn	3.06zmn	2.69
Not applicable	9 *	4 *	- -	- -	1 6%	- -	4 2%za	5 1%	- -	- -	2 12%	- -	3 2%zop	2 1%	1 1%	- -	- -	- -	- -
Don't know	35 2%ao	20 1%	4 2%	- -	- -	5 6%za	7 3%	13 2%	8 1%	14 3%	- -	- -	2 2%o	2 1%	1 *	- -	1 *	- -	- -
Likely [NET]	368 18%bfg	324 22%zbef	20 11%	1 2%	1 8%	7 9%	15 7%	82 10%	135 22%zg	125 25%zg	1 5%	8 15%	21 17%	26 16%	20 14%	60 19%	63 22%	46 23%	17 22%
Neutral [NET]	597 29%efm	492 33%zbe	47 25%ef	7 28%	7 40%	10 12%	34 15%	222 27%	205 33%zg	141 28%	8 49%	16 31%	35 28%	34 21%	40 28%	95 31%o	85 30%	67 34%mr	14 19%
Unlikely [NET]	1023 50%ahi	657 44%	117 62%za	18 70%	8 46%	56 73%za	166 74%zab	484 60%zhi	264 43%	225 45%	5 34%	27 53%	66 52%	98 60%zop	81 57%q	151 49%	133 47%	83 42%	45 59%q

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 560

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	148 7%fl	131 7%	17 12%za	10 8%f	13 8%f	14 9%f	3 2%	11 8%f	6 6%	26 12%zfk lmo	36 9%fl	7 4%	3 3%	7 4%	12 14%zfk lmo	127 8%f	82 7%	66 9%	148 7%	120 7%	29 9%	148 7%
[5] Very likely	219 11%ac	190 10%	29 21%za	7 5%	20 12%c	16 10%	18 10%	22 16%c	7 7%	26 12%	41 10%	20 12%c	11 12%	20 12%c	11 13%c	177 11%c	125 10%	88 12%	213 11%	179 11%	40 12%	219 11%
[4] Fairly likely	258 13%	235 12%	23 16%	19 14%	26 15%g	22 13%	20 11%	10 7%	13 13%	40 19%zg jlo	42 10%	29 18%zgj l	8 9%	20 12%	9 10%	220 13%g	148 12%	105 14%	253 13%	220 13%	38 12%	258 13%
[3] Fairly unlikely	339 17%de s	308 16%	30 21%	31 23%zd eijmo	18 11%	18 11%	37 21%de	26 18%	23 24%de	28 13%	61 15%	43 26%zd eijlm no	16 16%	24 15%	12 14%	287 17%de	193 16%	140 18%	334 17%	266 16%	74 22%zsu	339 17%de
[2] Very unlikely	397 20%b	381 20%zb	16 11%	24 18%	35 20%	32 20%	28 16%	39 28%zfi o	16 17%	30 14%	82 20%	32 19%	20 20%	41 24%i	19 22%	318 19%	237 19%	154 20%	391 20%	345 20%	52 16%	397 20%
[1] Certain not to	625 31%bk q	600 32%zb	23 16%	38 29%k	58 33%k	58 36%gk	54 31%k	33 23%	31 32%k	62 29%k	148 36%gko	26 16%	39 40%zg kno	55 32%k	23 26%k	509 30%k	422 34%zqr	195 26%	617 31%q	531 31%	95 28%	625 31%
MEAN	2.74a lp	2.69	3.52z a	2.71	2.75	2.67	2.56	2.88l	2.64	3.07z fjlm	2.64	3.04z efjlm o	2.40	2.58	3.02f lm	2.77l	2.64	2.92zpr	2.74p	2.72	2.88	2.74
Not applicable	9 *	8 *	-	2 1%	-	-	-	-	-	-	5 1%	2 1%	-	-	1 1%	8 1%	7 1%	2 *	9 *	8 *	2 *	9 *
Don't know	35 2%j	32 2%	3 2%	1 1%	3 2%	3 2%	15 8%zcd egijl mno	1 1%	1 2%	-	1 *	7 4%zij mo	1 1%	1 1%	-	33 2%j	23 2%	12 2%	35 2%	30 2%	5 1%	35 2%
Likely [NET]	368 18%a	321 17%	46 33%za	17 13%	34 19%	30 18%	21 12%	34 24%cf	13 13%	52 24%cf	77 19%	27 16%	14 14%	27 16%	23 26%zc fhkim	304 18%f	207 17%	155 20%	361 18%	299 18%	68 20%	368 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 560
FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:
Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	597 29%p	543 29%	53 38%za	50 38%zd egjlm no	45 26%	40 24%	57 33%	36 25%	36 37%	69 32%	103 25%	73 44%zd efgij lmno	24 25%	45 27%	21 24%	507 30%j	341 28%	246 32%p	587 29%p	485 29%	112 34%	597 29%
Unlikely [NET]	1023 50%bk qt	981 52%zb	38 27%	62 47%k	92 53%k	90 56%ik	82 47%k	72 51%k	48 49%	92 43%	230 55%iko	58 35%	58 60%zco fiko	96 57%iko	42 48%k	827 49%k	660 53%zqr	348 46%	1008 50%q	876 52%ztu	147 44%	1023 50%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 561

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)	
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217	
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193	
[6] Certain to	148 7%ampr	42 5%	125 10%zacd egj	143 8%zad	148 7%a	133 8%zad	22 10%a	139 8%zad	76 9%aj	48 12%zac degj	4 3%	132 9%zmn	1 1%	11 4%	4 3%	133 8%zp	15 4%	143 8%zr	5 3%	
[5] Very likely	219 11%ajlnp r	60 7%	183 15%zac degj	214 12%za dj	219 11%aj	188 12%zad j	30 13%aj	204 12%zad j	123 14%za cdegj	73 18%zac degj	3 3%	187 12%zln	1 2%	27 9%n	3 3%	188 12%zp	31 7%	214 12%zr	5 3%	
[4] Fairly likely	258 13%ajnr	74 9%	203 16%zac degj	245 13%za dj	258 13%aj	214 13%aj	32 14%j	243 14%zac dej	113 13%aj	56 13%aj	6 5%	207 13%n	7 12%	38 13%n	6 5%	214 13%	44 10%	245 13%zr	13 7%	
[3] Fairly unlikely	339 17%nr	122 15%	232 18%zad j	321 17%za dj	339 17%	279 17%	40 17%	305 18%zad j	166 19%za dj	67 16%	13 10%	274 18%n	5 9%	46 16%	14 10%	279 17%	60 14%	321 17%zr	19 10%	
[2] Very unlikely	397 20%	181 23%zb cdf	227 18%	360 20%b	397 20%	326 20%bf	32 14%	346 20%bf	164 19%	79 19%	20 16%	311 20%	15 26%	49 17%	22 17%	326 20%	71 17%	360 20%	37 19%	
[1] Certain not to	625 31%bcegh hikoq	308 38%zb cdefg hi	268 21%	520 28%bg hi	625 31%bce ghi	442 28%bgh i	65 28%b	461 27%bhi	204 24%	91 22%	71 ghi	412 27%	30 50%zk	108 37%zk	76 57%zkm	442 28%	183 43%zo	520 28%	106 55%zq	
MEAN	2.74ajl mnpr	2.39j	3.15za cdegj	2.84z adj	2.74aj dj	2.86za dj	2.98aj	2.88za cdj	3.02z acdeg j	3.21z acdeg hj	1.84	2.90zlmn	1.95	2.50ln	1.82	2.86zp	2.29	2.84zr	1.86	
Not applicable	9 *bcegh oq	3 *	2 *	6 *	9 *bcegh	4 *	-	4 *	-	1 *	4 hi	3%zabcdefg	4 *	-	2 1%	4 3%zk	4 *	5 1%zo	6 *	4 2%zq
Don't know	35 2%eiko	13 2%i	18 1%	30 2%ei	35 2%ei	18 1%	9 4%zabc degj	25 1%ei	15 2%i	1 *	3 3%i	18 1%	-	12 4%zk	4 3%	18 1%	16 4%zo	30 2%	4 2%	
Likely [NET]	368 18%ajlm npr	102 13%j	307 24%zac degj	358 19%za dj	368 18%aj	321 20%zad j	52 22%aj	343 20%zad j	199 23%za cdegj	122 29%zab cdegj	8 6%	319 21%zlmn	2 4%	39 13%n	8 6%	321 20%zp	46 11%	358 19%zr	10 5%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 561

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	597 29%a r	196 24%j	435 35%zac degij	565 31%za dj	597 29%aj	493 31%zad j	72 31%j	548 32%zac dej	278 32%za dj	123 30%j	19 15%	481 31%zn	12 21%	84 29%n	20 15%	493 31%zp	104 24%	565 31%zr	32 17%
Unlikely [NET]	1023 50%bcef ghikoq	489 61%zb cdefg hi	495 39%	880 48%bgi hi	1023 50%bce fghi	768 48%bgh i	98 42%	807 47%bhi	368 43%b	171 41%	91 73%zabcde ghi	723 47%	45 76%zkm	156 53%	98 73%zkm	768 48%	254 60%zo	880 48%	143 74%zq

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Table 562

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	148 7%a	50 6%	5 11%q	-	1 5%	1 6%	4 7%	-	33 10%aq	14 5%	-	-	41 11%zalq	-
[5] Very likely	219 11%a	65 8%	4 9%	-	3 10%	1 4%	6 11%	-	59 17%zapq	39 15%za	-	-	40 11%	3 5%
[4] Fairly likely	258 13%	104 12%	11 24%zalp	-	1 3%	-	8 16%	-	61 18%zalp	25 10%	1 16%	-	41 11%	7 13%
[3] Fairly unlikely	339 17%	140 16%	6 13%	-	3 13%	2 8%	8 15%	1 40%	57 17%	42 16%	-	-	73 20%	7 14%
[2] Very unlikely	397 20%	183 21%	11 25%	-	2 7%	5 25%	13 25%	2 60%	63 18%	45 17%	2 45%	-	59 16%	12 24%
[1] Certain not to	625 31%bhp	305 35%zbhp	7 15%	2 100%	14 57%	12 57%	13 26%	-	63 18%	91 35%bhp	2 39%	2 100%	91 25%h	20 41%bhp
MEAN	2.74aq	2.52	3.19aq	1.00	2.15	1.86	2.83q	2.40	3.26zalq	2.68	1.93	1.00	3.01zalq	2.16
Not applicable	9 *	3 *	-	-	-	-	-	-	1 *	-	-	-	5 1%z	-
Don't know	35 2%	9 1%	2 3%	-	1 5%	-	-	-	6 2%	2 1%	-	-	12 3%zal	1 3%
Likely [NET]	368 18%aq	115 13%	9 20%q	-	4 16%	2 10%	9 18%	-	92 27%zaq	53 20%aq	-	-	81 22%zaq	3 5%
Neutral [NET]	597 29%	244 28%	16 36%	-	4 16%	2 8%	16 31%	1 40%	118 34%zl	67 26%	1 16%	-	114 31%	13 27%
Unlikely [NET]	1023 50%hp	488 57%zbhp	18 40%	2 100%	15 63%	17 82%	26 50%	2 60%	126 37%	136 53%hp	4 84%	2 100%	150 41%	32 65%bhp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 563

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	148 7%	- -	1 100%	17 11%	- -	- -	- -	- -	1 11%	- -	- -	1 4%	1 100%	7 7%
[5] Very likely	219 11%	3 32%	- -	11 7%	- -	- -	3 27%	- -	1 22%	- -	- -	1 9%	- -	17 17%dy
[4] Fairly likely	258 13%	2 23%	- -	19 13%	- -	- -	1 9%	- -	1 11%	- -	- -	3 21%	- -	20 19%zs
[3] Fairly unlikely	339 17%	- -	- -	32 21%	- -	- -	1 15%	- -	1 17%	- -	1 58%	2 13%	- -	25 24%
[2] Very unlikely	397 20%py	2 23%	- -	23 15%	1 100%	2 100%	3 34%	1 100%	- -	1 55%	1 42%	7 43%	- -	8 7%
[1] Certain not to	625 31%y	2 22%	- -	47 31%y	- -	- -	1 8%	- -	1 20%	1 45%	- -	2 10%	- -	23 22%
MEAN	2.74	3.19	6.00	2.83	2.00	2.00	3.15	2.00	3.61	1.55	2.58	2.87	6.00	3.23zs
Not applicable	9 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Don't know	35 2%	- -	- -	5 3%	- -	- -	1 7%	- -	1 19%	- -	- -	- -	- -	3 3%
Likely [NET]	368 18%	3 32%	1 100%	28 18%	- -	- -	3 27%	- -	2 33%	- -	- -	2 12%	1 100%	25 24%
Neutral [NET]	597 29%	2 23%	- -	51 33%	- -	- -	2 24%	- -	2 28%	- -	1 58%	6 35%	- -	45 43%z
Unlikely [NET]	1023 50%py	4 45%	- -	70 45%py	1 100%	2 100%	4 42%	1 100%	1 20%	3 100%	1 42%	8 53%	- -	31 29%

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Table 563

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	148	3	-	-	-	-	5	-	-
	7%	5%	-	-	-	-	5%	-	-
[5] Very likely	219	6	-	-	-	-	6	-	*
	11%	8%	-	-	-	-	6%	-	5%
[4] Fairly likely	258	5	1	-	-	3	22	-	-
	13%	6%	49%	-	-	49%	24%zs	-	-
[3] Fairly unlikely	339	14	-	-	-	1	26	-	-
	17%	20%	-	-	-	16%	28%z	-	-
[2] Very unlikely	397	14	-	-	-	-	16	1	3
	20%p	20%p	-	-	-	-	17%	100%	30%
[1] Certain not to	625	29	1	2	2	1	13	-	6
	31%y	41%py	51%	100%	100%	11%	14%	-	66%
MEAN	2.74	2.35	2.46	1.00	1.00	3.35	3.06s	2.00	1.48
Not applicable	9	-	-	-	-	-	2	-	-
	*	-	-	-	-	-	2%	-	-
Don't know	35	-	-	-	-	1	3	-	-
	2%	-	-	-	-	25%	3%	-	-
Likely [NET]	368	9	-	-	-	-	11	-	*
	18%	13%	-	-	-	-	12%	-	5%
Neutral [NET]	597	19	1	-	-	3	47	-	-
	29%	26%	49%	-	-	64%	52%zds	-	-
Unlikely [NET]	1023	43	1	2	2	1	29	1	9
	50%py	61%py	51%	100%	100%	11%	32%	100%	95%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 564

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	148 7%b	101 9%zbc	47 6%	23 6%	4 12%	1 6%	- -	3 9%	- -	26 11%bc	10 5%	- -	- -	35 15%zabcn	- -	57 13%zab cn	9 24%zabcjn
[5] Very likely	219 11%b	146 12%zbc	73 9%	34 8%	2 6%	1 11%	1 13%	4 13%	- -	43 18%zabc	27 15%bc	- -	- -	31 13%	2 9%	70 16%zabc	3 9%
[4] Fairly likely	258 13%	153 13%	105 12%	56 13%	10 29%zabcnrt u	- -	- -	5 15%	- -	42 17%zanrt	18 10%	- -	- -	21 9%	1 3%	57 13%	3 7%
[3] Fairly unlikely	339 17%	194 16%	146 17%	70 17%	3 10%	1 8%	2 22%	7 19%	1 100%	37 15%	26 15%	- -	- -	43 18%	4 16%	69 16%	6 16%
[2] Very unlikely	397 20%b	262 22%zbr	135 16%	117 28%zabnr	8 24%	- -	1 9%	6 17%	- -	52 21%	34 19%	2 68%	- -	34 15%	9 36%	96 22%br	5 13%
[1] Certain not to	625 31%ajt	330 28%jt	295 35%zacjt	121 29%jt	6 18%	7 75%	4 56%	9 28%	- -	42 17%	65 36%ajt	1 32%	1 100%	65 28%jt	9 36%	89 20%	12 30%
MEAN	2.74b c	2.85zb	2.58	2.61	3.15	1.90	2.04	2.94	3.00	3.29zabcn	2.65	1.68	1.00	3.11zabcn	2.14	3.21za bcn	3.21bc
Not applicable	9 *a	- -	9 1%zat	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	35 2%act	5 *	30 4%zacjnrt	1 *	1 3%cn	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	1 *	1 2%
Likely [NET]	368 18%bc	247 21%zbc	120 14%	58 14%	6 17%	2 17%	1 13%	7 21%	- -	69 28%zabc	37 20%	- -	- -	66 29%zabc	2 9%	127 29%zab cn	13 32%zbc
Neutral [NET]	597 29%	347 29%	251 30%	126 30%	13 39%	1 8%	2 22%	12 34%	1 100%	79 33%	44 25%	- -	- -	64 28%	5 20%	126 29%	9 23%
Unlikely [NET]	1023 50%jrt	592 50%jrt	431 51%jrt	238 56%zajrt	14 42%	7 75%	5 65%	15 45%	- -	94 39%	99 55%jrt	3 100%	1 100%	99 43%	17 71%	185 42%	17 43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 565

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	148 7%g	16 9%	14 9%	7 14%	38 6%	28 6%	9 6%	48 3%	100 16%zg	118 9%zj	19 5%	11 14%z	26 10%	78 12%z	126 25%zm	62 29%zm	113 31%zmn	148 40%zmn op	62 11%z	123 27%zr	67 28%zr	108 29%zr	124 33%zrsu
[5] Very likely	219 11%gj	23 13%	22 13%	11 23%z	71 11%	58 12%	17 11%	110 8%	109 17%zg	198 15%zj	16 4%	15 18%	50 19%z	111 17%z	172 35%zm	92 43%zmn p	131 36%zm	219 60%zmn op	80 14%z	156 34%zr	91 39%zru	125 33%zr	149 39%zrsu
[4] Fairly likely	258 13%dj kmqr	26 15%	28 17%	4 9%	62 10%	58 12% d	23 16% d	171 12%	87 13%	218 17%zj	22 6%	4 4%	43 16% k	50 7% q	65 13% mp q	22 10% q	36 10% q	- -	49 9%	68 15% ru	31 13% r	46 12%	51 14% r
[3] Fairly unlikely	339 17% gmno pqrs tuv	29 16%	28 17%	8 16%	118 19%	93 20%	36 24% z	227 16%	112 17%	254 19% zj	55 14%	18 22%	42 16%	63 9% q	47 10% q	16 8% q	28 8% q	- -	57 10% v	37 8% v	16 7%	27 7% v	18 5%
[2] Very unlikely	397 20% hno pqst uv	37 21%	33 20%	6 13%	130 20%	100 21%	28 19%	295 21% zh	103 16%	241 18%	102 26% zi	17 20%	49 18%	142 21% nopq	45 9% q	15 7% q	33 9% q	- -	126 22% stuv v	51 11% v	19 8% v	38 10% v	19 5%
[1] Certain not to	625 31% fhi nop qstuv	46 25%	40 24%	13 26%	208 33% ef	129 27%	33 22%	503 36% zh	122 19%	268 20%	163 42% zi	17 21%	57 21%	220 33% nopq	35 7% oq	6 3% q	24 6% oq	- -	195 34% stuv	27 6% v	10 4%	31 8% stv	15 4%
MEAN	2.74g j	2.95	3.01	3.30z	2.63	2.79d	2.94d	2.43	3.41zg	3.15zj	2.15	3.19z	3.22z	2.88z m	4.37z n	4.71zm n	4.53zm n	5.40zm nop	2.78 r	4.40z r	4.60zr su	4.39zr	4.78zrstu
Not applicable	9 *i	-	-	-	5 1%	2 *	-	7 1%	2 *	2 *	2 *	-	1 *	4 1%	2 *	-	-	-	-	-	-	-	-
Don't know	35 2% gmnp qr	3 1%	-	-	7 1%	4 1%	3 2%	28 2%	7 1%	23 2%	7 2%	-	1 *	1 *	1 *	1 *	-	-	*	3 1%	1 1%	2 1%	2 1%
Likely [NET]	368 18%gj	39 22%	36 22%	18 36% za b	108 17%	87 18%	26 18%	158 11%	210 33% zg	315 24% zj	34 9%	26 32% z	76 28% z	189 28% z	298 60% zm	154 72% zmn	244 67% zmn n	368 100% zmn op	141 25% z	279 60% zr	158 67% zrs u	232 62% zr	273 72% zrsu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 565

FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	597 29% m nopqr stuv	56 31%	56 34%	12 25%	180 28%	151 32% ^d	59 39% ^{zd}	399 29%	199 31%	472 36% ^{zj}	77 20%	22 26%	85 32%	113 17% ^q	113 23% ^{mp}	39 18% ^q	64 17% ^q	-	106 19%	105 23% ^{uv}	47 20%	73 19%	70 18%
Unlikely [NET]	1023 50% h iinop qstuv	83 46%	73 44%	19 39%	338 53% ^{ef}	229 48%	61 41%	798 57% ^{zh}	225 35%	509 38%	265 69% ^{zi}	34 42%	106 39%	363 54% ^{zno}	81 16% ^{oq}	21 10% ^q	56 15% ^{oq}	-	321 56% ^{zst}	77 17% ^{tv}	29 12% ^v	69 18% ^{tv}	34 9%

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Table 566

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: SUMMARY**BASE: All who have used their landline in the last year**

	Total	Certain to [6]	Very likely [5]	Fairly likely [4]	Fairly unlikely [3]	Very unlikely [2]	Certain not to [1]	MEAN	Not applicable	Don't know	Likely [NET]	Neutral [NET]	Unlikely [NET]
Not change any aspect of your landline call behaviour	2032	328 16%	341 17%	353 17%	329 16%	256 13%	380 19%	3.50	6 *	39 2%	669 33%	682 34%	636 31%
Switch some calls from landline to mobile phone	2032	174 9%	321 16%	383 19%	345 17%	309 15%	456 22%	3.16	5 *	39 2%	495 24%	728 36%	766 38%
Switch some calls from landline to VoIP	2032	64 3%	150 7%	234 12%	350 17%	447 22%	698 34%	2.43	6 *	82 4%	214 11%	585 29%	1145 56%
Switch some calls from landline to email, mobile phone texts or instant messages	2032	140 7%	225 11%	349 17%	381 19%	378 19%	513 25%	2.91	9 *	36 2%	365 18%	731 36%	891 44%
Give up my landline and only rely on mobile and broadband call services	2032	148 7%	219 11%	258 13%	339 17%	397 20%	625 31%	2.74	9 *	35 2%	368 18%	597 29%	1023 50%

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Table 567
FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	669 33%h	324 32%	345 34%	1 100%	13 39%	63 30%	122 37%h	147 37%hm	95 25%	124 33%h	104 35%h	14 41%	185 34%h	242 31%h	228 34%h	218 34%	192 34%	127 32%	132 30%	137 31%	312 32%	179 34%
Switch some calls from landline to mobile phone	495 24%hij nt	251 25%	244 24%	1 100%	14 43%	86 41%zgh ijmn	135 41%zgh ijmn	118 30%zhi jmn	70 18%jn	53 14%jn	18 6%	16 45%zhi jmn	220 41%zgh ijmn	188 24%hij n	71 11%j	172 27%	134 24%	87 22%	101 23%	120 27%t	214 22%	131 25%
Switch some calls from landline to VoIP	214 11%hij nq	117 11%	98 10%	- -	4 11%	45 21%zgh ijmn	58 18%zhi jmn	52 13%hijn	29 8%jn	18 5%	8 3%	4 11%j	103 19%zgh ijmn	81 10%hijn	26 4%	89 14%zq r	59 10%	28 7%	37 9%	56 13%	100 10%	48 9%
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%hij nt	178 17%	187 19%	1 100%	10 29%	62 30%zgh ijmn	101 31%zgh ijmn	81 20%hij n	55 14%jn	41 11%jn	13 5%	11 31%hij n	163 30%zgh ijmn	136 17%hijn	54 8%j	122 19%	101 18%	60 15%	81 19%	93 21%zt	153 15%	93 18%
Give up my landline and only rely on mobile and broadband call services	368 18%hij n	185 18%	182 18%	1 100%	13 40%	78 37%zgh ijmn	100 30%zgh ijmn	78 20%hij mn	46 12%jn	39 10%jn	12 4%	14 42%zgh ijmn	178 33%zgh ijmn	124 16%hijn	51 8%j	113 18%	113 20%	62 15%	80 18%	100 23%zt u	163 16%	82 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 568

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO- YED (h)	NOT WORKI- NG - HOUSE WIFE (i)	STILL IN EDUCA- TION (j)	UNEMP- LOYED (k)	RETIR- ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO- YED (r)	NOT WORKI- NG - HOUSE WIFE (s)	STILL IN EDUCA- TION (t)	UNEMP- LOYED (u)	RETIR- ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	669 33%a	31 21%	82 37%a	194 35%a	39 33%	12 28%	226 32%	80 37%	51 32%	16 25%	9 53%	9 21%	248 33%	29 35%	527 33%	141 33%	287 33%	57 38%	46 31%	6 19%	3 42%	7 20%	240 33%	24 34%
Switch some calls from landline to mobile phone	495 24%ln v	43 29%	75 34%z	182 33%z	32 27%	17 41%	231 33%zi l	70 33%zi	49 31%l	12 20%	7 40%	15 36%l	86 12%	25 31%l	362 23%	133 31%zn	287 33%zq v	35 23%v	45 31%v	6 19%	1 20%	10 29%v	87 12%	23 33%v
Switch some calls from landline to VoIP	214 11%lv	29 20%zc	38 17%z	65 12%	15 13%	9 21%	115 16%zgl	17 8%	24 15%l	6 9%	5 32%	6 14%l	32 4%	8 10%l	170 11%	44 10%	130 15%zv	12 8%	18 13%v	4 12%	2 31%	5 13%v	35 5%	8 12%v
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%ln v	32 22%	48 22%	138 25%z	23 20%	9 21%	166 23%zl	53 24%zl	32 20%l	9 14%	7 39%	13 32%zil	68 9%	17 21%l	272 17%	93 22%ln	207 24%zv	30 20%v	28 19%v	5 17%	2 33%	11 32%zv	67 9%	13 19%v
Give up my landline and only rely on mobile and broadband call services	368 18%lv	35 24%	56 25%z	138 25%z	19 16%	8 20%	182 26%zl	47 22%l	28 17%l	9 14%	7 40%	14 33%zhi l	62 8%	20 24%l	278 17%	90 21%	218 25%zr v	31 21%v	23 16%v	4 13%	1 20%	12 35%zrs v	60 8%	17 25%v

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 569

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
Not change any aspect of your landline call behaviour	669 33%	370 31%	118 37%	180 35%	171 34%	6 40%	* 16%	27 35%	471 32%	204 35%	225 30%	105 34%	68 29%	65 40% _j	69 30%	73 34%	27 39%	6 46%	1 37%	1 51%	2 29%	
Switch some calls from landline to mobile phone	495 24% _{ch} ij	324 27% _{zc}	85 26% _c	86 17%	192 38% _{zh}	6 40%	- -	26 33% _h	279 19%	86 15%	160 22% _i	85 27% _i	94 40% _{zi} jk	69 42% _{zi} jk	76 33% _z	83 39% _z	27 39% _z	8 56%	3 100%	1 100%	1 14%	
Switch some calls from landline to VoIP	214 11% _{ch} i	150 13% _{zc}	33 10% _c	31 6%	89 18% _{zh}	1 7%	- -	14 18% _h	114 8%	25 4%	76 10% _i	34 11% _i	54 23% _{zi} jk	23 14% _i	31 14%	46 22% _z	11 15%	3 24%	2 59%	- -	1 14%	
Switch some calls from landline to email, mobile phone texts or instant messages	365 18% _{ch} i	239 20% _{zc}	62 19% _c	64 12%	144 28% _{zh}	4 25%	* 16%	20 26% _h	203 14%	67 12%	120 16% _i	56 18% _i	68 29% _{zi} jk	52 32% _{zi} jk	55 24% _z	66 31% _z	20 29% _z	6 47%	2 59%	- -	1 14%	
Give up my landline and only rely on mobile and broadband call services	368 18% _{ch} i	238 20% _{zc}	69 21% _c	60 12%	156 31% _{zgh}	7 45%	- -	13 17%	199 14%	60 10%	123 17% _i	60 19% _i	71 31% _{zi} jk	53 32% _{zi} jk	62 27% _z	70 33% _z	18 26%	7 51%	2 59%	1 51%	2 32%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 570

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	669 33%k	82 34%	75 36%	100 36%	492 33%	659 33%k	347 33%	390 34%k	589 33%k	635 33%k	243 31%	527 31%	404 34%k	223 35%k	440 34%k	181 38%zefhijkl
	495 24%g	86 36%zd	84 40%zd	120 43%zd	298 20%	488 24%g	315 30%zeghi kn	260 23%	473 26%zegi	463 24%	240 31%zeghi kn	438 26%zegi	356 30%zeghi kn	235 37%zefgh ijkln	345 27%zegi	175 37%zefghijkln
	214 11%g	40 16%zd	40 19%zd	54 19%zd	121 8%	211 11%	126 12%i	111 10%	205 11%zegi	198 10%	94 12%g	195 12%zegi	162 14%zeghi kn	94 15%zefgh ikn	137 11%	79 17%zefghijkn
	365 18%g	65 27%zd	67 32%zd	89 32%zd	215 14%	357 18%	223 21%zeghi	201 17%	343 19%zei	337 18%	171 22%zeghi n	332 20%zegi	278 23%zeghi kn	174 28%zefgh ijkln	247 19%i	119 25%zeghikn
	368 18%g	78 32%zd	71 34%zd	85 31%zd	208 14%	363 18%	236 22%zeghi kn	194 17%	349 19%zegi	341 18%	167 22%zegi	323 19%zegi	269 22%zeghi kn	185 29%zefgh ijkln	248 19%g	117 25%zeghikn

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Table 571

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	669 33%	478 32%	59 31%	11 43%	7 38%	35 45%zab	79 35%	248 31%	201 33%	169 34%	8 53%	16 33%	50 39%	61 37%	48 34%	93 30%	104 37%	62 32%	23 31%
Switch some calls from landline to mobile phone	495 24%befg	433 29%zbef	28 15%f	3 10%	4 23%	8 11%	19 8%	120 15%	201 33%zg	138 27%g	4 27%	8 16%	23 18%	34 21%	25 18%	90 29%zln	82 29%ln	73 37%zklm n	21 27%
Switch some calls from landline to VoIP	214 11%efgn	194 13%zbef	14 7%f	1 3%	- -	2 2%	4 2%	51 6%	94 15%zg	59 12%g	1 5%	3 6%	12 10%	13 8%	7 5%	32 10%	37 13%no	39 20%zklm no	16 21%zkmno
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%befg	330 22%zbef	19 10%f	2 7%	1 4%	3 5%	10 4%	94 12%	140 23%zg	104 21%g	1 5%	9 17%	19 15%	33 20%	19 13%	62 20%	59 21%	36 18%	18 24%
Give up my landline and only rely on mobile and broadband call services	368 18%befg	324 22%zbef	20 11%	1 2%	1 8%	7 9%	15 7%	82 10%	135 22%zg	125 25%zg	1 5%	8 15%	21 17%	26 16%	20 14%	60 19%	63 22%	46 23%	17 22%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 572

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	669 33%fh ko	629 33%	38 27%	52 40%fh ko	61 35%fh k	55 34%fk	31 17%	56 39%fhk	21 21%	74 35%fh k	136 33%fk	38 23%	38 40%fh k	66 40%zf hko	41 47%ze fhjko	523 31%fk	413 33%	243 32%	656 33%	557 33%	112 34%	669 33%
Switch some calls from landline to mobile phone	495 24%af kps	438 23%	56 40%za	26 20%	45 26%fk	46 29%fk l	26 15%	44 31%clk l	20 20%	71 33%zc fkmo	101 24%fk	30 18%	18 18%	39 23%	30 34%zc fkmo	409 24%fk	270 22%	216 28%zpr	486 24%p	390 23%	105 31%zsu	495 24%ks
Switch some calls from landline to VoIP	214 11%ap	179 9%	35 25%za	12 9%	15 9%	14 9%	14 8%	31 21%zcde fhijklm o	9 9%	16 8%	55 13%	15 9%	8 8%	15 9%	10 11%	181 11%	116 9%	95 12%p	211 11%p	173 10%	41 12%	214 11%
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%af kl	321 17%	43 31%za	23 18%	38 22%fh kl	38 23%fh kl	18 10%	34 23%fhkl	9 9%	47 22%fh kl	76 18%fk	20 12%	10 10%	27 16%	25 29%zc fhijkl mo	303 18%fk	208 17%	152 20%	359 18%	295 17%	70 21%	365 18%
Give up my landline and only rely on mobile and broadband call services	368 18%af	321 17%	46 33%za	17 13%	34 19%	30 18%	21 12%	34 24%cf	13 13%	52 24%cf	77 19%	27 16%	14 14%	27 16%	23 26%zc fhiklm	304 18%fk	207 17%	155 20%	361 18%	299 18%	68 20%	368 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 573
FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY
BASE: All who have used their landline in the last year

Unweighted Base
Weighted Base

Not change any aspect of your landline call behaviour

Switch some calls from landline to mobile phone

Switch some calls from landline to VoIP

Switch some calls from landline to email, mobile phone texts or instant messages

Give up my landline and only rely on mobile and broadband call services

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
669 33%	279 35%	403 32%	597 32%	669 33%	518 32%	76 33%	555 32%	271 31%	148 36%	51 41%h	498 32%	20 34%	99 34%	52 39%	518 32%	151 35%	597 32%	72 37%
495 24%ajlm npr	149 19%j	415 33%zac degj	484 26%za dj	495 24%aj	434 27%zad j	69 30%aj	464 27%zad j	262 30%za cdegj	159 38%zab cdefgh j	10 8%	433 28%zlmn	1 1%	51 17%ln	10 7%	434 27%zp	60 14%	484 26%zr	10 5%
214 11%ajmpr	62 8%	183 15%zac degj	208 11%za dj	214 11%aj	187 12%zad j	42 18%zac degj	204 12%zad j	113 13%za dj	77 19%zab cdegj	5 4%	185 12%zmn	2 3%	22 8%	5 3%	187 12%zp	27 6%	208 11%zr	6 3%
365 18%ajmn pr	107 13%j	299 24%zac degj	355 19%za dj	365 18%aj	326 20%zad j	53 23%aj	345 20%zad j	194 23%za cdgj	105 25%zac degj	5 4%	321 21%zlmn	5 8%	34 12%n	5 4%	326 20%zp	39 9%	355 19%zr	10 5%
368 18%ajlm npr	102 13%j	307 24%zac degj	358 19%za dj	368 18%aj	321 20%zad j	52 22%aj	343 20%zad j	199 23%za cdegj	122 29%zab cdegj	8 6%	319 21%zlmn	2 4%	39 13%n	8 6%	321 20%zp	46 11%	358 19%zr	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 574

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	669	277	23	-	8	7	20	*	100	91	1	1	120	18
	33%	32%	51%zahp	-	32%	35%	38%	8%	29%	35%	18%	47%	33%	37%
Switch some calls from landline to mobile phone	495	174	12	-	6	2	16	-	110	70	-	-	101	4
	24%aq	20%	28%q	-	23%	10%	32%q	-	32%zaq	27%aq	-	-	28%aq	8%
Switch some calls from landline to VoIP	214	74	8	-	-	-	6	-	52	35	-	-	36	3
	11%a	9%	17%	-	-	-	12%	-	15%za	14%a	-	-	10%	5%
Switch some calls from landline to email, mobile phone texts or instant messages	365	123	10	-	4	2	8	*	86	51	-	-	79	1
	18%aq	14%q	22%q	-	18%	10%	16%	8%	25%zaq	20%q	-	-	22%aq	3%
Give up my landline and only rely on mobile and broadband call services	368	115	9	-	4	2	9	-	92	53	-	-	81	3
	18%aq	13%	20%q	-	16%	10%	18%	-	27%zaq	20%aq	-	-	22%zaq	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 575

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	669	2	1	39	-	-	4	-	2	1	-	7	-	24
	33%p	22%	100%	26%	-	-	46%	-	29%	55%	-	47%	-	23%
Switch some calls from landline to mobile phone	495	4	1	34	-	-	4	-	3	-	-	5	1	27
	24%	42%	100%	22%	-	-	44%	-	51%	-	-	29%	100%	26%
Switch some calls from landline to VoIP	214	2	-	14	-	-	3	-	-	-	-	1	-	13
	11%	25%	-	9%	-	-	36%	-	-	-	-	9%	-	12%
Switch some calls from landline to email, mobile phone texts or instant messages	365	1	1	26	-	-	3	-	2	-	-	2	1	23
	18%	13%	100%	17%	-	-	36%	-	28%	-	-	14%	100%	22%
Give up my landline and only rely on mobile and broadband call services	368	3	1	28	-	-	3	-	2	-	-	2	1	25
	18%	32%	100%	18%	-	-	27%	-	33%	-	-	12%	100%	24%

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Table 575

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	669 33%p	26 37%	1 51%	1 41%	- -	2 38%	24 27%	-	4 42%
Switch some calls from landline to mobile phone	495 24%	19 26%	- -	- -	- -	1 27%	15 16%	- -	* 5%
Switch some calls from landline to VoIP	214 11%	9 12%	- -	- -	- -	1 27%	9 10%	- -	* 5%
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%	10 14%	- -	1 59%	- -	- -	16 18%	- -	1 7%
Give up my landline and only rely on mobile and broadband call services	368 18%	9 13%	- -	- -	- -	- -	11 12%	- -	* 5%

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Table 576

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	669	405	264	140	17	4	1	14	*	72	63	-	-	86	6	158	16
	33%	34%	31%	33%	51%zabj	39%	14%	39%	20%	30%	35%	-	-	38%	26%	36%j	40%
Switch some calls from landline to mobile phone	495	339	156	101	8	1	1	12	-	90	44	-	-	80	2	168	17
	24%b	28%zbc	19%	24%b	23%	11%	13%	34%	-	37%zabcn	24%	-	-	35%zabcn	9%	38%zab cn	42%zbcn
Switch some calls from landline to VoIP	214	146	68	43	4	-	-	5	-	41	21	-	-	29	2	65	4
	11%b	12%zb	8%	10%	11%	-	-	15%	-	17%zabc	12%	-	-	13%	7%	15%zb	9%
Switch some calls from landline to email, mobile phone texts or instant messages	365	250	115	66	6	3	1	6	*	69	36	-	-	62	1	119	13
	18%b	21%zbc	14%	16%	17%	26%	13%	17%	20%	28%zabc	20%b	-	-	27%zabc	3%	27%zab c	32%zbc
Give up my landline and only rely on mobile and broadband call services	368	247	120	58	6	2	1	7	-	69	37	-	-	66	2	127	13
	18%bc	21%zbc	14%	14%	17%	17%	13%	21%	-	28%zabc	20%	-	-	29%zabc	9%	29%zab cn	32%zbc

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 577

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	669 33%	49 27%	50 30%	13 26%	226 35%	156 33%	49 33%	442 32%	227 35%	422 32%	121 32%	29 35%	95 35%	669 100%zno pq	247 50%z	118 55%z	185 51%z	189 51%z	389 68%zst uv	205 44%z	112 48%z	163 43%z	168 44%z
Switch some calls from landline to mobile phone	495 24%gj	46 26%	45 27%	19 40%z	157 25%	134 28% ^d	39 26%	247 18%	248 39%zg	426 32%zj	45 12%	38 46%z	90 34%z	247 37%z	495 100%zmn opq	179 83%zm	300 82%zm	298 81%zm	183 32%z	353 76%zr v	173 74%zr	274 73%zr	274 72%zr
Switch some calls from landline to VoIP	214 11%gj	28 15%	25 15%	15 31%za b	62 10%	51 11%	18 12%	103 7%	111 17%zg	179 14%zj	25 6%	25 30%zl	45 17%z	118 18%z	179 36%z m	214 100%zmn pq	160 44%zmn	154 42%zmn	103 18%z	154 33%zr	145 62%zrs uv	147 39%zrs	144 38%zrs
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%gj	41 22%	39 24%	19 39%za b	103 16%	97 20% ^d	30 20%	177 13%	188 29%zg	308 23%zj	42 11%	23 28%z	67 25%z	185 28%z	300 61%zm	160 75%zm nq	365 100%zmn oq	244 66%zmn	147 26%z	268 58%zr	165 70%zrs v	262 70%zrs v	225 59%zr
Give up my landline and only rely on mobile and broadband call services	368 18%gj	39 22%	36 22%	18 36%za b	108 17%	87 18%	26 18%	158 11%	210 33%zg	315 24%zj	34 9%	26 32%z	76 28%z	189 28%z	298 60%zm	154 72%zmn	244 67%zm n	368 100%zmn op	141 25%z	279 60%zr	158 67%zrs u	232 62%zr	273 72%zrsu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 578

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	682 34%bjn	368 36%zb	314 31%	-	11 34%	83 40%ijn	125 38%ijn	131 33%j	151 39%zij mn	112 30%j	68 23%	11 33%	209 39%zij n	282 36%jn	180 27%j	217 34%	189 33%	123 31%	154 35%	152 35%	335 34%	165 32%
Switch some calls from landline to mobile phone	728 36%jkn	376 37%	351 35%	-	6 17%	73 35%jk	130 39%jkn	165 41%zjk n	161 42%zjk n	129 35%jkn	64 21%	6 16%	203 38%jkn	326 42%zij kn	193 29%j	204 32%	222 39%o	151 38%	151 35%	155 35%	360 36%	179 34%
Switch some calls from landline to VoIP	585 29%ijn	315 31%	270 27%	-	12 36%	75 36%zij n	127 38%zhi jmn	129 32%ijn	111 29%ijn	80 21%	50 17%	12 35%jn	202 37%zhi jmn	240 31%ijn	130 19%	184 29%	169 30%	101 25%	131 30%	141 32%	281 28%	144 28%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%jn	379 37%	351 35%	-	9 25%	84 40%jn	136 41%ijn	162 41%ijn	159 41%zij n	123 33%jn	58 19%	9 25%	220 41%zij n	321 41%zij n	181 27%j	221 35%	212 37%	141 35%	157 36%	165 38%	358 36%	185 36%
Give up my landline and only rely on mobile and broadband call services	597 29%ijn	322 32%z	275 27%	-	12 37%	74 36%ijn	117 35%zij n	136 34%ijn	121 31%ijn	87 23%jn	49 16%	12 36%jn	191 35%zij n	258 33%zij n	136 20%j	188 30%	157 28%	120 30%	132 30%	136 31%	284 29%	156 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 579

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	682 34%lv	50 34%	82 37%	209 38%z	46 39%	18 43%	268 38%zl	73 34%	64 40%l	22 34%	4 23%	19 45%l	209 28%	24 29%	534 33%	148 35%	319 37%zv	49 33%	63 43%zv	10 32%	3 35%	15 44%v	205 28%	19 27%
Switch some calls from landline to mobile phone	728 36%lv	41 28%	95 43%a	228 41%za	51 43%	15 35%	289 41%zl	76 35%	66 41%l	32 51%zg	6 37%	17 40%	218 29%	24 29%	579 36%	149 35%	345 40%zv	58 39%	57 39%	15 49%vw	4 48%	16 45%v	214 30%	19 28%
Switch some calls from landline to VoIP	585 29%lv	45 30%	79 36%z	175 32%	48 40%z	13 30%	241 34%zl	58 27%	60 38%zl	25 40%l	5 31%	17 40%l	153 21%	25 30%l	461 29%	124 29%	288 33%zv	41 27%	60 41%zq	12 39%v	3 37%	15 43%zv	148 20%	18 26%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%lv	52 35%	90 41%	224 40%z	52 44%	21 49%	283 40%zl	83 39%l	73 46%zl	30 47%l	6 38%	20 49%l	210 28%	25 31%	568 35%	163 38%	338 39%v	64 43%v	71 48%zv	14 44%	3 35%	17 50%vw	204 28%	21 30%
Give up my landline and only rely on mobile and broadband call services	597 29%lv	43 30%	77 35%	190 34%z	44 38%	21 50%	246 35%zl	65 30%l	65 41%zl	28 44%zl	6 34%	15 35%l	154 21%	19 23%	467 29%	130 30%	296 34%zv	40 27%	64 44%zq	16 50%zq	4 48%	11 32%	148 21%	18 26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 580

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
Not change any aspect of your landline call behaviour	682 34%ch i	436 36%zc	97 30%	148 29%	191 38%h	3 20%	1 59%	30 39%	464 32%	165 28%	260 35%i	109 35%	94 40%i	54 33%	91 40%	76 36%	30 43%	2 19%	2 63%	- -	- -	
Switch some calls from landline to mobile phone	728 36%ch i	460 38%zc	111 34%	156 30%	196 39%	8 47%	2 100%	31 39%	499 34%	179 31%	278 38%i	130 42%zi	85 36%	55 34%	99 43%z	77 37%	25 35%	4 31%	- -	- -	1 15%	
Switch some calls from landline to VoIP	585 29%ch i	386 32%zc	95 29% c	103 20%	193 38%zh	5 32%	2 100%	20 26%	369 25%	121 21%	209 28%i	118 38%zi j	79 34%i	57 35%i	94 42%z	77 37%z	25 35%	4 29%	- -	1 51%	1 15%	
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%ch i	474 40%zc	109 34%	146 29%	212 42%zh	9 57%	2 84%	26 34%	488 34%	168 29%	279 38%i	133 43%zi	84 36%	66 41%i	108 48%z	78 37%	30 42%	3 19%	1 41%	1 51%	1 15%	
Give up my landline and only rely on mobile and broadband call services	597 29%ch i	398 33%zc	88 27%	110 21%	174 34%zh	6 35%	1 59%	28 36%	390 27%	128 22%	231 31%i	105 34%i	77 33%i	56 34%i	87 38%z	65 31%	26 37%	1 9%	1 41%	- -	1 15%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 581

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	682 34%dn	104 43%zbd	66 32%	102 37%	480 32%	671 34%n	330 31%	377 33%	621 34%fijn	634 33%n	243 31%	604 36%zefgh ijn	422 35%fijn	211 33%	396 31%	147 31%
Switch some calls from landline to mobile phone	728 36%j	108 45%zbcd	67 32%	93 34%	523 35%	716 36%j	361 34%j	405 35%j	674 37%zefij n	678 35%j	239 31%	650 39%zefgh ijn	465 39%zefgi jn	222 35%j	442 34%j	167 36%j
Switch some calls from landline to VoIP	585 29%dgn	101 42%zbd	61 30%	103 37%zd	384 26%	570 29%gn	317 30%gjn	273 24%	531 29%gjn	548 29%gn	204 26%	527 31%zeghi jn	382 32%zeghi jn	203 32%egjn	326 25%	137 29%g
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%dn	112 46%zbd	72 35%	108 39%	511 34%	720 36%n	375 36%	401 35%	681 38%zegij n	688 36%n	267 34%	643 38%zefgi jn	454 38%gjn	236 37%	436 34%	170 36%
Give up my landline and only rely on mobile and broadband call services	597 29%dgn	97 40%zbcd	54 26%	79 29%	416 28%	586 29%gn	325 31%gjn	308 27%	554 31%zegij n	557 29%gn	209 27%	535 32%zeghi jn	380 32%zegij n	184 29%	340 26%	143 30%

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Table 582

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	682 34%fm	544 36%zef	59 32%f	9 35%	2 9%	19 24%	49 22%	251 31%	226 37%g	166 33%	5 33%	19 37%	36 28%	40 25%	53 37% _m	115 38% _m	92 33%	60 31%	19 25%
Switch some calls from landline to mobile phone	728 36%f	583 39%zf	67 36%f	10 39%	4 25%	22 29%	42 18%	277 34%	225 37%	181 36%	8 50%	20 40%	39 31%	54 33%	56 39%	108 35%	100 35%	65 33%	23 30%
Switch some calls from landline to VoIP	585 29%b _e f _g	503 34%z _b e _f	32 17%	6 22%	2 9%	9 12%	32 14%	203 25%	198 32% _g	156 31% _g	7 47%	16 33%	32 25%	36 22%	45 31%	84 27%	77 27%	60 31%	22 29%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36% _e f _m	593 40% _z e _f	71 38% _e f	7 28%	4 23%	17 21%	39 17%	278 35%	241 39%	178 35%	8 50%	19 37%	43 34%	43 26%	58 40% _m	120 39% _m	107 38% _m	72 36%	21 27%
Give up my landline and only rely on mobile and broadband call services	597 29% _e f _m	492 33%z _b e _f	47 25% _e f	7 28%	7 40%	10 12%	34 15%	222 27%	205 33%z _g	141 28%	8 49%	16 31%	35 28%	34 21%	40 28%	95 31% _m	85 30%	67 34% _m r	14 19%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 583

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENG-LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	682 34% l	626 33%	55 39%	48 37% l	47 27%	44 27%	61 35%	50 35%	42 43% de il	57 27%	145 35%	83 50% zc defgi jlmno	24 25%	50 30%	31 36%	577 34% del	397 32%	274 36%	671 34%	575 34%	107 32%	682 34%
Switch some calls from landline to mobile phone	728 36% el	673 36%	52 37%	55 42% de gl	53 30%	44 27%	58 33%	42 29%	40 41% l	70 33%	162 39% el	84 51% zd efgij lmo	25 26%	60 36%	34 39% l	608 36% el	429 35%	285 37%	714 36%	614 36%	114 34%	728 36%
Switch some calls from landline to VoIP	585 29% de l	531 28%	52 37% za	41 31% de	38 22%	31 19%	58 33% de l	41 29%	42 42% zd eijlm no	54 25%	119 29% e	82 49% zc defgi jlmno	20 21%	40 24%	19 22%	506 30% zde l	338 27%	234 31%	572 29%	480 28%	105 32%	585 29%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36% de lp	669 36%	59 42%	56 42% de ln	49 28%	42 26%	66 38% e	44 31%	44 44% de ln	75 35%	153 37% e	90 54% zc defgi jlmno	26 27%	63 37% e	23 26%	619 37% del	411 33%	304 40% zpr	714 36% p	602 35%	129 39%	731 36%
Give up my landline and only rely on mobile and broadband call services	597 29% p	543 29%	53 38% za	50 38% zd egilm no	45 26%	40 24%	57 33%	36 25%	36 37%	69 32%	103 25%	73 44% zd efgij lmno	24 25%	45 27%	21 24%	507 30% j	341 28%	246 32% p	587 29% p	485 29%	112 34%	597 29%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 584

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	682 34%ajnp r	240 30%j	463 37%zac dfij	638 35%za dij	682 34%aj	565 35%zad ij	68 30%	618 36%zac dij	296 34%aj	123 30%	26 21%	549 36%zn	16 26%	88 30%	28 21%	565 35%zp	117 27%	638 35%zr	44 23%
Switch some calls from landline to mobile phone	728 36%jnpr	284 35%j	484 38%zdj	694 38%zd j	728 36%j	605 38%zdj	80 35%j	660 38%zdj	319 37%j	143 34%j	17 14%	591 38%zln	14 24%	103 35%n	19 14%	605 38%zp	122 29%	694 38%zr	33 17%
Switch some calls from landline to VoIP	585 29%ajnp r	183 23%j	432 34%zac defghj	551 30%za dj	585 29%aj	491 31%zad j	61 27%j	539 31%zac dj	268 31%aj	134 32%aj	18 14%	476 31%zn	15 26%	75 26%n	18 14%	491 31%zp	94 22%	551 30%zr	34 18%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%jnpr	271 34%j	510 41%zac deghj	695 38%za dj	731 36%j	612 38%zad j	88 38%j	669 39%zad j	317 37%j	153 37%j	20 16%	598 39%zln	14 24%	97 33%n	22 16%	612 38%zp	119 28%	695 38%zr	36 19%
Give up my landline and only rely on mobile and broadband call services	597 29%ajnp r	196 24%j	435 35%zac degij	565 31%za dj	597 29%aj	493 31%zad j	72 31%j	548 32%zac dej	278 32%za dj	123 30%j	19 15%	481 31%zn	12 21%	84 29%n	20 15%	493 31%zp	104 24%	565 31%zr	32 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 585

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	682	311	15	-	4	4	14	1	125	75	3	-	115	15
	34%	36%	33%	-	16%	20%	27%	32%	37%	29%	61%	-	32%	31%
Switch some calls from landline to mobile phone	728	309	19	-	3	4	13	1	128	91	4	-	133	23
	36%	36%	42%	-	12%	22%	24%	32%	37%	35%	79%	-	37%	46% ^f
Switch some calls from landline to VoIP	585	243	18	-	4	3	11	1	116	56	2	-	114	17
	29% ^l	28%	39% ^l	-	16%	17%	21%	40%	34% ^z ^l	22%	34%	-	31% ^l	34%
Switch some calls from landline to email, mobile phone texts or instant messages	731	308	18	-	3	3	14	1	135	94	4	1	130	19
	36%	36%	40%	-	12%	14%	28%	32%	39%	36%	79%	53%	36%	38%
Give up my landline and only rely on mobile and broadband call services	597	244	16	-	4	2	16	1	118	67	1	-	114	13
	29%	28%	36%	-	16%	8%	31%	40%	34% ^z ^l	26%	16%	-	31%	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 586

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	682	5	-	59	-	-	3	-	1	-	1	3	-	55
	34%	46%	-	38%	-	-	36%	-	17%	-	42%	18%	-	53%zds
Switch some calls from landline to mobile phone	728	4	-	57	-	-	1	-	-	1	2	4	-	54
	36%	45%	-	37%	-	-	15%	-	-	55%	73%	26%	-	51%zd
Switch some calls from landline to VoIP	585	2	1	46	-	-	2	-	2	-	-	3	-	53
	29%	22%	100%	30%	-	-	22%	-	39%	-	-	18%	-	51%zds
Switch some calls from landline to email, mobile phone texts or instant messages	731	5	-	59	-	-	2	-	1	1	-	6	-	49
	36%	48%	-	38%	-	-	23%	-	22%	55%	-	37%	-	47%z
Give up my landline and only rely on mobile and broadband call services	597	2	-	51	-	-	2	-	2	-	1	6	-	45
	29%	23%	-	33%	-	-	24%	-	28%	-	58%	35%	-	43%z

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Table 586

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	682 34%	23 32%	1 49%	- -	- -	- -	42 46%z	- -	1 9%
Switch some calls from landline to mobile phone	728 36%	27 38%	1 49%	- -	- -	2 38%	50 55%zd	- -	1 7%
Switch some calls from landline to VoIP	585 29%	15 21%	1 49%	- -	- -	2 38%	34 37%	- -	1 7%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%	22 30%	1 49%	- -	- -	3 64%	44 48%z	- -	1 7%
Give up my landline and only rely on mobile and broadband call services	597 29%	19 26%	1 49%	- -	- -	3 64%	47 52%zds	- -	- -

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Table 587

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	682 34%u	394 33%u	288 34%u	157 37%u	11 32%	1 14%	2 32%	11 33%	1 80%	82 34%u	53 29%	2 68%	- -	64 28%	9 38%	134 31%u	6 15%
Switch some calls from landline to mobile phone	728 36%	432 36%t	296 35%	157 37%	15 45%	3 29%	3 46%	9 28%	1 80%	82 34%	69 39%	2 68%	- -	77 33%	12 50%	140 32%	14 35%
Switch some calls from landline to VoIP	585 29%	350 29%n	235 28%	125 30%	15 43%n	1 14%	2 32%	9 26%	1 100%	74 31%	40 23%	- -	- -	73 32%	8 34%	133 30%	9 22%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%	451 38%	280 33%	169 40%b	15 43%	1 14%	2 32%	9 27%	1 80%	90 37%	73 40%	2 68%	1 100%	78 34%	9 36%	157 36%	14 34%
Give up my landline and only rely on mobile and broadband call services	597 29%	347 29%	251 30%	126 30%	13 39%	1 8%	2 22%	12 34%	1 100%	79 33%	44 25%	- -	- -	64 28%	5 20%	126 29%	9 23%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 588

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	682 34%mn opqrs tuv	65 36%	65 39%	20 41%	201 32%	171 36% ^d	54 36%	477 34%	205 32%	497 38% ^{zj}	117 30%	20 24%	92 34%	- -	122 25% ^{mo}	41 19% ^m	79 22% ^m	71 19% ^m	93 16%	126 27% ^r	59 25% ^r	99 26% ^r	91 24% ^r
Switch some calls from landline to mobile phone	728 36%hk mnopq rstuv	72 40%	73 44%	20 41%	240 38%	176 37%	58 39%	523 38% ^{zh}	205 32%	536 41% ^{zj}	131 34%	19 23%	103 38% ^k	149 22% ^{nopq}	- -	20 9% ⁿ	43 12% ⁿ	46 13% ⁿ	147 26% ^{stu} v	80 17%	41 18%	65 17%	68 18%
Switch some calls from landline to VoIP	585 29%jm nopqr t	55 30%	56 34%	19 39%	178 28%	147 31%	48 32%	385 28%	200 31%	454 34% ^{zj}	79 20%	26 32%	98 37% ^z	110 16% ^o	121 24% ^{mo}	- -	77 21% ^{mo}	79 21% ^{mo}	95 17%	127 27% ^{rt}	52 22%	95 25% ^r	94 25% ^r
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%jm nopqr stuv	63 35%	62 38%	12 25%	245 38%	191 40% ^z	68 45% ^z	513 37%	218 34%	551 42% ^{zj}	119 31%	30 37%	103 38%	161 24% ^{op}	110 22% ^{op}	30 14% ^p	- -	73 20% ^{op}	137 24%	115 25% ^{tu}	45 19%	80 21%	85 23%
Give up my landline and only rely on mobile and broadband call services	597 29%jm nopqr stuv	56 31%	56 34%	12 25%	180 28%	151 32% ^d	59 39% ^{zd}	399 29%	199 31%	472 36% ^{zj}	77 20%	22 26%	85 32%	113 17% ^q	113 23% ^{mp} q	39 18% ^q	64 17% ^q	- -	106 19%	105 23% ^{uv}	47 20%	73 19%	70 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 589

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	636 31%fl	314 31%	322 32%	- -	9 28%	57 27%	80 24%	109 27%	132 34%flm	134 36%fgl	115 38%zef glm	9 27%	137 25%	241 31%f	248 37%ze fglm	195 31%	166 29%	140 35%	135 31%	133 30%	317 32%	172 33%
Switch some calls from landline to mobile phone	766 38%efg lms	378 37%	388 38%	- -	13 40%	46 22%	64 19%	108 27%fl	144 37%efg lm	187 50%zef ghlm	203 68%zef ghiklm n	13 39%fl	110 20%	253 32%efg l	390 58%ze fghik lm	250 40%	197 35%	150 37%	168 39%	144 33%	394 40% s	206 40% s
Switch some calls from landline to VoIP	1145 56%efg ls	563 55%	581 58%	1 100%	16 49%	78 37%	131 39%	202 51%efl	229 59%efg lm	263 70%zef ghklm	224 75%zef ghklm	18 51%	209 39%	431 55%efg l	487 72%ze fghik m	343 54%	313 55%	253 63%zo pr	236 54%	215 49%	583 59% zs	289 56%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%efg lms	446 44%	445 44%	- -	15 46%	59 28%	93 28%	146 36%fl	163 42%efl	204 55%zef ghlm	211 71%zef ghiklm n	15 44%	152 28%	308 39%efl	415 62%ze fghil m	285 45%	237 42%	186 47%	183 42%	165 38%	453 46% s	235 45% s
Give up my landline and only rely on mobile and broadband call services	1023 50%efg kis	500 49%	523 52%	- -	8 23%	53 25%	114 34%	176 44%efk l	208 54%efg klm	243 65%zef ghklm	221 74%zef ghiklm n	8 23%	166 31%	385 49%efg kl	464 69%ze fghik lm	327 52%	282 50%	205 51%	209 48%	184 42%	520 53% s	277 53% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 590

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	636 31% _c	61 42% _{zb} c	57 26% 26%	142 26%	28 24%	12 28%	202 28%	58 27%	40 25%	25 40%	3 19%	13 32%	270 36% _z fgh	25 30%	512 32%	124 29%	247 28%	41 27%	34 23%	14 45% _{pr}	1 11%	12 34%	262 36% _z p	24 35%
Switch some calls from landline to mobile phone	766 38% _{abc} dfhko pru	58 39% _{bc}	49 22%	137 25%	32 27%	9 22%	178 25%	66 31%	41 26%	19 30%	3 17%	9 21%	420 56% _z fghikm	30 36% _f	627 39% _{zo}	138 32%	226 26%	54 36% _p	39 27%	10 32%	2 20%	8 22%	403 56% _z pqrsuw	24 35%
Switch some calls from landline to VoIP	1145 56% _{abc} cdfhk pru	68 46%	102 46%	283 51%	53 45%	17 41%	329 46%	125 58% _f h	70 44%	30 47%	4 24%	15 37%	527 71% _z fghikm	44 53%	909 57%	236 55%	421 49%	87 58% _{ru}	61 42%	15 47%	2 20%	12 33%	510 71% _z pqrsuw	37 53%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44% _{cd} ghkop qru	58 39%	82 37%	187 34%	40 34%	12 30%	251 35% _k	76 35% _k	53 33% _k	24 37% _k	3 17%	7 16%	444 60% _z fghikm	34 42% _k	728 45% _{zo}	163 38%	313 36% _u	52 35% _u	44 30%	12 37% _u	2 20%	5 14%	431 60% _z pqrsuw	32 46% _{ru}
Give up my landline and only rely on mobile and broadband call services	1023 50% _{bc} fhkpr u	63 43%	88 40%	219 39%	52 44%	12 30%	270 38%	100 47% _k	65 41%	26 41%	3 21%	12 28%	507 68% _z fghikm	39 48% _k	822 51%	201 47%	345 40%	76 51% _{pu}	56 38%	12 38%	2 20%	11 30%	492 68% _z pqrsuw	30 44%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 591

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	636 31% ^d	361 30%	101 31%	174 34%	133 26%	6 40%	1 25%	21 27%	482 33% ^{zd}	205 35% ^{zl} m	237 32%	91 29%	62 27%	39 24%	62 27%	56 27%	13 18%	5 35%	- -	1 49%	3 50%
Switch some calls from landline to mobile phone	766 38% ^{ad} klmno	387 32%	121 38%	258 50% ^{zab}	110 22%	2 13%	- -	22 28%	639 44% ^{zd} g	308 53% ^{zj} klm	282 38% ^{kl} m	88 28%	48 21%	37 23%	47 21%	47 22%	19 26%	2 12%	- -	- -	3 50%
Switch some calls from landline to VoIP	1145 56% ^{ad} klmno	606 51%	178 55%	361 71% ^{zab}	202 40%	10 62%	- -	43 55% ^d	905 62% ^{zd}	414 71% ^{zj} klm	424 57% ^{kl} m	145 47%	92 39%	69 42%	90 40%	82 39%	31 44%	5 37%	1 41%	1 49%	2 29%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44% ^{ad} klmno p	459 38%	142 44%	290 57% ^{zab}	143 28%	3 18%	- -	32 41%	722 50% ^{zd}	334 57% ^{zj} klm	323 44% ^{lm}	116 37% ^{lm}	75 32%	42 26%	61 27%	64 31%	21 29%	5 34%	- -	1 49%	3 50%
Give up my landline and only rely on mobile and broadband call services	1023 50% ^{ad} lmno	537 45%	156 48%	330 65% ^{zab}	169 33%	3 20%	1 41%	37 47% ^d	824 57% ^{zd}	382 66% ^{zj} klm	365 49% ^{lm}	141 45% ^{lm}	79 34%	53 32%	73 32%	74 35%	26 37%	5 40%	- -	1 49%	2 33%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 592

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	636 31%ac	54 22%	61 29%	70 25%	500 33%zac	625 31%	353 34%zehkl	368 32%	562 31%	600 31%	283 36%zeghi klmo	519 31%	356 30%	188 30%	432 34%zehik l	138 29%
Switch some calls from landline to mobile phone	766 38%abcf hklmo	43 18%	52 25%a	62 22%	651 43%zabc	753 38%fhklm o	356 34%lmo	465 40%zefhi klmno	627 35%klmo	731 38%fhklm o	292 38%fhklm o	563 33%lmo	359 30%	168 27%	480 37%fhklm o	126 27%
Switch some calls from landline to VoIP	1145 56%abcf hklm	88 36%	96 47%a	109 39%	935 62%zabc	1133 57%zfhkl m	566 54%lm	711 62%zefhi jklmo	995 55%klm	1080 56%fhklm	442 57%klm	890 53%lm	610 51%	308 49%	774 60%zefhi jklmo	249 53%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%abcf hklmo	63 26%	65 31%	79 28%	740 49%zabc	878 44%fhklm o	434 41%lm	528 46%fhklm o	751 42%klm	845 44%fhklm o	332 43%lmo	675 40%lm	451 38%lm	214 34%	583 45%fhklm o	178 38%
Give up my landline and only rely on mobile and broadband call services	1023 50%abcf hklmo	65 27%	79 38%a	111 40%a	843 56%zabc	1007 50%fhklm o	470 45%	628 55%zefhi jklmo	875 48%flm	973 51%fhklm o	394 51%fhklm o	796 47%flm	536 45%lm	257 41%	681 53%zefhi klmo	210 45%

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Table 593

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	636 31%	447 30%	66 35%	5 18%	8 48%	20 26%	90 40%zae	293 36%zhi	171 28%	153 30%	2 14%	15 31%	38 30%	58 36%	42 29%	96 31%	82 29%	73 37%	34 44%zpq
Switch some calls from landline to mobile phone	766 38%ah	455 30%	89 48%za	13 51%	8 46%	43 56%za	158 70%zab e	392 49%zhi	175 29%	171 34%	4 23%	22 44%	60 48%zop q	73 45%q	60 42%q	107 35%	100 35%	59 30%	32 42%
Switch some calls from landline to VoIP	1145 56%ahi	740 49%	135 72%za	17 67%	13 75%	61 79%za	177 78%za	520 64%zhi	302 49%	256 51%	8 48%	27 55%	74 58%	108 66%zq	89 62%q	184 60%q	165 58%	96 49%	38 50%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%ah	547 37%	94 50%a	17 65%	12 67%	54 69%zab	168 74%zab	418 52%zhi	220 36%	207 41%	5 33%	23 46%	62 49%	82 50%o	66 46%	121 40%	116 41%	89 45%	37 49%
Give up my landline and only rely on mobile and broadband call services	1023 50%ahi	657 44%	117 62%za	18 70%	8 46%	56 73%za	166 74%zab	484 60%zhi	264 43%	225 45%	5 34%	27 53%	66 52%	98 60%zop q	81 57%q	151 49%	133 47%	83 42%	45 59%q

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 594

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	636 31%ck n	592 31%	42 30%	30 22%	64 37%cg kn	61 38%cg kn	69 40%zc gkno	36 25%	34 34%kn	81 38%cg kn	127 31%kn	36 21%	34 35%ck n	51 30%n	14 16%	538 32%ckn	401 32%	229 30%	630 31%	530 31%	105 32%	636 31%
Switch some calls from landline to mobile phone	766 38%bk nq	734 39%zb	29 20%	47 36%	73 42%kn	70 43%kn	74 42%kn	57 40%kn	37 37%	71 34%	149 36%k	43 26%	54 56%zc defgh ijkmn o	68 41%kn	22 25%	621 37%kn	509 41%zqr	247 32%	756 38%q	657 39%	109 33%	766 38%
Switch some calls from landline to VoIP	1145 56%bk oq	1094 58%zb	46 33%	75 56%k	117 67%zc fghij ko	112 69%zc fghij ko	89 51%k	68 48%k	45 46%	108 51%k	238 57%k	57 34%	69 71%zc fghij ko	109 65%zf ghiko	57 66%fg hiko	910 54%k	734 59%zqr	395 52%	1129 56%q	970 57%	174 52%	1145 56%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%bk qt	853 45%zb	36 25%	50 38%	83 48%k	80 49%ck	77 44%k	66 46%k	43 44%k	90 42%k	178 43%k	49 29%	61 62%zc defgh ijkmn o	77 46%k	38 44%k	715 43%k	590 48%zqr	292 38%	881 44%q	764 45%ztu	127 38%	891 44%t
Give up my landline and only rely on mobile and broadband call services	1023 50%bk qt	981 52%zb	38 27%	62 47%k	92 53%k	90 56%ik	82 47%k	72 51%k	48 49%	92 43%	230 55%iko	58 35%	58 60%zc fiko	96 57%ik o	42 48%k	827 49%k	660 53%zqr	348 46%	1008 50%q	876 52%ztu	147 44%	1023 50%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 595

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	636 31%bg 34%bc g	270	367	565	636	497	74	520	275	140	44	474	23	91	48	497	139	565	71
Switch some calls from landline to mobile phone	766 38%bcef ghikoq	355	336	623	766	540	71	570	263	112	93	496	43	127	99	540	226	623	143
Switch some calls from landline to VoIP	1145 56%bceg hikoq	525	587	999	1145	862	115	911	442	204	97	820	43	179	103	862	282	999	146
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%bcef ghikoq	410	426	752	891	642	79	680	335	158	93	602	40	150	99	642	249	752	139
Give up my landline and only rely on mobile and broadband call services	1023 50%bcef ghikoq	489	495	880	1023	768	98	807	368	171	91	723	45	156	98	768	254	880	143

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 596

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	636 31%b	262 31%b	6 13%	2 100%	13 52%	9 45%	18 35%b	2 60%	107 31%b	90 35%b	1 21%	1 53%	109 30%b	14 29%
Switch some calls from landline to mobile phone	766 38%hp	366 43%zbhp	11 24%	2 100%	16 65%	13 63%	23 44%	2 60%	98 29%	95 37%h	1 21%	2 100%	113 31%	21 43%
Switch some calls from landline to VoIP	1145 56%bh	502 58%bh	18 40%	2 100%	20 84%	15 72%	32 62%	2 60%	160 47%	161 62%bh	3 66%	2 100%	197 54%	28 56%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%hp	416 48%zhp	16 35%	2 100%	17 70%	14 70%	29 56%hp	2 60%	115 33%	111 43%h	1 21%	1 47%	136 38%	28 56%hp
Give up my landline and only rely on mobile and broadband call services	1023 50%hp	488 57%zbhp	18 40%	2 100%	15 63%	17 82%	26 50%	2 60%	126 37%	136 53%hp	4 84%	2 100%	150 41%	32 65%bhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 597

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	636	3	-	52	1	2	1	1	3	1	1	6	1	21
	31%p	32%	-	34%p	100%	100%	11%	100%	54%	45%	58%	35%	100%	20%
Switch some calls from landline to mobile phone	766	1	-	58	1	2	3	1	3	1	1	7	-	20
	38%py	13%	-	38%p	100%	100%	34%	100%	49%	45%	27%	45%	-	19%
Switch some calls from landline to VoIP	1145	5	-	69	1	2	3	1	4	3	3	9	-	30
	56%dp	53%	-	45%p	100%	100%	35%	100%	61%	100%	100%	58%	-	28%
Switch some calls from landline to email, mobile phone texts or instant messages	891	4	-	62	1	2	3	1	3	1	3	8	-	28
	44%py	39%	-	41%	100%	100%	34%	100%	49%	45%	100%	49%	-	27%
Give up my landline and only rely on mobile and broadband call services	1023	4	-	70	1	2	4	1	1	3	1	8	-	31
	50%py	45%	-	45%p	100%	100%	42%	100%	20%	100%	42%	53%	-	29%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 597

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	636 31%p	22 30%	- -	1 59%	2 100%	2 38%	21 23%	1 100%	5 49%
Switch some calls from landline to mobile phone	766 38%py	25 35%p	1 51%	2 100%	2 100%	1 11%	23 25%	1 100%	8 88%
Switch some calls from landline to VoIP	1145 56%dp	44 62%dp	1 51%	2 100%	2 100%	1 11%	45 50%p	1 100%	8 81%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%py	39 55%py	1 51%	1 41%	2 100%	1 11%	25 28%	1 100%	8 86%
Give up my landline and only rely on mobile and broadband call services	1023 50%py	43 61%py	1 51%	2 100%	2 100%	1 11%	29 32%	1 100%	9 95%

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Table 598

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	636 31% ^d	381 32% ^d	254 30%	125 30%	5 14%	5 47%	4 54%	10 28%	- -	85 35% ^d	62 35% ^d	1 32%	1 100%	76 33% ^d	9 35%	143 33% ^d	18 46% ^d
Switch some calls from landline to mobile phone	766 38% ^{ajr t}	408 34% ^t	357 43% ^{zajrtu}	160 38% ^{jt}	9 26%	6 60%	2 26%	13 38%	- -	70 29%	66 37%	1 32%	1 100%	71 31%	10 41%	127 29%	9 23%
Switch some calls from landline to VoIP	1145 56%	676 57% ^j	469 56%	247 59%	15 43%	9 86%	4 52%	21 60%	- -	121 50%	116 65% ^{zabdj rt}	3 100%	1 100%	125 54%	14 59%	232 53%	27 67%
Switch some calls from landline to email, mobile phone texts or instant messages	891 44% ^{ajrt}	483 41% ^j	407 48% ^{zajnrt}	186 44% ^j	13 37%	6 60%	3 40%	19 55%	- -	83 34%	70 39%	1 32%	- -	88 38%	15 61%	162 37%	14 34%
Give up my landline and only rely on mobile and broadband call services	1023 50% ^{jrt}	592 50% ^{jrt}	431 51% ^{jrt}	238 56% ^{zajrt}	14 42%	7 75%	5 65%	15 45%	- -	94 39%	99 55% ^{jrt}	3 100%	1 100%	99 43%	17 71%	185 42%	17 43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 599

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	636 31%im nopr	63 35%b	50 30%	16 33%	200 31%	139 29%	40 27%	435 31%	201 31%	375 28%	136 35%i	33 40%	77 29%	- -	119 24%m	52 24%m	95 26%m	103 28%mn	84 15%	129 28%r	61 26%r	109 29%r	114 30%r
Switch some calls from landline to mobile phone	766 38%bc ehiln opqst uv	58 32%b	46 28%	9 19%	229 36%	156 33%	49 33%	584 42%zh	182 28%	332 25%	200 52%zi	26 32%	72 27%	268 40%nopq	- -	15 7%n	20 5%n	19 5%n	236 41%stuv	31 7%	19 8%	35 9% s	34 9% s
Switch some calls from landline to VoIP	1145 56%ch iklno pqstu v	94 52%c	82 50%c	15 31%	363 57%e	247 52%	76 51%	836 60%zh	309 48%	623 47%	266 69%zi	31 38%	125 47%	422 63%zno pq	162 33%opq	- -	99 27%o	104 28%o	358 63%zst uv	156 34% tuv	33 14%	107 28% t	114 30% t
Switch some calls from landline to email, mobile phone texts or instant messages	891 44%ef hilno pqstu v	74 41%	64 38%	18 36%	277 43%ef	177 37%	47 31%	666 48%zh	225 35%	435 33%	216 56%zi	29 36%	98 37%	317 47%zno pq	80 16%op	24 11%p	- -	49 13%p	283 50%zst uv	80 17% tuv	22 9%	32 8%	66 18% tuv
Give up my landline and only rely on mobile and broadband call services	1023 50%fh ilnop qstuv	83 46%	73 44%	19 39%	338 53%ef	229 48%	61 41%	798 57%zh	225 35%	509 38%	265 69%zi	34 42%	106 39%	363 54%zno pq	81 16%oq	21 10%q	56 15%oq	- -	321 56%zst uv	77 17% tuv	29 12% v	69 18% tuv	34 9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 600
FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Not change any aspect of your landline call behaviour	3.50hn	3.50	3.51	6.00	3.85	3.53	3.70hi jn	3.68hj mn	3.31	3.41	3.36	3.92	3.64hn	3.50h	3.39	3.58	3.57	3.39	3.41	3.48	3.44	3.55
Switch some calls from landline to mobile phone	3.16ij nt	3.17	3.16	6.00	3.47	3.82zh ijmn	3.92zg hijmn	3.55zh ijmn	3.05ij n	2.70jn	2.00	3.55ij n	3.88zg hijmn	3.30zh ijn	2.39j	3.21	3.22	3.13	3.04	3.34z t	3.06	3.15
Switch some calls from landline to VoIP	2.43ij nq	2.50z	2.35	2.00	2.74	3.10zg hijmn	2.93zh ijmn	2.67zh ijmn	2.30ij n	2.00jn	1.72	2.71	2.99zg hijmn	2.49hi jn	1.88j	2.59z qr	2.46q	2.20	2.34	2.60z tu	2.39	2.38
Switch some calls from landline to email, mobile phone texts or instant messages	2.91ij nt	2.90	2.92	5.00	3.07	3.46zh ijmn	3.49zg hijmn	3.17zh ijn	2.91ij n	2.54jn	1.89	3.13ij n	3.48zg hijmn	3.05zh ijn	2.26j	2.96	2.95	2.80	2.88	3.05z t	2.82	2.91
Give up my landline and only rely on mobile and broadband call services	2.74hi jn	2.79	2.70	5.00	3.72	3.71zf ghijmn	3.36zg hijmn	2.96zh ijmn	2.53ij n	2.27jn	1.80	3.77zg hijmn	3.50zf ghijmn	2.75hi jn	2.07j	2.72	2.81	2.67	2.76	3.00z tu	2.67	2.64

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 601

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Not change any aspect of your landline call behaviour	3.50a	2.99	3.71a	3.67za	3.70	3.40	3.55	3.66	3.62	3.15	4.32	3.20	3.41	3.61	3.51	3.50	3.55	3.72	3.65	3.03	4.44	3.10	3.41	3.48
Switch some calls from landline to mobile phone	3.16l nv	3.21	3.75za	3.64za	3.39	3.79	3.64z l	3.49z l	3.49z l	3.32l	4.15	3.69z l	2.46	3.28l	3.10	3.40zn	3.62z qv	3.22v	3.50z v	3.29v	3.70	3.58v	2.48	3.36v
Switch some calls from landline to VoIP	2.43l v	2.82z	2.88zc	2.58z	2.74z	2.91	2.80z gl	2.32l	2.78z gl	2.57l	3.70	2.92z gl	1.94	2.54l	2.42	2.45	2.73z qv	2.34v	2.77z qv	2.72v	3.89	2.98z qv	1.95	2.50v
Switch some calls from landline to email, mobile phone texts or instant messages	2.91l nv	3.04	3.25z	3.29z	3.04	3.34	3.24z l	3.25z l	3.12l	3.00l	3.84	3.80z fhilm	2.36	2.92l	2.86	3.10zn	3.23z v	3.17v	3.19v	3.00v	3.46	3.83z pqrsvw	2.36	2.82v
Give up my landline and only rely on mobile and broadband call services	2.74l v	3.02	3.19z	3.17z	2.78	3.14	3.21z hl	2.96l	2.88l	2.84l	3.94	3.53z hil	2.11	2.90l	2.72	2.85	3.16z v	2.90v	2.90v	2.88v	3.63	3.46z v	2.10	3.04v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 602

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Not change any aspect of your landline call behaviour	3.50h	3.48	3.59	3.50	3.63	3.60	3.66	3.62	3.45	3.46	3.45	3.56	3.53	3.79j	3.53	3.66	3.84	3.67	4.39	4.05	3.03
Switch some calls from landline to mobile phone	3.16c hi	3.34z c	3.22c	2.70	3.80zh	4.07	3.59	3.58zh	2.91	2.61	3.12i	3.40z ij	3.85z ijk	3.90z ijk	3.68z	3.81z	3.78z	4.43	5.88	5.51	2.64
Switch some calls from landline to VoIP	2.43c hi	2.61z c	2.45c	1.99	2.95zh	2.39	3.75	2.76h	2.23	1.92	2.44i	2.64z i	3.07z ijk	2.84z ij	2.84z	3.07z	2.84z	3.08	4.03	2.02	3.25
Switch some calls from landline to email, mobile phone texts or instant messages	2.91c hi	3.07z c	2.93c	2.50	3.42zh	3.75	4.16	3.24h	2.70	2.45	2.91i	3.05i	3.42z ijk	3.54z ijk	3.32z	3.50z	3.34	3.72	4.43	2.54	2.42
Give up my landline and only rely on mobile and broadband call services	2.74c hi	2.91z c	2.88c	2.27	3.39zgh	4.00	3.17	2.86	2.50	2.22	2.74i	2.89i	3.36z ijk	3.50z ijk	3.32z	3.40z	3.28z	3.73	4.84	3.56	3.31

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 603

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Not change any aspect of your landline call behaviour	3.50j	3.73	3.63	3.65	3.46	3.51j	3.47	3.52j	3.51j	3.51j	3.35	3.49j	3.56j	3.60j	3.49j	3.67fjkn
Switch some calls from landline to mobile phone	3.16dg	3.83zd	3.85zd	3.88zd	2.94	3.17g	3.38zegh in	3.07	3.28zegi	3.15g	3.31zegi	3.30zegi n	3.46zegh ijkn	3.70zefg hijkn	3.23zgi	3.67zefghijkn
Switch some calls from landline to VoIP	2.43dgn	3.00zd	2.88zd	2.98zd	2.24	2.42gn	2.54zegi n	2.27	2.48zegi n	2.41gn	2.46gn	2.54zegh in	2.64zefg hijkn	2.72zefg hijkn	2.36g	2.75zefghijkn
Switch some calls from landline to email, mobile phone texts or instant messages	2.91d	3.44zd	3.47zd	3.46zd	2.73	2.90	3.03zegi n	2.85	2.99zegi n	2.89	3.04zegi n	3.04zegh in	3.16zefg hijkn	3.32zefg hijkn	2.91	3.21zefghijkn
Give up my landline and only rely on mobile and broadband call services	2.74dgi	3.56zd	3.38zd	3.26zd	2.53	2.75gi	2.98zegh ijkn	2.62	2.82zegi n	2.72g	2.81g	2.85zegi n	2.97zegh ijkn	3.23zefg hijklno	2.72g	3.05zeghijkn

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Table 604

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Not change any aspect of your landline call behaviour	3.50g	3.53	3.38	4.18	3.04	3.82	3.30	3.38	3.56	3.51	4.37	3.64	3.68	3.52	3.56	3.45	3.61	3.36	3.26
Switch some calls from landline to mobile phone	3.16befgl	3.43zbef	2.81f	2.77	2.75	2.43f	1.99	2.74	3.55zg i	3.28g	3.40	2.86	2.80	2.95	2.96	3.33lm n	3.37zl mn	3.59zkl mn	3.23
Switch some calls from landline to VoIP	2.43befgm n	2.65zbef	2.08ef	1.96	1.54	1.65	1.58	2.17	2.70zg	2.54g	2.48	2.19	2.33	2.17	2.17	2.39	2.46	2.95zkl mnop	2.89zklmno
Switch some calls from landline to email, mobile phone texts or instant messages	2.91efg	3.16zbef	2.70ef	2.36	2.05	1.97	1.79	2.64	3.18zg	2.97g	2.64	2.82	2.64	2.83	2.73	3.07ln	3.07l	3.00	2.94
Give up my landline and only rely on mobile and broadband call services	2.74befg	2.98zbef	2.38f	2.26	2.30	2.00	1.82	2.35	3.01zg	2.99z g	2.72	2.62	2.67	2.50	2.52	2.82	2.95mn	3.06zmn	2.69

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 605
FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Not change any aspect of your landline call behaviour	3.50f o	3.51	3.38	3.91z defhi jko	3.50f	3.38f	2.97	3.74fh	3.17	3.45f	3.48f	3.43f	3.64f	3.63f	4.13z defhi jkmo	3.45f	3.49	3.51	3.50	3.51	3.50	3.50
Switch some calls from landline to mobile phone	3.16a flps	3.11	3.83z a	3.09l	3.18f l	3.18f l	2.75	3.26fl	3.02	3.51z cfjlm o	3.14fl	3.32f l	2.63	3.11f l	3.63z cdfhj lmo	3.18fl	3.03	3.37zpr	3.16p	3.11	3.43zsu	3.16s
Switch some calls from landline to VoIP	2.43a delp	2.37	3.25z a	2.37	2.19	2.19	2.38	2.82zc defjlm no	2.60d l	2.43	2.47dl	2.93z cdefi jlmno	2.08	2.25	2.24	2.47zd elm	2.32	2.58zpr	2.42p	2.40	2.57	2.43
Switch some calls from landline to email, mobile phone texts or instant messages	2.91a flps	2.86	3.54z a	3.01f l	2.95l	2.90l	2.60	2.98l	2.62	3.11f hl	2.94fl	3.13f hl	2.35	2.86l	3.08f l	2.94fl	2.79	3.08zpr	2.90p	2.87	3.09zsu	2.91s
Give up my landline and only rely on mobile and broadband call services	2.74a lp	2.69	3.52z a	2.71	2.75	2.67	2.56	2.88l	2.64	3.07z fjlm o	2.64	3.04z efjlm o	2.40	2.58	3.02f lm	2.77l	2.64	2.92zpr	2.74p	2.72	2.88	2.74

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 606

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Not change any aspect of your landline call behaviour	3.50	3.47	3.55	3.51	3.50	3.51	3.46	3.52	3.49	3.55	3.53	3.51	3.42	3.51	3.47	3.51	3.50	3.51	3.46
Switch some calls from landline to mobile phone	3.16ajl mnpr	2.88j	3.61za cdeghj	3.30z adj	3.16aj	3.33za dj	3.45za dj	3.33za cdj	3.46z acdeg j	3.73z acdef ghj	1.88	3.38zlmn	1.89	2.83ln	1.86	3.33zp	2.53	3.30zr	1.87
Switch some calls from landline to VoIP	2.43ajl mnpr	2.17j	2.75za cdeghj	2.49z adj	2.43aj	2.52za dj	2.73za cdj	2.55za cdej	2.60z acdj	2.85z acdeg hj	1.70	2.55zlmn	1.99	2.22n	1.69	2.52zp	2.05	2.49zr	1.79
Switch some calls from landline to email, mobile phone texts or instant messages	2.91ajl mnpr	2.68j	3.27za cdeghj	3.01z adj	2.91aj	3.06za cdj	3.24za cdj	3.07za cdj	3.13z acdj	3.24z acdeg j	1.76	3.09zlmn	2.20n	2.57n	1.75	3.06zp	2.31	3.01zr	1.89
Give up my landline and only rely on mobile and broadband call services	2.74ajl mnpr	2.39j	3.15za cdeghj	2.84z adj	2.74aj	2.86za dj	2.98aj	2.88za cdj	3.02z acdeg j	3.21z acdeg hj	1.84	2.90zlmn	1.95	2.50ln	1.82	2.86zp	2.29	2.84zr	1.86

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 607

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Not change any aspect of your landline call behaviour	3.50	3.50	4.29zafhlp	1.00	3.10	3.14	3.42	2.56	3.42	3.50	3.10	3.36	3.57	3.65
Switch some calls from landline to mobile phone	3.16a	2.96	3.57aq	1.00	2.50	2.24	3.16	2.70	3.55zalq	3.23a	3.19	2.00	3.39zaq	2.72
Switch some calls from landline to VoIP	2.43a	2.34	2.87zal	1.00	1.55	1.69	2.44	2.40	2.78zalp	2.31	2.13	1.47	2.46	2.34
Switch some calls from landline to email, mobile phone texts or instant messages	2.91aq	2.72	3.21q	1.00	2.13	2.08	2.72	2.56	3.32zafliq	2.97aq	3.19	3.05	3.11zaq	2.41
Give up my landline and only rely on mobile and broadband call services	2.74aq	2.52	3.19aq	1.00	2.15	1.86	2.83q	2.40	3.26zalq	2.68	1.93	1.00	3.01zalq	2.16

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 608

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Not change any aspect of your landline call behaviour	3.50	3.18	6.00	3.25	2.00	1.00	4.03	2.00	2.87	3.65	1.84	3.63	1.00	3.45
Switch some calls from landline to mobile phone	3.16	3.87	6.00	3.10	1.00	2.00	3.57	2.00	3.43	2.55	2.46	3.20	6.00	3.57zd
Switch some calls from landline to VoIP	2.43	2.89	4.00	2.46	1.00	2.00	3.30	2.00	2.20	2.00	1.42	2.30	-	3.02zds
Switch some calls from landline to email, mobile phone texts or instant messages	2.91	2.96	6.00	2.94	1.00	2.00	3.39	2.00	2.88	2.55	1.42	3.07	6.00	3.32zs
Give up my landline and only rely on mobile and broadband call services	2.74	3.19	6.00	2.83	2.00	2.00	3.15	2.00	3.61	1.55	2.58	2.87	6.00	3.23zs

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Table 608
FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Not change any aspect of your landline call behaviour	3.50	3.61	5.03	2.62	1.00	3.56	3.66	2.00	3.36
Switch some calls from landline to mobile phone	3.16	3.06	2.46	1.41	1.00	3.71	3.42	2.00	1.79
Switch some calls from landline to VoIP	2.43	2.25	1.97	1.00	2.00	3.71	2.65	2.00	1.75
Switch some calls from landline to email, mobile phone texts or instant messages	2.91	2.64	2.46	3.38	2.00	3.35	3.31zs	2.00	1.77
Give up my landline and only rely on mobile and broadband call services	2.74	2.35	2.46	1.00	1.00	3.35	3.06s	2.00	1.48

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 609

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Not change any aspect of your landline call behaviour	3.50	3.54	3.46	3.58	4.35	3.47	2.20	3.58	3.40	3.38	3.54	2.36	1.00	3.60	3.32	3.56	3.42
Switch some calls from landline to mobile phone	3.16b	3.35zb c	2.89	3.19b	3.51	2.43	2.84	3.30	4.00	3.64zabcn	3.23b	3.04	2.00	3.54zbc	2.74	3.66za bcn	3.91zabcn
Switch some calls from landline to VoIP	2.43b	2.51zb n	2.29	2.49b	2.69	1.51	1.90	2.61	3.00	2.76zabcn u	2.26	1.68	1.00	2.55b	2.39	2.67za bn	2.19
Switch some calls from landline to email, mobile phone texts or instant messages	2.91b	3.07zb c	2.66	2.89b	3.13	2.48	2.35	2.70	3.40	3.39zabc	3.09b	3.04	4.00	3.20zbc	2.49	3.28za bc	3.47zbc
Give up my landline and only rely on mobile and broadband call services	2.74b	2.85zb c	2.58	2.61	3.15	1.90	2.04	2.94	3.00	3.29zabcn	2.65	1.68	1.00	3.11zabcn	2.14	3.21za bcn	3.21bc

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 610

FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Not change any aspect of your landline call behaviour	3.50	3.32	3.49a	3.48	3.55	3.55	3.66	3.47	3.57	3.55	3.38	3.50	3.62	5.49zn opq	3.96z	4.06z	3.93z	3.91z	4.59zs tuv	3.84z	3.91z	3.78z	3.77z
Switch some calls from landline to mobile phone	3.16g j	3.33	3.46z	3.89z a	3.22	3.37z d	3.36	2.92	3.68zg	3.61zj	2.61	3.83z	3.64z	3.37z	5.35z mopq	4.97zm	5.02zm	5.03zm	3.27	4.89z ruv	4.78zr	4.79zr	4.78zr
Switch some calls from landline to VoIP	2.43g j	2.66z	2.69z	3.36z ab	2.38	2.54d	2.62	2.27	2.76zg	2.72zj	2.05	3.26z	2.87z	2.43	3.47z m	5.30zm npq	3.76zm n	3.69zm n	2.47	3.42z r	4.40zr suv	3.63zr s	3.58zrs
Switch some calls from landline to email, mobile phone texts or instant messages	2.91g j	3.09	3.17	3.53z	2.90	3.12z d	3.22zd	2.70	3.36zg	3.28zj	2.49	3.36z	3.25z	3.02z	4.38z m	4.74zm nq	5.38zm noq	4.55zm n	2.95	4.31z r	4.71zr sv	4.73zr sv	4.34zr
Give up my landline and only rely on mobile and broadband call services	2.74g j	2.95	3.01	3.30z	2.63	2.79d	2.94d	2.43	3.41zg	3.15zj	2.15	3.19z	3.22z	2.88z	4.37z m	4.71zm n	4.53zm n	5.40zm nop	2.78	4.40z r	4.60zr su	4.39zr	4.78zrstu

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Table 611

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
1%-5%	240 12%hit	116 11%	124 12%	1 100%	5 14%	42 20%zfg hilmn	38 12%	51 13%h	28 7%	31 8%	43 15%hin	6 16%	81 15%zfh im	80 10%h	74 11%l	66 10%	73 13%	47 12%	54 12%	94 21%ztu	89 9%	50 10%
6%-10%	421 21%jn	207 20%	214 21%	- -	7 20%	60 29%zgi jn	81 24%ijn	80 20%	86 22%jn	64 17%	45 15%	7 19%	140 26%zij n	166 21%jn	108 16%	118 19%	130 23%	70 17%	103 24%q	92 21%	225 23%	93 18%
11%-15%	128 6%	73 7%	55 5%	- -	4 12%	10 5%	26 8%	17 4%	25 6%	28 8%	19 6%	4 11%	36 7%	41 5%	47 7%	39 6%	28 5%	21 5%	40 9%zpq	30 7%	54 5%	39 8%
16%-20%	374 18%jn	185 18%	189 19%	- -	8 25%	33 16%	73 22%jn	86 22%jn	72 19%j	64 17%	37 12%	8 24%	106 20%j	159 20%jn	101 15%	129 20%	100 18%	77 19%	67 16%	68 15%	189 19%	88 17%
21%-25%	175 9%	93 9%	81 8%	- -	2 6%	12 6%	32 10%	38 10%	41 11%	25 7%	24 8%	2 6%	45 8%	79 10%	49 7%	65 10%p	38 7%	36 9%	35 8%	84 8%	45 9%	9%
26%-30%	121 6%	60 6%	61 6%	- -	1 3%	15 7%	20 6%	21 5%	22 6%	24 6%	17 6%	1 3%	36 7%	44 6%	40 6%	31 5%	37 6%	28 7%	24 6%	27 6%	59 6%	27 5%
31%-35%	16 1%pt	8 1%	8 1%	- -	- -	- -	- -	4 1%l	5 1%l	4 1%l	2 1%	- -	- -	9 1%l	6 1%l	10 2%zp	1 *	2 1%	2 1%	4 1%	3 *	8 2%t
36%-40%	52 3%	23 2%	29 3%	- -	- -	6 3%	7 2%	14 4%	12 3%	8 2%	5 2%	- -	13 2%	27 3%	13 2%	12 2%	9 2%	16 4%p	15 4%	10 2%	28 3%	13 2%
41%-45%	1 *	* *	1 *	- -	- -	- -	- -	- -	1 *	* *	- -	- -	- -	1 *	* *	- -	1 *	- -	- -	- -	* *	1 *
46%-50%	277 14%flr s	134 13%	143 14%	- -	5 14%	21 10%	32 10%	56 14%	50 13%	61 16%fl	53 18%zef l	5 14%	54 10%	105 13%	114 17%ze fl	81 13%	92 16%zr	60 15%	44 10%	41 9%	154 16%zs	72 14%
51%-60%	14 1%	11 1%	3 *	- -	1 3%	2 1%	1 *	4 1%	1 *	4 1%	2 1%	1 3%h	3 1%	4 1%	6 1%	2 *	6 1%	4 1%	3 1%	2 *	10 1%	1 *
61%-70%	10 *	5 *	5 1%	- -	- -	- -	2 *	2 *	1 *	3 1%	2 1%	- -	2 *	3 *	6 1%	4 1%	2 *	2 *	3 1%	4 1%	3 *	2 *
71%-80%	8 *	2 *	5 1%	- -	- -	- -	1 *	* *	- -	3 1% m	3 1% m	- -	1 *	* *	6 1% zm	4 1%	1 *	2 *	1 *	3 1%	4 *	1 *
81%-90%	7 *	1 *	6 1%	- -	- -	- -	2 1%	2 1%	- 1%	2 1%	* *	- -	2 *	2 *	3 *	2 *	- -	2 *	3 1%	1 *	4 *	2 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 611

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
91%-100%	189	101	88	-	1	6	17	24	42	52	47	1	23	66	99	68	50	33	38	27	82	77
	9%efgls	10%	9%	-	4%	3%	5%	6%	11%efglm	14%zefglm	16%zefglm	4%	4%	8%el	15%zefghlm	11%	9%	8%	9%	6%	8%	15%zst
MEAN	29.68efls	29.96	29.41	2.00	24.29	21.01	24.56	27.44el	30.75efl	35.73zefghklm	36.21zefghklm	23.56	23.19	29.07efl	35.94zefghklm	31.01	29.07	30.18	28.10	24.28s	29.79s	34.57zst
MEDIAN	20	20	20	2	16	11	19	19	20	20	21	16	19	20	21	20	19	19	19	18	19	20

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 612

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
1%-5%	240 12%	14 9%	24 11%	83 15%z	12 10%	3 7%	96 13%	24 11%	15 9%	5 8%	5 29%	8 18%	80 11%	8 9%	192 12%	48 11%	113 13%	18 12%	15 10%	2 6%	2 20%	6 18%	78 11%	6 8%
6%-10%	421 21%lv	42 29%z	42 19%	119 21%	29 25%	13 30%	156 22%l	48 22%	42 26%l	16 26%	7 41%	12 30%l	121 16%	20 24%	330 21%	91 21%	191 22%v	28 19%	36 24%	10 30%v	2 30%	10 27%	123 17%	22 32%zv
11%-15%	128 6% ^d	13 9%	11 5%	39 7%	2 1%	2 6%	49 7%	13 6%	4 2%	7 11%h	1 4%	2 5%	46 6%	6 7%	105 7%	23 5%	59 7%	11 7%	4 3%	1 4%	- -	2 6%	45 6%	5 7%
16%-20%	374 18%nw	33 23%	48 22%	109 20%	21 18%	7 17%	147 21%	43 20%	28 17%	13 20%	* 3%	7 16%	125 17%	11 13%	276 17%	98 23%zn	184 21%zv	25 17%	25 17%	7 22%	* 6%	6 17%	119 17%	6 9%
21%-25%	175 9%	5 4%	30 14%za	55 10%	11 10%	-	73 10%	17 8%	11 7%	6 10%	1 8%	1 3%	54 7%	10 12%	133 8%	41 10%	86 10%	10 7%	15 10%	3 8%	1 18%	1 4%	51 7%	7 10%
26%-30%	121 6%	5 3%	9 4%	42 8%	6 5%	1 2%	40 6%	16 7%	7 4%	1 2%	-	3 6%	48 6%	6 8%	99 6%	21 5%	51 6%	12 8%	7 5%	1 3%	-	3 7%	43 6%	3 5%
31%-35%	16 1%	- -	4 2%	2 *	- -	3 6%	4 1%	3 1%	3 2%	- -	- -	- -	6 1%	-	16 1%	-	4 *	3 2%	3 2%	- -	- -	- -	6 1%	-
36%-40%	52 3%	4 3%	6 3%	15 3%	4 4%	-	19 3%	6 3%	4 3%	2 3%	1 8%	1 3%	17 2%	2 2%	41 3%	12 3%	24 3%	5 3%	2 1%	1 3%	1 17%	1 2%	17 2%	2 3%
41%-45%	1 *	1 *	- -	- -	- -	-	- -	1 *	- -	- -	- -	- -	* *	-	* *	1 *	- -	- -	- -	- -	- -	- -	1 *	-
46%-50%	277 14% ^d	14 9%	23 10%	66 12%	23 20%	3 8%	80 11%	23 11%	26 17%	5 7%	1 8%	4 9%	123 17%zf	15 19%	221 14%	56 13%	96 11%	21 14%	22 15%	3 9%	1 9%	4 10%	117 16%zp	14 21% ^q
51%-60%	14 1%	- -	5 2%zc	1 *	- -	1 1%	5 1%	1 *	1 *	1 2%	1 -	1 2%	6 1%	-	13 1%	2 *	6 1%	1 1%	1 *	- -	- -	1 2%	6 1%	-
61%-70%	10 * ⁿ	- -	- -	1 *	2 1%	-	- -	1 *	2 1% ^f	- -	- -	1 2% ^f	6 1% ^f	1 1% ^f	5 *	5 1%	3 *	- -	2 1%	- -	- -	- -	6 1%	-
71%-80%	8 *	1 1%	- -	- -	- -	-	1 *	- -	- -	- -	- -	- -	6 1% ^z	* 1%	8 *	-	1 *	- -	- -	- -	- -	- -	6 1% ^z	* 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 612

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*	
81%-90%	7*	-	-	-	-	2	-	-	2	2	-	-	3	-	4	2	-	-	2	2	-	-	-	3	-
		-	-	-	-	5%	-	-	1% _f	3% _{zfg}	-	-	*	-	*	*	-	-	1% _p	6% _{zpq}	-	-	*	-	
91%-100%	189 9% _{cfp}	14 10% _c	20 9% _c	25 5%	8 7%	7 17%	40 6%	19 9%	15 9%	6 9%	- -	2 6%	104 14% _{zfm}	3 4%	161 10% _z	29 7%	51 6%	16 10%	15 10%	3 9%	- -	2 4%	101 14% _{zpw}	3 4%	
MEAN	29.68 cfp	27.22	29.08	24.08	29.13	36.15	25.09	28.06	30.97	28.72	15.43	23.61	35.26 zfgkm	27.29	30.26	27.54	25.43	30.50 p	31.16 p	30.45	20.63	22.52	35.06 zpuw	26.18	
MEDIAN	20	19	19	19	19	15	19	18	19	16	8	12	24	19	20	20	19	19	19	17	10	13	20	16	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 613

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
1%-5%	240 12%h	137 11%	43 13%	59 12%	74 15%h	3 18%	1 59%	9 12%	156 11%	67 12%	79 11%	37 12%	31 13%	25 15%	37 16%	31 15%	7 10%	3 21%	1 37%	- -	1 14%	
6%-10%	421 21%h	244 20%	72 22%	105 21%	137 27%zh	4 27%	- -	18 23%	268 18%	108 18%	137 19%	73 23%	52 22%	51 31%z j	58 26%	56 26%	26 37%z	3 24%	1 22%	1 51%	2 36%	
11%-15%	128 6%	79 7%	22 7%	26 5%	27 5%	2 15%	- -	7 8%	93 6%	33 6%	53 7%	20 7%	10 4%	12 7%	7 3%	11 5%	6 8%	2 13%	1 41%	- -	- -	
16%-20%	374 18%ci	249 21%zc	51 16%	74 14%	112 22%zh	3 21%	- -	10 13%	253 17%	88 15%	131 18%	64 21%	56 24%i	34 21%	46 20%	49 23%	19 26%	1 7%	- -	- -	1 18%	
21%-25%	175 9%	101 8%	34 11%	39 8%	35 7%	- -	* 16%	13 16%zd	127 9%	54 9%	58 8%	30 10%	21 9%	11 7%	19 8%	15 7%	2 3%	2 15%	- -	- -	- -	
26%-30%	121 6%	70 6%	24 7%	27 5%	31 6%	1 6%	- -	2 3%	88 6%	30 5%	58 8%zk	11 4%	13 6%	8 5%	15 7%	12 6%	3 4%	- -	- -	1 49%	- -	
31%-35%	16 1%	8 1%	1 *	7 1%	- -	- -	- -	- 1%zd	16 -	5 1%	7 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	
36%-40%	52 3%	31 3%	10 3%	11 2%	15 3%	- -	1 25%	4 5%	34 2%	11 2%	16 2%	19 6%z ij	2 1%	4 2%	6 2%	6 3%	3 5%	* 3%	- -	- -	- -	
41%-45%	1 *	1 *	- -	* *	- -	- -	- -	1 *	- *	* *	- *	1 *	- *	- *	- -	- -	- -	- -	- -	- -	- -	
46%-50%	277 14%do	159 13%	39 12%	80 16%	44 9%	2 12%	- -	8 10%	228 16%zd	93 16%km	111 15%m	31 10%	29 12%	13 8%	22 10%	17 8%	5 7%	2 17%	- -	- -	- -	
51%-60%	14 1%	7 1%	3 1%	4 1%	1 *	- -	- -	1 1%	12 1%	7 1%	4 1%	1 *	1 *	1 1%	- -	- -	1 2%	- -	- -	- -	- -	
61%-70%	10 *	7 1%	- -	2 *	- -	- -	- -	10 1%	- 1%	2 *	6 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	
71%-80%	8 *	2 *	1 *	4 1%	* *	- -	- -	- -	7 *	5 1%z	2 *	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 613

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
81%-90%	7*	61%	-	1*	2*	-	-	-	5*	-	51%	-	21%	-	-	21%	-	-	-	-	-
91%-100%	189p	948%	227%	7314%ab	296%	-	-	810%	15511%cd	7813%zj	7110%km	196%	167%	32%	167%	126%	-	-	-	-	233%
MEAN	29.68bdkmnop	28.58	26.57	34.31zab	23.59	17.27	17.05	28.46	31.98zd	34.00zklm	30.99km	25.85m	26.53m	19.59	24.65	23.55	18.39	20.21	9.20	19.75	39.65
MEDIAN	20	20	17	20	19	11	5	18	20	20	20	18	19	12	17	19	12	12	8	10	10

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 614

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
1%-5%	240 12% ^{dg}	35 15%	34 16% ^d	44 16% ^d	161 11%	238 12% ^{gj}	136 13% ^{gj}	114 10%	214 12% ^g	226 12% ^g	76 10%	196 12% ^g	138 12%	87 14% ^{gj}	148 12% ^g	53 11%
6%-10%	421 21% ^{dgn}	77 32% ^{zd}	51 25%	75 27% ^{zd}	277 18%	416 21% ^{gn}	235 22% ^{gn}	215 19%	386 21% ^{gn}	397 21% ^{gn}	161 21%	349 21% ^{gn}	252 21% ⁿ	140 22% ⁿ	244 19%	93 20%
11%-15%	128 6%	16 7%	10 5%	14 5%	101 7%	128 6%	71 7%	71 6%	116 6%	121 6%	55 7%	107 6%	69 6%	33 5%	80 6%	33 7%
16%-20%	374 18% ^d	51 21%	46 22%	62 22%	259 17%	367 18%	195 19%	219 19%	339 19%	352 18%	166 21% ^{zefhi}	335 20% ^{zehi}	238 20%	127 20%	256 20% ^e	98 21%
21%-25%	175 9% ^{efj}	18 8%	14 7%	18 7%	136 9%	167 8% ^f	74 7%	108 9% ^{fj}	153 8% ^f	162 8% ^f	52 7%	154 9% ^{efhj}	114 10% ^{fj}	54 9%	113 9% ^{fj}	42 9%
26%-30%	121 6%	10 4%	16 8%	16 6%	90 6%	118 6%	67 6%	70 6%	107 6%	111 6%	44 6%	97 6%	76 6%	40 6%	76 6%	27 6%
31%-35%	16 1% ^m	- -	- -	- -	16 1% ^z	16 1% ^{mn}	6 1%	11 1% ⁿ	14 1% ^m	16 1% ^{mn}	3 *	14 1% ^{mn}	8 1%	1 *	6 *	1 *
36%-40%	52 3%	6 3%	11 5% ^{zd}	8 3%	37 2%	51 3%	30 3%	27 2%	44 2%	49 3%	21 3%	41 2%	29 2%	21 3%	36 3%	9 2%
41%-45%	1 *	- -	- -	- -	1 *	1 *	* *	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -
46%-50%	277 14% ^{ack}	18 8%	18 9%	23 8%	231 15% ^{zabc}	276 14% ^k	135 13%	172 15% ^{klm}	244 14% ^k	267 14% ^{kl}	98 13%	208 12%	148 12%	74 12%	175 14%	73 15% ^m
51%-60%	14 1% ^{el}	1 *	1 1%	- 1%	13 1%	13 1% ^l	5 *	10 1% ^l	12 1% ^l	14 1% ^{el}	3 *	11 1% ^l	4 *	4 1%	9 1% ^l	4 1%
61%-70%	10 *	- -	- -	- 1%	10 1%	10 *	8 1%	6 *	9 1%	8 *	3 *	9 1%	7 1%	3 *	8 1%	- -
71%-80%	8 * ^h	- -	- -	* *	7 *	7 *	5 *	3 *	5 *	8 * ^h	3 *	5 *	3 *	1 *	5 *	1 *
81%-90%	7 *	2 1%	- -	- -	5 *	7 *	2 *	4 *	4 *	6 *	- -	6 *	4 *	- -	3 *	2 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 614

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
91%-100%	189 9%abcfm	6 3%	7 4%	16 6%	162 11%zabc	185 9%f	82 8%	120 10%fhikm	161 9%	174 9%	92 12%zefhik lmno	151 9%	105 9%	44 7%	127 10%fm	36 8%
MEAN	29.68ab cfhkm	20.38	22.24	22.95	31.96zab c	29.61fhm	27.80	31.56zef hiklmo	29.06m	29.58fm	31.14fhk lm	28.99m	28.79m	26.59	30.36fhk lm	28.67
MEDIAN	20	13	19	15	20	20	18	20	19	20	19	20	20	18	20	18

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Table 615

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BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
1%-5%	240	180	17	3	1	10	30	75	74	81	4	7	14	21	20	26	31	25	7
	12%g	12%	9%	10%	4%	13%	13%	9%	12%	16%zg	24%	13%	11%	13%	14%	8%	11%	13%	9%
6%-10%	421	328	37	2	3	12	39	147	146	114	2	9	40	32	28	67	54	41	10
	21%g	22%	20%	8%	19%	15%	17%	18%	24%g	23%	10%	17%	32%zmn opqr	19%	20%	22%	19%	21%	13%
11%-15%	128	91	11	4	3	6	14	60	28	35	-	7	7	11	11	23	15	10	6
	6%	6%	6%	17%	15%	7%	6%	7%	5%	7%	-	13%	6%	7%	7%	8%	5%	5%	7%
16%-20%	374	286	43	5	3	10	27	146	138	59	-	5	15	29	29	62	58	49	21
	18%fil	19%f	23%f	21%	15%	13%	12%	18%i	23%zi	12%	-	10%	12%	18%	20%	20%l	20%l	25%zkl	27%kl
21%-25%	175	135	17	3	-	5	14	66	53	42	4	4	6	10	10	29	29	18	7
	9%	9%	9%	11%	-	7%	6%	8%	9%	8%	22%	8%	5%	6%	7%	9%	10%	9%	9%
26%-30%	121	88	15	1	-	5	12	53	26	32	2	5	6	5	10	16	17	10	1
	6%	6%	8%	5%	-	6%	5%	7%	4%	6%	11%	10%	4%	3%	7%	5%	6%	5%	1%
31%-35%	16	13	-	-	-	-	2	11	4	-	-	-	1	2	1	3	-	-	2
	1%	1%	-	-	-	-	1%	1%zi	1%	-	-	-	1%	1%	1%	1%	-	-	3%pd
36%-40%	52	35	4	1	*	4	7	19	20	12	-	1	2	9	5	4	12	2	1
	3%	2%	2%	5%	3%	5%	3%	2%	3%	2%	-	2%	2%	5%zo	3%	1%	4%o	1%	2%
41%-45%	1	1	-	-	-	-	-	*	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-
46%-50%	277	188	26	4	2	13	44	112	68	81	4	6	13	19	12	38	47	21	11
	14%a	13%	14%	16%	13%	17%	19%za	14%	11%	16%h	27%	12%	11%	12%	8%	13%	17%n	11%	14%
51%-60%	14	10	1	-	-	2	2	6	2	5	-	1	2	1	1	1	1	-	-
	1%	1%	*	-	-	2%	1%	1%	*	1%	-	3%oq	1%	*	1%	*	-	-	-
61%-70%	10	7	-	-	-	2	1	4	1	4	-	-	1	1	1	1	2	-	-
	*	*	-	-	-	3%zab	1%	*	*	1%	-	-	1%	1%	1%	*	1%	-	-
71%-80%	8	3	*	-	1	-	3	6	1	1	-	-	1	1	-	2	1	-	-
	*	*	*	-	6%	-	1%a	1%	*	*	-	-	1%	1%	-	1%	*	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
81%-90%	7 *	6 *	*	-	-	-	1 *	4 1%	2 *	-	-	-	-	2 1%	1 *	2 1%	-	-	2 2%zp
91%-100%	189 9%p	127 9%	16 9%	2 7%	4 24%	9 12%	31 14%za	97 12%zhi	49 8%	38 8%	1 5%	6 13%	18 14%p	21 13%p	16 11%	32 10%	16 6%	21 10%	9 12%
MEAN	29.68ah	28.47	29.35	29.34	44.17	34.42	35.28z ab	32.98z hi	27.12	27.94	29.11	31.81	31.91	32.61	29.64	30.51	28.14	28.32	33.61
MEDIAN	20	20	19	19	19	21	24	20	17	19	20	18	16	20	17	18	19	17	19

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Table 616

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
1%-5%	240 12%ac	209 11%	31 22%za	8 6%	15 8%	14 9%	22 12%	34 24%zcd elijmno	12 12%	17 8%	46 11%	28 17%zcd deio	13 14%c	24 14%c	7 8%	195 12%c	156 13%	80 10%	236 12%	204 12%	36 11%	240 12%
6%-10%	421 21%am	374 20%	46 33%za	19 15%	43 25%cd mn	38 23%mn	44 25%cd mn	26 18%	17 17%	54 26%cd mn	93 22%mn	40 24%cd mn	14 14%	23 13%	11 13%	374 22%zcd mn	254 21%	164 22%	418 21%	358 21%	64 19%	421 21%
11%-15%	128 6%	117 6%	11 7%	11 9%	10 5%	14 8%	9 5%	12 8%	7 7%	9 4%	26 6%	11 7%	3 3%	11 7%	5 6%	108 6%	86 7%	41 5%	127 6%	106 6%	22 7%	128 6%
16%-20%	374 18%p	352 19%	21 15%	30 22%	32 18%	36 22%	27 15%	35 25%j	13 14%	33 15%	65 16%	29 18%	15 15%	31 18%	29 33%zcd fhijk lmo	299 18%	209 17%	154 20%	363 18%	309 18%	64 19%	374 18%
21%-25%	175 9%	167 9%	6 5%	8 6%	18 10%g	9 5%	15 8%	5 4%	13 13%g	14 7%	48 11%eg	12 7%	9 10%	13 8%	10 11%g	142 8%	99 8%	73 10%	173 9%	143 8%	31 9%	175 9%
26%-30%	121 6%	112 6%	8 6%	12 9%ijo	11 6%	8 5%	8 5%	6 4%	11 11%ijo	7 3%	18 4%	10 6%	5 5%	17 10%zij o	8 9% i	91 5%	72 6%	46 6%	118 6%	95 6%	25 8%	121 6%
31%-35%	16 1%	16 1%	- -	1 *	- -	3 2%j	2 1%	- -	- -	7 3%zdj o	- -	3 2%j	- -	1 *	- -	15 1%	9 1%	7 1%	16 1%	13 1%	2 1%	16 1%
36%-40%	52 3%	49 3%	3 2%	1 1%	2 1%	10 6%zcd fjo	2 1%	4 3%	2 2%	6 3%	10 2%	6 3%	3 3%	7 4%	1 1%	42 2%	31 3%	21 3%	52 3%	47 3%	5 2%	52 3%
41%-45%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* -	- -	1 *	- -	* *	1 *	- -	1 *	1 *	- -	1 *
46%-50%	277 14%be	267 14%b	9 6%	30 23%ze ghijk no	26 15%	13 8%	25 14%	16 11%	10 10%	29 14%	53 13%	20 12%	21 21%ze giko	25 15%	10 11%	222 13%	166 13%	105 14%	272 14%	225 13%	52 16%	277 14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
51%-60%	14 1%	14 1%	-	4 3% zgijkm	3 2%	2 1%	2 1%	-	-	-	2 *	-	-	-	2 2%im	12 1%	11 1%	3 *	14 1%	14 1%	1 *	14 1%
61%-70%	10 *s	10 1%	-	-	1 1%	3 2%zo	-	-	-	2 1%	1 *	-	-	1 *	1 1%	8 *	3 *	6 1%	10 *	4 *	5 2%zsu	10 *s
71%-80%	8 *	7 *	*	1 1%	*	2 1%j	-	-	2 2%zjo	-	-	*	1 1%	1 *	-	6 *	6 *	2 *	7 *	7 *	1 *	8 *
81%-90%	7 *	7 *	-	-	-	*	-	-	3 4%zdfjmo	2 1%	-	1 *	-	-	-	7 *	2 *	4 1%	7 *	4 *	2 1%	7 *
91%-100%	189 9% bgkq	183 10% b	5 4%	6 5%	14 8%	10 6%	21 12% cgkn	5 4%	8 8%	32 15% zcegkno	54 13% zcegnkno	7 4%	14 14% zcegnkno	15 9%	3 3%	157 9% cgk	132 11% zqrgk	55 7%	187 9% q	167 10%	22 7%	189 9%
MEAN	29.68 bgk	30.44 zb	18.62	30.88 gk	29.17 gk	27.64 g	30.21 gk	20.77	31.42 gk	34.64 zegknko	31.54g	23.85	35.94 zdegkgnkno	30.16	26.55 k	29.44g	30.40	28.51	29.68	29.83	28.96	29.68
MEDIAN	20	20	10	20	18	17	18	15	21	20	18	19	22	19	19	20	20	20	20	20	20	20

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Table 617

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
1%-5%	240 12%a	79 10%	165 13%ace g	215 12%a	240 12%a	182 11%	35 15%a	201 12%	109 13%a	54 13%	15 12%	175 11%	7 11%	40 14%	18 13%	182 11%	58 14%	215 12%	25 13%
6%-10%	421 21%a	144 18%	288 23%zac dg	388 21%a	421 21%a	341 21%a	53 23%	366 21%a	206 24%za cdeg	90 22%	21 17%	331 21%	11 18%	58 20%	22 17%	341 21%	80 19%	388 21%	33 17%
11%-15%	128 6%	48 6%	79 6%	114 6%	128 6%	102 6%	20 9%	109 6%	55 6%	35 8%	9 7%	98 6%	4 7%	16 6%	9 7%	102 6%	25 6%	114 6%	13 7%
16%-20%	374 18%jnpr	143 18%j	257 20%zdj	352 19%zjd j	374 18%j	318 20%zdj	39 17%j	338 20%zdj	168 20%j	91 22%j	11 9%	307 20%zn	10 17%	44 15%	12 9%	318 20%zp	56 13%	352 19%zr	22 11%
21%-25%	175 9%	59 7%	111 9%h	154 8%	175 9%	132 8%	16 7%	147 9%	61 7%	38 9%	13 11%	126 8%	6 9%	28 10%	15 11%	132 8%	43 10%	154 8%	20 10%
26%-30%	121 6%	56 7%	68 5%	111 6%	121 6%	98 6%	14 6%	106 6%	56 7%	20 5%	6 5%	95 6%	3 5%	16 6%	6 5%	98 6%	22 5%	111 6%	9 5%
31%-35%	16 1%h	8 1%h	9 1%h	14 1%h	16 1%h	13 1%h	5 2%zbcd ghi	13 1%h	1 *	1 *	1 1%	13 1%	- -	1 *	2 1%	13 1%	2 1%	14 1%	2 1%
36%-40%	52 3%	21 3%	31 2%	46 3%	52 3%	41 3%	6 2%	43 2%	24 3%	10 2%	5 4%	40 3%	1 2%	6 2%	5 4%	41 3%	11 3%	46 3%	6 3%
41%-45%	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
46%-50%	277 14%bego	129 16%zb cdegh i	144 11%	247 13%bg	277 14%beg	203 13%	25 11%	218 13%b	107 12%	46 11%	22 18%b	196 13%	7 11%	51 18%zk	23 17%	203 13%	75 18%zo	247 13%	30 15%
51%-60%	14 1%	8 1%	6 1%	11 1%	14 1%	9 1%	- -	10 1%	7 1%	* *	2 2%l	9 1%	1 1%	2 1%	3 2%	9 1%	5 1%	11 1%	3 2%
61%-70%	10 *	2 *	6 *	8 *	10 *	7 *	3 1%	9 *	5 1%	- -	* *	5 *	1 2%k	3 1%	1 *	7 *	3 1%	8 *	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 617

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
71%-80%	8	3	2	5	8	5	-	5	3	3	1	4	1	1	1	5	3	5	3
	*	*	*	*	*	*	-	*	*	1%	1%	*	2%k	*	1%	*	1%	*	1%q
81%-90%	7	4	4	6	7	6	-	6	4	-	1	6	-	-	1	6	1	6	1
	*	*	*	*	*	*	-	*	*	-	*	*	-	-	*	*	*	*	*
91%-100%	189	98	88	165	189	148	15	156	56	30	17	140	8	25	17	148	42	165	25
	9%bh	12%zbc defghi	7%	9%bh	9%bh	9%bh	7%	9%bh	6%	7%	13%bhi	9%	13%	9%	13%	9%	10%	9%	13%
MEAN	29.68bc fghi	33.59 zbcde fghi	26.44	29.18 bfhi	29.68b cfghi	29.23b fhi	25.33	29.07b hi	26.61	25.92	35.62zbcde fghi	29.05	33.77	29.87	34.75zk	29.23	31.40	29.18	34.45zq
MEDIAN	20	20	19	20	20	20	19	20	19	17	23	20	20	19	23	20	19	20	22

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Table 618

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
1%-5%	240	97	5	-	1	5	2	-	50	26	-	-	53	2
	12%	11%	10%	-	5%	25%	3%	-	15%	10%	-	-	15%	5%
6%-10%	421	157	9	-	2	1	14	*	91	58	1	-	77	7
	21%a	18%	21%	-	8%	5%	27%	8%	27%za	22%	16%	-	21%	15%
11%-15%	128	51	5	-	5	-	7	1	23	11	-	1	18	6
	6%	6%	10%	-	21%	-	13%l	33%	7%	4%	-	53%	5%	11%
16%-20%	374	164	8	-	5	2	7	-	65	36	3	1	72	8
	18%	19%	18%	-	22%	9%	14%	-	19%	14%	66%	47%	20%	15%
21%-25%	175	68	8	-	*	3	6	-	21	38	-	-	27	5
	9%	8%	17%ahp	-	2%	13%	11%	-	6%	15%zahp	-	-	7%	9%
26%-30%	121	50	1	-	-	-	6	-	21	20	-	-	20	2
	6%	6%	3%	-	-	-	11%	-	6%	8%	-	-	6%	5%
31%-35%	16	8	1	-	1	-	2	-	-	4	-	-	1	-
	1%	1%	1%h	-	3%	-	4%hp	-	-	1%h	-	-	*	-
36%-40%	52	19	2	-	1	1	-	-	13	11	-	-	5	1
	3%	2%	4%	-	2%	6%	-	-	4%	4%	-	-	1%	2%
41%-45%	1	1	-	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	-	-	-	-	-	-	*	-
46%-50%	277	129	4	-	4	6	4	1	30	31	-	-	60	8
	14%h	15%h	9%	-	16%	29%	8%	27%	9%	12%	-	-	17%h	16%
51%-60%	14	4	-	-	*	2	-	1	3	2	-	-	2	1
	1%	*	-	-	2%	9%	-	32%	1%	1%	-	-	1%	2%
61%-70%	10	5	-	-	2	-	-	2	-	-	-	-	-	1
	*	1%	-	-	8%	-	-	-	1%	-	-	-	-	2%p
71%-80%	8	5	*	-	1	-	-	1	-	-	-	-	-	-
	*	1%	1%	-	3%	-	-	-	*	-	-	-	-	-
81%-90%	7	3	-	-	-	-	-	-	-	-	-	-	4	-
	*	*	-	-	-	-	-	-	-	-	-	-	1%z	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 618
FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
91%-100%	189	100	2	2	2	1	4	-	22	23	1	-	22	9
	9%p	12%zhp	5%	100%	9%	4%	9%	-	6%	9%	18%	-	6%	18%hp
MEAN	29.68h	32.35zhp	24.91	100.00	36.35	33.22	27.49	37.62	24.72	29.29h	32.83	15.78	27.01	38.88zbhlp
MEDIAN	20	20	17	100	19	24	17	25	19	20	15	12	17	22

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 619

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
1%-5%	240 12%	1 7%	-	18 11%	-	-	1 14%	-	-	-	1 27%	-	1 100%	17 16%
6%-10%	421 21%	2 25%	1 100%	32 21%	-	-	2 23%	-	1 11%	-	-	3 17%	-	33 31%zy
11%-15%	128 6%	-	-	8 5%	-	-	1 8%	-	3 51%	-	-	3 16%	-	4 4%
16%-20%	374 18%	1 10%	-	36 24%	-	-	1 15%	-	1 19%	-	2 73%	4 25%	-	21 20%
21%-25%	175 9%	1 8%	-	7 4%	-	-	1 11%	-	* 7%	-	-	-	-	4 4%
26%-30%	121 6%	3 29%	-	7 5%	-	-	-	-	-	-	-	1 9%	-	8 7%
31%-35%	16 1%	-	-	-	-	-	1 7%	-	-	-	-	2 11%	-	-
36%-40%	52 3%	1 7%	-	3 2%	-	-	-	-	-	-	-	-	-	3 3%
41%-45%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	277 14%	* 5%	-	16 10%	-	-	1 5%	1 100%	-	3 100%	-	1 5%	-	10 10%
51%-60%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
61%-70%	10 *	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 1%
71%-80%	8 *	-	-	*	-	-	-	-	-	-	-	-	-	-

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Table 619

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
1%-5%	240	12	-	1	-	-	16	-	1
	12%	17%	-	59%	-	-	17%	-	14%
6%-10%	421	13	1	-	-	2	14	-	2
	21%	19%	49%	-	-	47%	15%	-	21%
11%-15%	128	3	-	-	-	-	7	-	2
	6%	4%	-	-	-	-	8%	-	20%
16%-20%	374	11	-	-	-	1	16	-	-
	18%	16%	-	-	-	27%	18%	-	-
21%-25%	175	7	-	1	2	-	4	-	-
	9%	10%	-	41%	100%	-	5%	-	-
26%-30%	121	2	1	-	-	1	5	-	-
	6%	3%	51%	-	-	11%	6%	-	-
31%-35%	16	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
36%-40%	52	1	-	-	-	-	1	-	-
	3%	1%	-	-	-	-	1%	-	-
41%-45%	1	-	-	-	-	-	*	-	-
	*	-	-	-	-	-	1%	-	-
46%-50%	277	14	-	-	-	-	19	-	3
	14%	20%	-	-	-	-	21% ^d	-	36%
51%-60%	14	2	-	-	-	-	-	-	-
	1%	3% ^z	-	-	-	-	-	-	-
61%-70%	10	-	-	-	-	1	-	-	-
	*	-	-	-	-	16%	-	-	-
71%-80%	8	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-

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Table 619

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
81%-90%	7*	-	-	-	-	-	-	-	-	-	-	-	-	-
91%-100%	189	1	-	26	1	2	2	-	1	-	-	3	-	4
	9%	9%	-	17%zpy	100%	100%	16%	-	13%	-	-	16%	-	3%
MEAN	29.68p	29.75	10.00	34.03p	100.00	100.00	30.68	50.00	26.09	50.00	14.83	34.16	1.00	21.48
MEDIAN	20	25	10	18	100	100	17	50	13	50	7	18	1	13

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Table 619

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
81%-90%	7	-	-	-	-	-	3	-	-
	*	-	-	-	-	-	4%zd	-	-
91%-100%	189	5	-	-	-	-	5	1	1
	9%	7%	-	-	-	-	5%	100%	9%
MEAN	29.68p	29.12	20.27	13.12	25.00	23.61	29.09	100.00	32.29
MEDIAN	20	18	11	5	25	11	18	100	13

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Table 620

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
1%-5%	240 12% ^c	125 11%	115 14% ^c	35 8%	3 8%	1 11%	1 13%	2 5%	-	36 15% ^{ac}	14 8%	-	-	32 14% ^c	2 7%	65 15% ^{acn}	7 18%
6%-10%	421 21%	250 21%	171 20%	74 17%	6 19%	-	-	8 24%	*	64 26% ^{zac}	42 24%	-	-	53 23%	2 7%	108 25% ^{ac}	10 25%
11%-15%	128 6%	78 7%	50 6%	26 6%	3 8%	1 6%	-	4 12%	-	18 8%	9 5%	-	1 100%	12 5%	4 17%	26 6%	1 2%
16%-20%	374 18%	235 20% ⁿ	139 17%	96 23% ^{zbn}	6 17%	3 28%	2 26%	4 11%	-	45 19%	25 14%	3 100%	-	46 20%	5 19%	82 19%	8 21%
21%-25%	175 9%	115 10% ^t	60 7%	38 9%	8 22% ^{zabcjrt}	-	-	6 17%	-	18 7%	26 15% ^{zabjrt}	-	-	18 8%	1 4%	27 6%	3 6%
26%-30%	121 6%	75 6%	46 5%	26 6%	1 3%	-	-	4 12%	-	13 6%	17 9%	-	-	13 6%	1 3%	33 7%	1 2%
31%-35%	16 1%	11 1%	5 1%	7 2% ^t	-	-	-	-	-	-	3 1% ^t	-	-	1 *	-	-	-
36%-40%	52 3%	34 3%	19 2%	8 2%	2 5%	1 6%	1 9%	-	-	9 4%	10 5% ^{zabcr}	-	-	2 1%	1 4%	14 3% ^r	2 4%
41%-45%	1 *	1 *	* *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	277 14% ^{jt}	148 12% ^j	130 15% ^{jt}	62 15% ^{jt}	4 12%	3 33%	3 38%	4 12%	-	17 7%	19 10%	-	-	32 14% ^{jt}	4 15%	43 10%	4 10%
51%-60%	14 1%	7 1%	7 1%	-	-	* 4%	1 14%	-	1 80%	2 1%	1 *	-	-	2 1%	-	3 1%	* 1%
61%-70%	10 *	4 *	6 1%	2 1%	-	1 6%	-	-	-	1 *	-	-	-	-	-	2 *	1 1%
71%-80%	8 *	5 *	3 *	3 1%	* 1%	-	-	-	-	1 1%	-	-	-	-	-	1 *	-
81%-90%	7 *	3 *	4 *	2 1%	-	-	-	-	-	-	-	-	-	* *	-	* *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 620

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
91%-100%	189 9%	103 9%	86 10%	43 10%	1 4%	1 6%	-	3 8%	-	18 7%	14 8%	-	-	17 8%	6 25%	34 8%	4 10%
MEAN	29.68j t	28.97j t	30.69jt	31.85ajrt	26.64	37.56	37.12	28.23	50.06	24.81	28.50	20.00	12.00	26.89	42.89	26.20	27.11
MEDIAN	20	20	20	20	20	35	41	19	29	15	20	20	12	17	21	16	16

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Table 621

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
1%-5%	240 12%g	34 19%z	31 19%z	16 32%za b	71 11%	46 10%	16 10%	122 9%	117 18%zg	164 12%	40 10%	21 25%zl	25 9%	77 12%	102 21%zm	48 22%zm	83 23%zm	93 25%zmn	57 10%	104 22%zr	59 25%zr	82 22%zr	90 24%zr
6%-10%	421 21%ab gj	25 14%	22 13%	9 19%	130 20%	100 21%	35 23%	253 18%	168 26%zg	324 25%zj	48 13%	14 17%	61 23%	141 21%	180 36%zm	83 39%zm	139 38%zm	144 39%zm	107 19%	174 37%zr	93 40%zr	146 39%zr	146 39%zr
11%-15%	128 6%	13 7%	14 8%	3 6%	30 5%	20 4%	10 6%	91 7%	37 6%	85 6%	18 5%	5 6%	26 10%z	39 6%	37 8%	16 8%	21 6%	21 6%	31 5%	34 7%	14 6%	25 7%	23 6%
16%-20%	374 18%mq	39 22%	38 23%	5 10%	121 19%	95 20%	27 18%	268 19%	106 16%	254 19%	77 20%	17 20%	52 20%	102 15%	75 15%	28 13%	58 16%	52 14%	100 18%	72 15%	38 16%	66 18%	58 15%
21%-25%	175 9%np qstuv	23 13%	16 10%	5 10%	68 11%	50 11%	14 9%	125 9%	49 8%	112 8%	31 8%	4 5%	28 10%	53 8%pq	29 6%q	12 5%	15 4%	14 4%	40 7%u	25 5%u	11 5%	13 3%	22 6%u
26%-30%	121 6%hnp stuv	11 6%	12 7%	3 5%	37 6%	33 7%	10 6%	93 7%	27 4%	79 6%	29 8%	3 4%	16 6%	44 7%nopq	18 4%	7 3%	12 3%	13 4%	38 7%stuv	16 4%	5 2%	12 3%	11 3%
31%-35%	16 1%	2 1%	2 1%	-	4 1%	2 *	-	13 1%	2 *	8 1%	2 1%	-	-	7 1%	5 1%	2 1%	2 1%	2 1%	6 1% s	-	-	1 *	-
36%-40%	52 3% s	5 3%	3 2%	2 5%	21 3%	17 4%	8 5%	38 3%	15 2%	31 2%	10 3%	2 3%	6 2%	21 3%np	8 2%	5 2%	4 1%	5 1%	15 3% s	5 1%	3 1%	7 2%	4 1%
41%-45%	1 *	-	-	-	-	-	-	* *	1 *	-	1 *	-	-	* *	-	-	-	-	* *	-	-	-	-
46%-50%	277 14%hin opqstuv	16 9%	16 10%	5 10%	82 13%	64 14%	21 14%	212 15%zh	66 10%	159 12%	64 17%il	13 16%	31 12%	103 15%nopq	19 4%	4 2%	14 4%	13 4%	96 17%zstu v	15 3%	6 2%	13 3%	12 3%
51%-60%	14 1%	-	-	-	7 1%	4 1%	-	10 1%	4 1%	9 1%	-	* 1%	-	6 1%	1 *	-	1 *	1 *	5 1%	1 *	-	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 621

FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
61%-70%	10 *	2 1%	2 1%	-	1 *	-	1 1%	9 1%	1 *	5 *	3 1%	-	-	2 *	2 *	-	-	1 *	2 *	2 *	-	-	2 1%
71%-80%	8 * ⁱ	-	-	-	2 *	1 *	-	6 *	1 *	2 *	3 1%	-	3 1%	2 *	-	-	-	-	1 *	-	-	-	-
81%-90%	7 *	-	-	-	* *	-	-	5 *	2 *	6 *	-	-	-	1 *	4 1%	-	4 1% ^z	-	3 *	2 *	-	2 1%	-
91%-100%	189 9% ^h in opqst uv	10 6%	9 5%	1 3%	64 10%	41 9%	9 6%	144 10% ^{zh}	46 7%	83 6%	57 15% ^{zi}	3 4%	20 7%	70 10% ^{nopq}	15 3%	10 5% ^q	12 3%	8 2%	67 12% ^{zstu} v	14 3%	5 2%	9 2%	10 3%
MEAN	29.68 abchi nopqs tuv	24.62	24.74	19.15	30.27	29.52	27.04	32.02 ^z h	24.64	26.08	36.15 ^z i	22.95	27.04	31.10 ⁿ opq	17.97 q	17.42	17.29 ^q	15.24	33.26 ^z stuv	16.85 t	14.56	16.20	15.79
MEDIAN	20	17	17	10	19	19	18	20	15	19	24	16	17	20	10	9	9	9	20	9	9	9	9

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 622

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	257 13%gmt	128 13%	129 13%	1 100%	3 8%	31 15%g	42 13%	34 8%	46 12%	43 12%	56 19%zfg himn	4 11%	73 14%g	80 10%	100 15%zgm	88 14%	75 13%	38 10%	56 13%	55 13%	105 11%	79 15%t
[5] Very likely	312 15%jr	166 16%	146 14%	-	6 19%	28 13%	56 17%	86 22%zeh ijlmn	47 12%	55 15%	34 11%	6 19%	83 15%	133 17%hj	89 13%	110 17%r	98 17%r	54 13%	50 12%	61 14%	149 15%	82 16%
[4] Fairly likely	344 17%jn	186 18%	158 16%	-	5 14%	34 16%	62 19%j	74 19%j	76 20%jn	57 15%	36 12%	5 13%	96 18%j	150 19%jn	93 14%	111 18%	88 15%	70 17%	75 17%	78 18%	151 15%	99 19%
[3] Fairly unlikely	377 19%jnu	207 20%	170 17%	-	6 17%	53 25%zhi jmn	77 23%jn	74 19%	65 17%	65 17%	38 13%	6 16%	129 24%zhi jmn	139 18%	103 15%	116 18%	110 19%	73 18%	78 18%	79 18%	204 21%zu	77 15%
[2] Very unlikely	277 14%jn	127 12%	150 15%	-	7 20%	30 14%	38 11%	57 14%j	69 18%zjf ln	52 14%jn	24 8%	7 19%j	68 13%	126 16%zjn	77 11%j	85 13%	84 15%	56 14%	53 12%	61 14%	143 14%	63 12%
[1] Certain not to	415 20%efg lmp	191 19%	225 22%	-	8 22%	27 13%	52 16%	64 16%	74 19%	93 25%zef glm	98 33%zef ghilmn	8 22%	79 15%	137 18%	192 29%ze m	114 18%	95 17%	97 24%op	109 25%zo p	82 19%	214 22%	114 22%
MEAN	3.32nq rt	3.39	3.24	6.00	3.12	3.49	3.48in	3.42n	3.24	3.16	3.18	3.21	3.49zh ijn	3.33	3.17	3.45q r	3.43q r	3.11	3.17	3.34	3.20	3.41
Not applicable	3 *	1 *	2 *	-	-	-	-	1 *	2 *	-	-	-	-	3 *	-	1 *	1 *	-	1 *	1 *	-	1 *
Don't know	46 2%aou	15 2%	31 3%a	-	-	6 3%	5 2%	9 2%	7 2%	7 2%	12 4%	-	12 2%	16 2%	18 3%	6 1%	17 3%o	12 3%	11 3%	19 4%zu	25 2%u	3 1%
Likely [NET]	569 28%qt	293 29%	276 27%	1 100%	9 27%	59 28%	98 29%	120 30%	93 24%	99 26%	90 30%	10 30%	157 29%	213 27%	189 28%	198 31%qr	173 31%qr	92 23%	106 24%	116 27%	253 26%	161 31%
Neutral [NET]	722 36%bjn	394 39%zb	328 32%	-	10 30%	87 42%jn	139 42%zij n	148 37%jn	142 37%jn	122 33%jn	74 25%	10 29%	226 42%zij n	290 37%jn	196 29%j	227 36%	197 35%	143 36%	154 35%	158 36%	354 36%	177 34%
Unlikely [NET]	693 34%af	318 31%	375 37%za	-	14 42%	57 27%	90 27%	121 30%	142 37%eell m	146 39%zef gl	123 41%zef glm	14 41%	147 27%	264 34%l	268 40%ze fglm	199 31%	179 32%	153 38%	162 37%	143 33%	357 36%	177 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 623

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	257	13	21	71	8	5	82	24	13	6	7	2	109	14	204	53	98	20	12	2	3	2	109	12
	13%	9%	9%	13%	7%	13%	12%	11%	8%	9%	44%	6%	15%z	17%	13%	12%	11%	13%	8%	7%	37%	7%	15%zp	17%
[5] Very likely	312	20	41	92	23	14	119	33	37	6	*	6	103	7	256	56	148	18	33	3	*	5	99	6
	15%	13%	18%	16%	20%	33%	17%	15%	23%zil	9%	2%	16%	14%	8%	16%	13%	17%	12%	23%zqv	9%	5%	15%	14%	8%
[4] Fairly likely	344	29	40	89	28	5	118	40	33	13	2	13	111	13	270	74	153	30	26	6	2	11	107	10
	17%v	20%	18%	16%	24%	12%	17%	19%	21%	20%	13%	32%zf	15%	16%	17%	17%	18%	20%	18%	20%	29%	30%zv	15%	15%
[3] Fairly unlikely	377	23	52	113	23	7	147	41	30	15	4	8	115	17	288	89	173	24	33	9	1	7	113	18
	19%lv	16%	23%	20%	19%	16%	21%l	19%	19%	24%	22%	20%	15%	21%	18%	21%	20%v	16%	22%	28%	18%	19%	16%	26%v
[2] Very unlikely	277	19	33	87	20	4	110	29	24	9	-	8	89	9	217	60	133	23	20	4	-	6	85	7
	14%	13%	15%	16%	17%	10%	16%	13%	15%	14%	-	18%	12%	11%	14%	14%	15%	15%	14%	12%	-	18%	12%	10%
[1] Certain not to	415	37	32	89	14	5	117	41	19	15	2	3	199	19	330	85	148	30	18	7	-	3	195	14
	20%cd	25%bc	14%	16%	12%	12%	17%	19%	12%	24%hk	14%	7%	27%zf	23%hk	21%	20%	17%	20%	12%	23%	-	8%	27%zp	20%
MEAN	3.32l	3.10	3.40	3.41	3.44	3.85	3.37	3.31	3.55	3.06	4.28	3.50	3.21	3.29	3.33	3.28	3.37	3.29	3.50	3.00	4.70	3.48	3.22	3.34
Not applicable	3	-	1	-	-	-	-	1	-	-	-	-	2	-	2	1	-	1	-	-	-	-	2	-
	*	-	*	-	-	-	-	1%	-	-	-	-	*	-	*	*	-	1%p	-	-	-	-	*	-
Don't know	46	5	3	14	2	2	16	6	4	-	1	1	16	3	36	10	16	5	5	-	1	1	16	3
	2%	4%	1%	3%	2%	4%	2%	3%	2%	-	5%	2%	2%	4%	2%	2%	2%	3%	4%	-	12%	2%	2%	4%
Likely [NET]	569	33	62	163	31	19	201	56	50	12	8	9	212	21	460	109	245	38	45	5	3	8	207	18
	28%	22%	28%	29%	26%	45%	28%	26%	31%	19%	46%	21%	28%	26%	29%	25%	28%	25%	31%	16%	42%	22%	29%	25%
Neutral [NET]	722	52	92	202	51	12	265	82	63	28	6	22	226	31	558	163	326	53	58	15	3	17	220	28
	36%lv	36%	41%	36%	43%	29%	37%l	38%	40%l	44%l	35%	52%zl	30%	37%	35%	38%	38%v	35%	40%	48%v	46%	50%v	30%	41%
Unlikely [NET]	693	57	65	176	33	9	228	70	42	24	2	10	289	28	548	145	281	53	38	11	-	9	279	21
	34%	38%	29%	32%	28%	22%	32%	33%	27%	37%	14%	25%	39%zf	34%	34%	34%	32%	35%	26%	36%	-	26%	39%zp	30%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 624

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
[6] Certain to	257 13%kn	144 12%	45 14%	68 13%	55 11%	1 5%	-	5 7%	199 14%z	85 15%k	103 14%k	24 8%	23 10%	21 13%	16 7%	24 12%	12 17%n	2 15%	1 25%	-	1 21%	
[5] Very likely	312 15%	188 16%	55 17%	69 13%	82 16%	2 12%	1 59%	15 20%	213 15%	84 14%	109 15%	59 19%	33 14%	27 16%	38 17%	28 13%	14 20%	* 3%	1 53%	-	1 18%	
[4] Fairly likely	344 17%	206 17%	49 15%	89 17%	81 16%	5 30%	-	11 14%	249 17%	99 17%	130 18%	48 16%	36 15%	31 19%	35 15%	37 18%	11 16%	2 17%	-	-	1 14%	
[3] Fairly unlikely	377 19%chi	256 21%zc	56 17%	65 13%	121 24%zh	3 20%	-	15 20%	243 17%	79 13%	134 18%i	70 23%i	63 27%zi	32 20%	60 27%z	45 21%	16 22%	3 26%	-	-	-	
[2] Very unlikely	277 14%i	170 14%	44 14%	63 12%	68 13%	1 4%	1 41%	19 24%zdh	193 13%	63 11%	118 16%zi	47 15%	27 12%	22 13%	35 15%	21 10%	10 14%	3 25%	1 22%	1 51%	1 11%	
[1] Certain not to	415 20%aj	202 17%	69 21%	145 28%zab	88 17%	5 30%	-	12 15%	318 22%z	163 28%zj	124 17%	57 18%	42 18%	28 17%	36 16%	50 24%	8 11%	2 15%	-	1 49%	2 36%	
MEAN	3.32c	3.38c	3.35	3.16	3.34	3.06	3.76	3.20	3.31	3.23	3.41	3.25	3.27	3.44	3.23	3.22	3.70	3.13	4.58	1.51	3.30	
Not applicable	3 *	2 *	1 *	-	-	-	-	-	3 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	
Don't know	46 2%	29 2%	4 1%	12 2%	12 2%	-	-	-	34 2%	9 2%	21 3%	5 2%	8 4%	2 1%	7 3%	6 3%	-	-	-	-	-	
Likely [NET]	569 28%	331 28%	100 31%	137 27%	137 27%	3 17%	1 59%	21 27%	412 28%	169 29%	212 29%	83 27%	56 24%	48 29%	54 24%	52 25%	26 36%	2 18%	2 78%	-	2 39%	
Neutral [NET]	722 36%chi	462 39%zc	105 32%	154 30%	202 40%zh	8 49%	-	27 34%	491 34%	178 30%	263 36%	118 38%i	99 43%zi	63 39%	95 42%	82 39%	27 38%	6 42%	-	-	1 14%	
Unlikely [NET]	693 34%a	372 31%	113 35%	208 41%za	155 31%	5 34%	1 41%	31 39%	511 35%	227 39%zj	241 33%	104 34%	69 30%	50 30%	71 31%	70 33%	18 25%	5 40%	1 22%	1 100%	3 47%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 625

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	257 13%kl	28 12%	35 17% ^c	25 9%	202 13%	251 13% ^k	122 12%	170 15% ^{zefhi} kl	225 12% ^k	242 13% ^k	99 13%	194 12%	150 13%	82 13%	181 14% ^{zefhi} k	69 15% ^k
[5] Very likely	312 15%	36 15%	35 17%	48 17%	230 15%	307 15%	167 16%	164 14%	286 16% ^k	292 15%	114 15%	250 15%	195 16%	102 16%	202 16%	87 18% ^{gjk}
[4] Fairly likely	344 17% ⁿ	44 18%	28 14%	48 17%	259 17%	341 17% ⁿ	173 16%	202 18% ⁿ	307 17% ⁿ	319 17%	135 17%	306 18% ^{zegin}	206 17%	97 15%	198 15%	73 15%
[3] Fairly unlikely	377 19% ^d	57 23% ^d	36 17%	68 24% ^{zbd}	253 17%	373 19%	204 19%	201 18%	355 20% ^{zegin}	358 19%	144 19%	336 20% ^{zegin}	250 21% ^{zegin}	119 19%	224 17%	86 18%
[2] Very unlikely	277 14%	29 12%	30 14%	33 12%	207 14%	274 14%	160 15%	147 13%	256 14%	264 14%	114 15%	247 15% ^{zeg}	177 15%	104 16% ^{zg}	192 15% ^g	69 15%
[1] Certain not to	415 20% ^{hkl}	43 18%	38 18%	49 18%	319 21%	407 20% ^{hkl}	203 19% ^l	245 21% ^{hkl}	339 19% ^l	391 20% ^{hkl}	165 21% ^{kl}	311 18% ^l	200 17%	119 19%	267 21% ^{hkl}	83 18%
MEAN	3.32	3.37	3.48	3.32	3.33	3.32	3.30	3.36	3.35 ^{zei}	3.31	3.28	3.32	3.40 ^{zefi} jk	3.33	3.33	3.47 ^{fjk}
Not applicable	3 *	-	-	-	3 *	3 *	2 *	1 *	3 *	3 *	1 *	2 *	2 *	-	2 *	-
Don't know	46 2% ^{jlmno}	5 2%	5 3%	6 2%	33 2%	44 2% ^{jlmn}	21 2% ^j	20 2% ^j	38 2% ^{jln}	43 2% ^{jlmno}	6 1%	37 2% ^{jlmno}	16 1%	7 1%	20 2% ^j	4 1%
Likely [NET]	569 28% ^k	64 27%	70 34% ^c	73 26%	433 29%	558 28% ^k	290 28%	334 29% ^k	511 28% ^k	534 28% ^k	213 27%	444 26%	346 29% ^k	184 29%	383 30% ^{zeik}	156 33% ^{zefhijkl}
Neutral [NET]	722 36% ^{dn}	101 42% ^{bd}	64 31%	116 42% ^{zbd}	512 34%	715 36% ⁿ	377 36% ⁿ	403 35%	662 37% ^{zin}	676 35% ⁿ	279 36% ⁿ	642 38% ^{zeghi} mno	456 38% ^{zegim} no	216 34%	422 33%	159 34%
Unlikely [NET]	693 34% ^{hl}	72 30%	68 33%	82 30%	526 35%	681 34% ^{hl}	362 34% ^l	392 34%	595 33%	655 34% ^{hl}	279 36% ^l	558 33%	376 31%	223 35% ^l	459 36% ^{hkl}	152 32%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 626

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY	REGULAR - AT LEAST ONCE A WEEK	INFREQUENT - AT LEAST ONCE A MONTH	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	NEVER - BUT DO HAVE ACCESS	NEVER - AND DO NOT HAVE ACCESS	OWNED OUT- RIGHT BY HOUS- EHOLD	BEING BOUGHT ON A MORT- GAGE	RENTED	OTHER	UP TO £6499	£6500 - £9499	£9500 - £13499	£13500 - £17499	£17500 - £29999	£30000 - £49999	£50000 - £99999	£100000 PLUS
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	257	181	24	5	2	10	35	107	63	63	5	7	22	28	22	35	36	28	5
	13%	12%	13%	21%	10%	13%	16%	13%	10%	13%	29%	14%	17%	17%	15%	11%	13%	14%	7%
[5] Very likely	312	229	24	6	5	20	29	103	107	79	3	5	21	23	13	48	41	34	20
	15% ^{gn}	15%	13%	22%	26%	26% ^{zabf}	13%	13%	17% ^g	16%	20%	9%	16%	14%	9%	16%	14%	17% ⁿ	27% ^{zkn}
[4] Fairly likely	344	273	31	2	-	11	28	130	116	77	2	4	14	24	25	51	58	27	5
	17% ^r	18% ^{zf}	16%	7%	-	14%	12%	16%	19%	15%	12%	8%	11%	15%	18% ^r	17%	21% ^{lr}	14%	6%
[3] Fairly unlikely	377	315	34	2	-	4	22	149	122	85	4	8	18	26	33	63	47	40	11
	19% ^{ef}	21% ^{zef}	18% ^{ef}	7%	-	6%	10%	19%	20%	17%	22%	15%	14%	16%	23%	21%	17%	21%	15%
[2] Very unlikely	277	215	26	4	2	12	19	115	86	65	-	11	11	18	21	47	45	30	22
	14% ^f	14% ^f	14%	15%	12%	16%	8%	14%	14%	13%	-	22% ^l	9%	11%	15%	15%	16%	15%	29% ^{zlmnopq}
[1] Certain not to	415	254	44	7	8	17	85	181	106	121	3	15	36	42	29	59	55	36	13
	20% ^a	17%	24% ^a	27%	45%	22%	38% ^{zab}	22% ^h	17%	24% ^{zh}	17%	30%	29% ^{zoq}	26%	20%	19%	19%	18%	17%
MEAN	3.32 ^f	3.37 ^{zf}	3.19	3.44	2.80	3.46	3.02	3.23	3.37	3.24	4.05	2.85	3.31	3.32	3.27	3.29	3.33	3.39	3.19
Not applicable	3	2	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	*	*	-	-	6%	-	-	*	-	-	-	-	1%	-	-	-	-	-	-
Don't know	46	30	5	-	-	3	7	21	11	14	-	1	2	3	-	2	2	1	-
	2%	2%	3%	-	-	5%	3%	3%	2%	3%	-	1%	2%	2%	-	1%	1%	1%	-
Likely [NET]	569	410	47	11	6	30	65	209	170	142	8	11	43	51	35	83	76	62	26
	28%	27%	25%	43%	37%	39% ^{zab}	29%	26%	28%	28%	49%	23%	34%	31%	24%	27%	27%	32%	34%
Neutral [NET]	722	588	65	4	-	15	50	279	238	162	6	12	33	50	58	114	105	67	16
	36% ^{eflr}	39% ^{zef}	35% ^{ef}	14%	-	20%	22%	35%	39% ⁱ	32%	35%	24%	26%	30%	41% ^{klr}	37% ^l	37% ^l	34%	21%
Unlikely [NET]	693	469	70	11	10	29	104	297	192	186	3	26	48	60	50	106	100	66	34
	34% ^a	31%	37%	43%	57%	37%	46% ^{za}	37% ^z	31%	37%	17%	52% ^{zn}	38%	37%	35%	35%	35%	33%	45%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 627

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	257 13%fk	242 13%	15 11%	23 17%fh jko	31 18%zf hjko	23 14%fk	9 5%	28 19%zfhj ko	7 7%	32 15%fk	40 10%k	6 4%	17 18%fh jko	23 13%fk	18 21%zf hjko	199 12%fk	158 13%	94 12%	252 13%	219 13%	38 11%	257 13%
[5] Very likely	312 15%df	294 16%	18 12%	22 17%l	17 10%l	24 15%l	7 4%	33 23%zdf lo	13 13%l	41 19%df	71 17%df	28 17%df	12 12%l	25 15%l	20 23%zdf fl	255 15%df	189 15%	117 15%	307 15%	263 16%	48 15%	312 15%
[4] Fairly likely	344 17%dl	319 17%	25 18%	29 22%de lm	20 11%	21 13%	39 22%de lm	31 22%dlm	14 14%	36 17%	68 16%	36 22%de lm	11 11%	22 13%	16 18%	296 18%dl	211 17%	130 17%	341 17%	294 17%	50 15%	344 17%
[3] Fairly unlikely	377 19%ep s	341 18%	33 24%	20 15%	26 15%	20 13%	44 25%zc degij o	21 15%	27 28%cd egij	33 16%	68 16%	50 30%zc degij lmo	16 17%	33 20%	17 20%	311 19%e	205 17%	166 22%zpr	371 19%p	297 17%	80 24%zsu	377 19%ss
[2] Very unlikely	277 14%ss	258 14%	19 14%	13 10%	31 18%ck	32 20%zc giko	21 12%	15 11%	10 10%	23 11%	59 14%	17 10%	18 19%ck	29 17%	10 11%	220 13%	159 13%	113 15%	272 14%	218 13%	59 18%zsu	277 14%ss
[1] Certain not to	415 20%gk nqt	389 21%	25 18%	23 18%n	44 25%gk n	40 24%gk n	38 22%gk n	14 10%	26 26%gk n	48 23%gk n	106 25%zgk n	18 11%	21 22%gk n	32 19%gkn	5 6%	357 21%gkn	284 23%zqr	125 16%	409 20%q	364 21%ztu	51 15%	415 20%t
MEAN	3.32f	3.32	3.26	3.63z defh jko	3.16	3.16	2.89	3.96zd efhijk lmo	2.98	3.45f	3.15	3.38f	3.27	3.29f	4.05z defhi jklmo	3.29f	3.28	3.38	3.32	3.32	3.31	3.32
Not applicable	3 *r	2 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%o	- -	- -	1 1%zjo	2 *	2 *	- -	2 *	2 *	1 *	3 *
Don't know	46 2%	40 2%	5 4%	1 1%	5 3%gi	1 1%	16 9%zcd egij mno	- -	2 2%	- -	4 1%	10 6%zce gijno	1 1%	5 3%gi	- -	39 2%	29 2%	17 2%	46 2%	40 2%	6 2%	46 2%
Likely [NET]	569 28%fk	536 28%	32 23%	45 34%fh ko	48 27%l	47 29%l	16 9%	61 42%zde fhjkmo	19 20%l	73 34%fh ko	111 27%l	34 21%l	29 30%l	47 28%l	38 44%zcd efhijk lmo	454 27%fk	347 28%	212 28%	559 28%	482 28%	87 26%	569 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 627

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	722 36%de p	660 35%	58 41%	50 38%de	46 26%	42 26%	84 48%zd eijlm o	53 37%	41 42%de	69 32%	136 33%	87 52%zc degij lmno	27 28%	55 33%	33 38%	607 36%de	416 34%	296 39%zpr	712 36%p	591 35%	130 39%	722 36%
Unlikely [NET]	693 34%gk n	647 34%	45 32%	36 27%	75 43%zc gkno	72 44%zc gkno	60 34%gk n	29 21%	36 36%gk n	71 33%gk n	164 40%zcg kn	34 21%	40 41%cg kn	61 36%gk n	15 17%	577 34%gkn	444 36%r	237 31%	681 34%	582 34%	110 33%	693 34%

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Table 628

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	257 13%	100 12%	152 12%	227 12%	257 13%	198 12%	34 15%	212 12%	97 11%	61 15%	22 18%h	190 12%	8 13%	37 13%	22 17%	198 12%	59 14%	227 12%	30 15%
[5] Very likely	312 15%p	133 17%	200 16%	291 16%	312 15%	260 16%g	38 16%	269 16%	141 16%	59 14%	14 11%	253 16%	7 11%	38 13%	14 11%	260 16%	52 12%	291 16%	21 11%
[4] Fairly likely	344 17%	128 16%	232 18%e	317 17%	344 17%	271 17%	34 15%	309 18%zde	148 17%	77 18%	16 13%	261 17%	10 17%	56 19%	18 13%	271 17%	74 17%	317 17%	27 14%
[3] Fairly unlikely	377 19%jlnp r	142 18%j	264 21%zdj	364 20%za dj	377 19%j	314 20%j	43 19%j	343 20%zdj	172 20%j	77 18%j	9 8%	311 20%zln	3 5%	53 18%ln	10 8%	314 20%p	63 15%	364 20%zr	13 7%
[2] Very unlikely	277 14%jmn p	105 13%	183 15%j	258 14%j	277 14%j	239 15%zdg j	23 10%	245 14%j	140 16%za cdfj	65 16%j	9 7%	230 15%zmn	9 15%	28 10%	10 7%	239 15%zp	38 9%	258 14%	19 10%
[1] Certain not to	415 20%bc eghkoq	178 22%bc egh	200 16%	338 18%b	415 20%bce gh	293 18%b	45 20%	313 18%b	146 17%	73 17%	51 41%zabc defghi	271 18%	23 38%zkm	68 23%k	54 41%zkm	293 18%	122 29%zo	338 18%	77 40%zq
MEAN	3.32jnr	3.30 j	3.41zd j	3.36z dj	3.32j	3.35j	3.44j j	3.36zd j	3.34j	3.41j	2.98	3.37zln	2.86	3.28	2.95	3.35	3.18	3.36zr	2.92
Not applicable	3 *	- *	2 *	2 *	3 *	2 *	- *	2 *	- *	- *	1 1%zac deg	2 *	- *	- *	1 1%zk	2 *	1 *	2 *	1 1%
Don't know	46 2%eko	17 2%	26 2%	41 2%e	46 2%e	29 2%	13 6%zabc deg	36 2%e	18 2%	6 1%	3 2%	28 2%	1 2%	13 4%zk	4 3%	29 2%	17 4%zo	41 2%	5 2%
Likely [NET]	569 28%	233 29%	352 28%	518 28%	569 28%	458 29%g	71 31%	480 28%	238 28%	120 29%	36 29%	443 29%	14 24%	75 26%	37 27%	458 29%	111 26%	518 28%	51 26%
Neutral [NET]	722 36%jlnr	270 34%j	495 39%zac dej	681 37%za dj	722 36%j	585 36%j	77 33%j	652 38%zad ej	320 37%j	154 37%j	25 20%	572 37%zln	13 22%	109 37%ln	28 21%	585 36%	137 32%	681 37%zr	41 21%
Unlikely [NET]	693 34%bcgk q	283 35%bc	383 30%	597 32%b	693 34%bcg	532 33%bg	69 30%	558 32%b	286 33%	138 33%	60 48%zabc defghi	501 32%	32 53%zkm	96 33%	64 48%zkm	532 33%	160 38%	597 32%	96 50%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 629

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	257	104	10	-	9	4	9	-	44	34	-	-	37	5
	13%	12%	22%p	-	35%	21%	17%	-	13%	13%	-	-	10%	11%
[5] Very likely	312	146	10	-	1	1	5	2	50	40	-	-	48	7
	15%	17%	22%	-	6%	6%	11%	59%	15%	15%	-	-	13%	15%
[4] Fairly likely	344	148	9	-	1	3	6	-	57	46	2	-	62	9
	17%	17%	19%	-	6%	14%	12%	-	17%	18%	34%	-	17%	17%
[3] Fairly unlikely	377	152	4	-	2	3	16	-	67	51	-	1	74	7
	19%	18%	9%	-	9%	17%	30%b	-	19%	20%	-	53%	20%	15%
[2] Very unlikely	277	100	8	-	3	2	6	1	57	35	2	-	52	11
	14%a	12%	17%	-	12%	8%	12%	33%	17%a	14%	45%	-	14%	22%a
[1] Certain not to	415	189	3	2	8	7	9	*	63	48	1	1	73	7
	20%b	22%b	7%	100%	31%	34%	18%	8%	18%	19%	21%	47%	20%b	15%
MEAN	3.32	3.33	4.02zahlp	1.00	3.48	3.13	3.36	3.70	3.31	3.38	2.47	2.05	3.21	3.30
Not applicable	3	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	-	-	-	-	-	-	-	*	-	-	-	*	-
Don't know	46	20	2	-	-	-	-	-	3	4	-	-	14	2
	2%	2%	3%	-	-	-	-	-	1%	1%	-	-	4%h	4%
Likely [NET]	569	250	20	-	10	6	14	2	94	74	-	-	86	13
	28%	29%	44%zahp	-	41%	27%	27%	59%	27%	29%	-	-	24%	26%
Neutral [NET]	722	300	13	-	4	6	22	-	124	97	2	1	136	16
	36%	35%	28%	-	15%	30%	43%	-	36%	38%	34%	53%	38%	32%
Unlikely [NET]	693	289	11	2	11	9	15	1	120	83	3	1	125	18
	34%	34%	24%	100%	44%	42%	30%	41%	35%	32%	66%	47%	34%	37%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 630

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	257 13%	1 7%	1 100%	18 12%	-	-	1 15%	-	1 18%	-	-	5 33%	-	8 8%
[5] Very likely	312 15%	2 25%	-	17 11%	-	-	3 31%	-	1 11%	3 100%	-	1 8%	-	19 18%
[4] Fairly likely	344 17%	2 22%	-	28 18%	-	-	-	-	1 22%	-	-	2 15%	-	19 19%
[3] Fairly unlikely	377 19%	3 26%	-	28 19%	-	-	1 13%	-	-	-	-	4 22%	-	26 25%
[2] Very unlikely	277 14%	1 7%	-	21 14%	-	-	2 19%	1 100%	2 36%	-	1 42%	1 8%	-	12 11%
[1] Certain not to	415 20%	1 13%	-	35 23%	1 100%	2 100%	1 15%	-	1 13%	-	1 58%	2 14%	1 100%	16 16%
MEAN	3.32	3.60	6.00	3.15	1.00	1.00	3.63	2.00	3.37	5.00	1.42	3.92	1.00	3.37
Not applicable	3 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Don't know	46 2%	-	-	7 5%	-	-	1 7%	-	-	-	-	-	-	3 3%
Likely [NET]	569 28%	3 32%	1 100%	34 22%	-	-	4 46%	-	2 29%	3 100%	-	7 41%	-	27 26%
Neutral [NET]	722 36%	5 48%	-	56 37%	-	-	1 13%	-	1 22%	-	-	6 37%	-	45 43%
Unlikely [NET]	693 34%	2 20%	-	56 37%	1 100%	2 100%	3 34%	1 100%	3 49%	-	3 100%	4 22%	1 100%	28 27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 630

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	257 13%	8 11%	-	-	-	-	7 8%	-	1 9%
[5] Very likely	312 15%	14 19%	-	1 41%	-	-	13 15%	-	3 36%
[4] Fairly likely	344 17%	15 21%	1 49%	-	-	1 27%	22 24%	-	-
[3] Fairly unlikely	377 19%	16 22%	-	-	-	2 38%	23 25%	-	-
[2] Very unlikely	277 14%	5 8%	-	-	2 100%	-	15 16%	1 100%	3 36%
[1] Certain not to	415 20%y	13 19%	1 51%	1 59%	-	1 11%	8 8%	-	2 19%
MEAN	3.32	3.48	2.46	2.62	2.00	3.06	3.47	2.00	3.24
Not applicable	3 *	-	-	-	-	-	-	-	-
Don't know	46 2%	1 1%	-	-	-	1 25%	4 4%	-	-
Likely [NET]	569 28%	21 30%	-	1 41%	-	-	21 23%	-	4 45%
Neutral [NET]	722 36%	30 43%	1 49%	-	-	3 64%	44 48%z	-	-
Unlikely [NET]	693 34%	19 26%	1 51%	1 59%	2 100%	1 11%	22 24%	1 100%	5 55%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 631

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	257 13%	156 13%	100 12%	52 12%	8 24%b	5 46%	1 20%	4 12%	-	31 13%	26 14%	-	-	28 12%	1 5%	53 12%	9 21%
[5] Very likely	312 15%	190 16%	122 14%	79 19%	7 21%	1 8%	-	4 12%	1 80%	38 16%	24 14%	-	-	32 14%	3 14%	71 16%	2 5%
[4] Fairly likely	344 17%	196 16%	148 18%	73 17%	8 23%	-	1 14%	3 10%	-	38 16%	32 18%	-	-	36 15%	5 19%	74 17%	5 12%
[3] Fairly unlikely	377 19%	230 19%	148 18%	80 19%	3 10%	2 23%	2 32%	11 31%	-	47 19%	36 20%	-	1 100%	44 19%	4 16%	82 19%	6 14%
[2] Very unlikely	277 14%b	189 16%zb	88 11%	60 14%	6 17%	-	-	5 14%	-	45 19%zb	27 15%	2 68%	-	35 15%	8 34%	75 17%zb	7 18%
[1] Certain not to	415 20%ad	218 18%d	198 24%zacdt	72 17%	1 3%	2 23%	2 34%	7 20%	*	44 18%d	32 18%d	1 32%	-	53 23%dt	3 12%	78 18%d	12 30%d
MEAN	3.32	3.36	3.26	3.44	4.16	4.09	3.06	3.16	4.20	3.30	3.38	1.68	3.00	3.19	3.06	3.33	3.09
Not applicable	3 *	-	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	46 2%aj	12 1%	34 4%zacjt	6 1%	1 3%	-	-	-	-	*	2 1%	-	-	4 2%	-	6 1%j	-
Likely [NET]	569 28%	347 29%	222 26%	131 31%	15 45%zbr	5 54%	1 20%	8 25%	1 80%	69 28%	50 28%	-	-	60 26%	5 19%	124 28%	11 26%
Neutral [NET]	722 36%	425 36%	296 35%	153 36%	11 33%	2 23%	3 46%	14 41%	-	85 35%	68 38%	-	1 100%	79 34%	9 35%	156 36%	10 26%
Unlikely [NET]	693 34%	407 34%	286 34%	132 31%	7 20%	2 23%	2 34%	12 35%	*	89 37%	59 33%	3 100%	-	88 38%	11 46%	153 35%	19 47%ad

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 632

FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Not change any aspect of your landline call behaviour

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	257 13%abi	14 7%	11 6%	3 7%	94 15%	63 13%	17 11%	171 12%	86 13%	140 11%	53 14%	16 19%	39 14%	193 29%zno pq	74 15%	37 17%	58 16%	69 19%zn uv	257 45%zst uv	81 17%z	45 19%z	65 17%z	74 20%z
[5] Very likely	312 15%	35 19%	33 20%	7 15%	94 15%	71 15%	28 19%	220 16%	92 14%	228 17%z	50 13%	12 15%	35 13%	196 29%znq	110 22%z	66 31%znp q	89 24%zq	72 20%z	312 55%zst uv	124 27%z	80 34%zsu v	100 27%z	91 24%z
[4] Fairly likely	344 17%mo prstu v	27 15%	25 15%	5 11%	103 16%	66 14%	20 13%	248 18%	96 15%	241 18%	63 16%	17 21%	51 19%	76 11%	88 18%mo pq	24 11%	42 11%	49 13%	- -	53 11%r	27 12%r	43 11%r	45 12%r
[3] Fairly unlikely	377 19%km nopqr stuv	36 20%	38 23%	10 20%	115 18%	100 21%d	37 25%	253 18%	125 19%	279 21%z	70 18%	7 9%	63 23%k	56 8%	72 14%mo pq	15 7%	39 11%	43 12%o	- -	59 13%rtv	15 6%r	43 11%rt	36 9%rt
[2] Very unlikely	277 14%mr	31 17%	28 17%	11 23%	95 15%	76 16%	15 10%	179 13%	99 15%	190 14%	54 14%	14 16%	40 15%	64 10%	71 14%mo	38 18%mo	60 16%mo	60 16%mo	- -	80 17%zr	36 15%r	63 17%r	64 17%r
[1] Certain not to	415 20%il mnrst	34 19%	29 18%	12 25%	125 20%	85 18%	28 19%	278 20%	138 21%	213 16%	86 22%i	15 18%	38 14%	78 12%	78 16%mo	34 16%	74 20%mo	73 20%mo	- -	67 14%r	32 13%r	61 16%r	68 18%rst
MEAN	3.32	3.22	3.23	2.89	3.37	3.33	3.37	3.35	3.26	3.39z	3.25	3.55	3.46	4.25zn opq	3.61z	3.75zp	3.51z	3.54z	5.45zs tuv	3.71z uv	3.96zs	3.67z	3.66z
Not applicable	3 *	-	-	-	1 *	-	-	2 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	46 2%hmn pqrst uv	4 2%	2 1%	-	12 2%	11 2%	5 3%	40 3%zh	6 1%	29 2%	9 2%	2 3%	3 1%	5 1%	3 1%	-	3 1%	2 1%	- -	-	1 *	1 *	-
Likely [NET]	569 28%	48 27%	44 27%	11 22%	188 29%	134 28%	45 30%	391 28%	178 28%	368 28%	103 27%	28 33%	74 28%	389 58%zno pq	183 37%z	103 48%znp q	147 40%z	141 38%z	569 100%zst uv	205 44%z	125 53%zsu v	165 44%z	165 44%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 632
FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Not change any aspect of your landline call behaviour
BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	722 36%mo pqrst uv	63 35%	62 38%	15 30%	218 34%	167 35%	56 38%	500 36%	221 34%	520 39%z	133 35%	24 29%	114 42%z	132 20%	159 32%mo pq	40 19%	80 22%	92 25%mo	- -	112 24%rt	42 18%r	86 23%rt	81 21%r
Unlikely [NET]	693 34%im r	65 36%	57 34%	23 48%	219 34%	161 34%	44 29%	456 33%	236 37%	403 30%	140 36%i	28 34%	78 29%	142 21%	149 30%m	72 34%m	134 37%mn	132 36%mn	- -	148 32%r	67 29%r	125 33%r	132 35%rt

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
Overlap formulae used. * small base

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Table 633

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	163 8%hijn	81 8%	82 8%	1 100%	4 12%	38 18%zfg hijlmn	34 10%hij n	39 10%hijn	21 5%	17 5%	7 2%	5 15%hij n	73 13%zfh ijmn	60 8%hjn	25 4%	49 8%	65 12%zoq r	22 6%	26 6%	36 8%	73 7%	41 8%
[5] Very likely	302 15%ijn	149 15%	153 15%	-	9 26%	48 23%zhi jn	77 23%zhi jmn	79 20%zhi jn	54 14%ijn	30 8%jn	6 2%	9 25%ijn	124 23%zhi jmn	133 17%hijn	36 5%j	104 17%	78 14%	53 13%	66 15%	73 17%	135 14%	81 16%
[4] Fairly likely	424 21%ijn	233 23%z	191 19%	-	6 17%	46 22%jn	92 28%zij n	103 26%zij n	89 23%ijn	59 16%jn	30 10%	6 16%	138 26%zij n	192 24%zij n	89 13%j	139 22%	104 18%	101 25%zpr	80 18%	95 22%	195 20%	116 22%
[3] Fairly unlikely	357 18%u	177 17%	181 18%	-	4 12%	27 13%	58 17%	71 18%	76 20%	79 21%ejn	42 14%	4 12%	85 16%	147 19%	121 18%j	106 17%	120 21%zq	60 15%	71 16%	74 17%	194 20%zu	70 14%
[2] Very unlikely	277 14%fl	137 13%	140 14%	-	7 20%	22 11%	25 7%	46 11%	57 15%fl	72 19%zef glm	48 16%fl	7 19%fl	47 9%	103 13%fl	120 18%ze fglm	87 14%	80 14%	58 15%	52 12%	52 12%	147 15%	71 14%
[1] Certain not to	457 22%efg lmp	226 22%	231 23%	-	3 8%	21 10%	42 13%	52 13%	78 20%efg lm	110 29%zef ghiklm	152 51%zefg hiklmn	3 8%	63 12%	130 17%egl	262 39%ze fghik lm	139 22%	100 18%	92 23%	125 29%zop	87 20%	220 22%	134 26%ss
MEAN	3.16ij nr	3.18	3.14	6.00	3.73	3.95zg hijmn	3.73zh ijmn	3.59zh ijmn	3.12ij n	2.68jn	1.99	3.81	3.82zh ijmn	3.36zh ijn	2.38j lm	3.21r qr	3.32z	3.08	2.97	3.30t	3.10	3.12
Not applicable	7 *	4 *	3 *	-	-	-	-	1 *	3 1%	1 *	3 1%l	-	-	4 1%	3 *	1 *	1 *	2 *	4 1%zp	1 *	2 *	3 1%
Don't know	44 2%aou	14 1%	30 3%a	-	2 5%	6 3%	5 1%	8 2%	7 2%	6 1%	10 3%	2 5%	11 2%	16 2%	16 2%	6 1%	18 3%o	10 3%	10 2%	19 4%ztu	24 2%u	1 *
Likely [NET]	465 23%ijn	230 22%	235 23%	1 100%	13 38%	86 41%zgh ijmn	111 33%zhi jmn	119 30%zhi jmn	74 19%ijn	48 13%jn	13 4%	14 40%zhi jn	197 36%zhi jmn	193 25%hijn	61 9%j	153 24%	143 25%q	76 19%	92 21%	110 25%	207 21%	122 24%
Neutral [NET]	782 38%ijn	410 40%	372 37%	-	10 29%	73 35%j	150 45%zjl n	174 43%jn	165 43%jn	138 37%jn	71 24%	10 28%	223 41%jn	339 43%zjn	210 31%j	245 39%	224 40%	162 40%	151 35%	168 39%	389 39%	186 36%
Unlikely [NET]	734 36%efg lmps	363 36%	371 37%	-	9 28%	43 21%	67 20%	98 25%	135 35%efg lm	181 49%zef ghiklm	200 67%zef ghiklm n	9 27%	110 20%	233 30%efg l	382 57%ze fghik lm	226 36%	181 32%	151 38%	177 41%zp	139 32%	368 37%	206 40%ss

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 634

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	163 8%lv	9 6%	23 11%	73 13%za	7 6%	5 13%	78 11%zl	27 13%zl	13 8%l	2 4%	3 19%	3 6%	28 4%	8 10%l	127 8%	36 8%	95 11%zv	17 12%v	12 8%v	*	1 15%	3 7%	27 4%	7 10%lv
[5] Very likely	302 15%ln v	31 21%	44 20%	109 20%z	19 16%	10 24%	153 22%zl	31 14%l	29 18%l	13 20%l	4 21%	10 23%l	48 7%	14 17%l	222 14%	80 19%zn	188 22%zqv	14 9%	27 18%v	5 16%	*	5 5%	49 15%	14 7%
[4] Fairly likely	424 21%lv	24 16%	65 29%za	137 25%z	27 23%	5 12%	180 25%zl	46 22%	32 20%	18 28%l	5 32%	13 30%l	117 16%	13 16%	325 20%	99 23%	218 25%zv	26 17%	31 21%	10 33%v	3 37%	12 34%qv	111 15%	13 19%
[3] Fairly unlikely	357 18%pv	25 17%	33 15%	92 17%	33 28%z	11 27%	114 16%	36 17%	44 28%zf gl	12 20%	1 5%	9 21%	125 17%	16 20%	284 18%	73 17%	130 15%	36 24%pv	40 27%zp v	6 18%	1 11%	8 22%	125 17%	12 17%
[2] Very unlikely	277 14%cd mw	19 13%	25 11%	60 11%	13 11%	6 13%	78 11%lm	26 12%lm	19 12%	5 8%	1 5%	4 10%	141 19%zfg im	3 4%	224 14%	53 12%	101 12%	20 13%	15 10%	4 14%	1 11%	4 10%	129 18%zpw	3 4%
[1] Certain not to	457 22%bcd dfhko pru	33 23%bc	28 13%	70 13%	16 13%	3 6%	91 13%	41 19%	18 11%	13 20%	2 12%	3 7%	267 36%zf ghik	23 28%fh k	380 24%zo	76 18%	120 14%	31 20%	16 11%	6 19%	1 9%	3 8%	263 36%zpq rsu	17 25%pru
MEAN	3.16l nv	3.19 a	3.65z a	3.69z a	3.37	3.77	3.66z lm	3.40l	3.48z l	3.33l	4.08	3.75z l	2.48	3.23l	3.11 n	3.39z n	3.63z qv	3.17v	3.51z v	3.17v	3.70	3.62v	2.48	3.37v
Not applicable	7 *	-	1 *	-	-	-	-	1 1%	-	-	-	-	5 1%	1 2%zf	5 *	2 *	1 *	1 1%	-	-	-	-	5 1%	-
Don't know	44 2%	5 3%	3 1%	15 3%	2 2%	2 4%	16 2%	6 3%	4 2%	-	1 5%	1 3%	14 2%	3 4%	36 2%	8 2%	15 2%	5 4%	5 4%	-	1 12%	1 4%	14 2%	3 4%
Likely [NET]	465 23%ln v	40 27%	67 30%z	182 33%z	27 23%	16 36%	231 33%zl	58 27%l	42 27%l	15 24%l	7 40%	12 30%l	76 10%	23 28%l	349 22%	116 27%ln	283 33%zqv	31 21%v	39 26%v	5 17%	1 20%	8 22%v	77 11%	21 30%lv
Neutral [NET]	782 38%lv	49 34%	98 44%	229 41%	60 51%z	16 39%	294 41%l	83 38%	76 48%zl	30 48%l	6 37%	21 51%l	242 32%	29 35%	609 38%	172 40%	348 40%v	61 41%	71 48%zv	16 50%v	4 48%	20 56%zv	236 33%	25 36%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 634

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	734	53	53	129	29	8	169	66	37	18	3	7	408	26	605	129	221	51	32	10	2	6	392	20
	36%bc dfhko pru	36%bc	24%	23%	24%	20%	24%	31%	23%	28%	17%	16%	55%zf ghikm	32%	38%zo	30%	25%	34%r	22%	33%	20%	18%	54%zp qrsuw	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 635

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	163 8%chi	94 8%	39 12%zac	30 6%	65 13%zh	2 15%	- -	10 13%h	91 6%	34 6%	49 7%	23 8%	27 12%ij	28 17%zjk	18 8%	32 15%zn	12 17%z	4 31%	1 25%	1 51%	1 21%
[5] Very likely	302 15%chi	202 17%zc	50 16%bc	50 10%	109 21%zh	3 20%	1 59%	14 18%	177 12%	50 9%	109 15%ai	66 21%zi	44 19%ai	32 19%ai	60 26%zo	35 16%	15 21%	* 3%	2 75%	- -	1 18%
[4] Fairly likely	424 21%bchi	299 25%zbc	46 14%	79 15%	131 26%zh	4 27%	1 41%	27 34%zh	265 18%	76 13%	157 21%ai	82 26%zi	73 31%zi	36 22%ai	62 28%z	61 29%zp	10 14%	5 34%	- -	- -	1 15%
[3] Fairly unlikely	357 18%	205 17%	66 20%	86 17%	76 15%	4 25%	- -	9 12%	271 19%	110 19%	145 20%il	48 15%	30 13%	24 15%	35 15%	27 13%	13 18%	3 20%	- -	- -	- -
[2] Very unlikely	277 14%dlno	160 13%	46 14%	72 14%	49 10%	1 6%	- -	12 15%	220 15%zd	91 16%il	107 14%il	39 13%	19 8%	21 13%	19 8%	16 8%	12 17%	1 8%	- -	- -	1 25%
[1] Certain not to	457 22%adgijklmn	205 17%	71 22%	181 35%zab	65 13%	1 7%	- -	6 7%	387 27%zdg	212 36%zjklm	144 20%lm	48 15%	33 14%	19 12%	26 12%	35 17%	9 12%	* 3%	- -	1 49%	1 21%
MEAN	3.16chi	3.36zc	3.24c	2.67	3.73zh	3.92	4.59	3.81zh	2.93	2.59	3.18i	3.49z ij	3.70z ij	3.78z ij	3.75z	3.68z	3.66z	4.20	5.25	3.56	3.45
Not applicable	7 *	3 *	1 *	3 1%	- -	- -	- -	- -	7 1%	3 *	5 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	44 2%	27 2%	5 2%	11 2%	12 2%	- -	- -	- -	32 2%	7 1%	23 3%ai	4 1%	7 3%	3 2%	7 3%	6 3%	1 1%	- -	- -	- -	- -
Likely [NET]	465 23%chi	296 25%zc	89 28%bc	80 16%	173 34%zh	6 35%	1 59%	25 31%h	268 18%	84 14%	158 21%ai	90 29%zi	72 31%zi	60 37%zi	78 34%z	66 31%z	27 38%z	5 35%	3 100%	1 51%	2 38%
Neutral [NET]	782 38%chi	504 42%zbc	112 35%	165 32%	207 41%	8 52%	1 41%	36 46%	536 37%	187 32%	302 41%ai	129 42%ai	103 44%ai	60 37%	97 43%	87 41%	23 33%	7 54%	- -	- -	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 635
FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	734	365	117	252	114	2	-	17	607	302	251	87	51	40	45	51	20	1	-	1	3
	36%ad gklmn o	31%	36%	49%zab	23%	13%	-	22%	42%zd g	52%zj klm	34%lm	28%	22%	25%	20%	24%	29%	11%	-	49%	46%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 636

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	163 8% ^d	34 14% ^{zd}	42 20% ^{zcd}	32 11% ^d	95 6%	160 8%	111 11% ^{zeghik}	85 7%	155 9% ^{zei}	152 8%	76 10% ^{gi}	138 8%	123 10% ^{zeghi k}	87 14% ^{zefghi jkl}	117 9% ^{zegi}	57 12% ^{zeghikn}
[5] Very likely	302 15% ^{dg}	59 24% ^{zbd}	35 17%	61 22% ^{zd}	190 13%	294 15% ^g	179 17% ^{zegi}	151 13%	289 16% ^{zegi}	278 15%	133 17% ^{egi}	270 16% ^{zegi}	208 17% ^{zegi}	130 21% ^{zefgh ikln}	204 16% ^g	88 19% ^{zegi}
[4] Fairly likely	424 21% ^d	70 29% ^{zbd}	37 18%	71 25% ^{bd}	286 19%	418 21%	228 22%	243 21%	394 22% ^{ze}	407 21%	177 23%	389 23% ^{zehin}	301 25% ^{zefgh ikn}	166 26% ^{zefgh in}	262 20%	122 26% ^{zeghin}
[3] Fairly unlikely	357 18% ^m	31 13%	36 17%	38 14%	280 19% ^z	354 18% ^m	171 16% ^m	195 17% ^m	332 18% ^{zfijl mn}	334 17% ^m	121 16% ^m	307 18% ^{fjlmn}	195 16% ^m	76 12%	211 16% ^m	72 15%
[2] Very unlikely	277 14% ^a	13 6%	20 9%	31 11% ^a	229 15% ^{za}	273 14%	137 13%	162 14%	248 14%	264 14%	98 13%	234 14%	154 13%	72 11%	179 14%	56 12%
[1] Certain not to	457 22% ^{abcf hkmo}	28 12%	32 15%	39 14%	386 26% ^{zabc}	451 23% ^{fhklm o}	203 19% ^{lm}	292 25% ^{zefhi jklmno}	350 19% ^{klmo}	431 23% ^{fhklm o}	165 21% ^{klmo}	306 18% ^m	199 17%	92 15%	288 22% ^{fhklm o}	73 15%
MEAN	3.16 ^{dg}	3.94 ^{zd}	3.74 ^{zd}	3.65 ^{zd}	2.97	3.16 ^g	3.37 ^{zegh in}	3.05	3.28 ^{zegi n}	3.16 ^g	3.32 ^{zegi n}	3.30 ^{zegi n}	3.45 ^{zegh ijkn}	3.70 ^{zefg hijkn}	3.21 ^g	3.57 ^{zefghijkn}
Not applicable	7 * ^{hikl}	-	-	-	7 *	7 * ^{hikl}	2 *	4 *	3 *	4 *	2 *	3 *	2 *	-	5 * ^{hkl}	-
Don't know	44 2% ^{gln}	6 2%	6 3%	5 2%	31 2%	43 2% ^{jlno}	21 2% ^{jl}	18 2% ^j	38 2% ^{jlno}	41 2% ^{jlno}	4 1%	37 2% ^{jlno}	14 1%	8 1%	20 2% ^j	4 1%
Likely [NET]	465 23% ^{dg}	93 39% ^{zd}	77 37% ^{zd}	93 33% ^{zd}	285 19%	454 23% ^g	290 28% ^{zeghi kn}	236 20%	444 25% ^{zegi}	430 22% ^g	209 27% ^{zegi}	408 24% ^{zegi}	331 28% ^{zeghi kn}	217 34% ^{zefgh ijkln}	321 25% ^{zegi}	145 31% ^{zeghikn}
Neutral [NET]	782 38%	101 42%	73 35%	108 39%	567 38%	772 39%	398 38%	438 38%	726 40% ^{zein}	741 39% ⁿ	298 38%	696 41% ^{zefgh in}	496 41% ^{zefgi n}	242 38%	473 37%	194 41%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 636
FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	734	42	51	71	615	724	340	453	598	695	263	539	353	164	466	129
	36%abcf hklmo	17%	25%a	25%a	41%zabc	36%fhklm o	32%lmo	39%zefhi jklmno	33%lmo	36%fhklm o	34%lmo	32%lmo	30%lm	26%	36%fhklm o	27%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 637
FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	163 8%fg	137 9%zef	11 6%	5 20%	1 8%	1 2%	6 2%	35 4%	58 9%g	56 11%zg	1 5%	4 8%	10 8%	14 9%	11 7%	25 8%	30 11%	21 11%	6 8%
[5] Very likely	302 15%fg	260 17%zbf	19 10%f	2 10%	3 15%	9 12%f	9 4%	81 10%	126 21%zgi	75 15%g	6 38%	2 5%	15 12%	16 10%	16 11%	62 20%zkm n	50 18%km	36 19%km	15 20%k
[4] Fairly likely	424 21%ef	359 24%zef	36 19%f	3 12%	3 15%	9 11%	15 7%	153 19%	156 26%zgi	94 19%	-	9 18%	18 14%	28 17%	33 23%	61 20%	71 25%l	52 27%l	14 18%
[3] Fairly unlikely	357 18%fi	279 19%fi	27 15%	4 16%	2 10%	16 21%	29 13%	145 18%	90 15%	100 20%h	2 12%	11 22%	23 18%	30 19%	30 21%	56 18%	37 13%	30 15%	10 13%
[2] Very unlikely	277 14%fi	191 13%	39 21%za	3 11%	1 6%	12 15%	32 14%	147 18%zhi	68 11%	50 10%	4 23%	6 13%	18 14%	24 15%	17 12%	41 13%	41 15%	25 12%	19 25%znoq
[1] Certain not to	457 22%ahq	239 16%	49 26%a	8 31%	7 40%	26 34%za	127 56%zab e	224 28%zhi	103 17%	111 22%	3 22%	15 30%q	39 31%zop qr	49 30%zop	35 24%	57 19%	52 19%	31 16%	11 15%
MEAN	3.16befgl m	3.42zbef	2.83f	3.19	2.82	2.56f	1.92	2.78	3.51zg	3.29g	3.24	2.80	2.85	2.88	3.08	3.35kl m	3.41zk lm	3.53zk mn	3.30
Not applicable	7 *	3 *	- -	- -	1 6%	- -	3 1%za	3 *	- -	2 *	-	1 3%zmp q	1 1%	- -	2 1%	2 1%	- -	- -	- -
Don't know	44 2%p	29 2%	6 3%	- -	- -	3 5%	6 3%	18 2%	10 2%	16 3%	-	1 1%	4 3%np	2 1%	-	2 1%	1 *	1 1%	- -
Likely [NET]	465 23%bfg	397 27%zbef	30 16%f	8 30%	4 23%	11 14%f	15 6%	116 14%	184 30%zg	131 26%g	7 43%	7 13%	25 20%	30 18%	27 19%	87 28%zkm n	80 28%zkm	58 29%kmn	22 29%
Neutral [NET]	782 38%fi	638 43%zbf	63 34%f	7 28%	4 25%	25 33%fi	44 19%	298 37%	246 40%	195 39%	2 12%	20 40%	40 32%	59 36%	63 44%l	117 38%	108 38%	82 42%	24 32%
Unlikely [NET]	734 36%ahiq	430 29%	88 47%za	11 42%	8 46%	38 49%za	159 70%zab e	371 46%zhi	171 28%	160 32%	7 45%	21 42%	57 45%zop q	73 44%zop	51 36%	98 32%	94 33%	55 28%	30 40%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 638

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	163 8%af s	141 7%	22 15%za	8 6%f	23 13%zc fghkl o	19 12%fhl	2 1%	7 5%	3 3%	27 13%fgh lo	35 8%f	10 6%f	3 3%	12 7%f	13 15%zcf ghklmo	135 8%fl	91 7%	69 9%	160 8%	123 7%	39 12%zsu	163 8%sa
[5] Very likely	302 15%	273 14%	29 20%za	24 18%	26 15%	27 16%	19 11%	24 17%	14 14%	40 19%	57 14%	19 12%	13 14%	26 16%	13 15%	249 15%	177 14%	121 16%	298 15%	248 15%	54 16%	302 15%
[4] Fairly likely	424 21%pa	392 21%	32 23%	29 22%	32 19%	25 15%	38 22%	31 22%	21 21%	56 26%el	80 19%	45 27%ze lo	14 15%	33 20%	19 22%	357 21%pe	220 18%	198 26%zpr	418 21%pa	353 21%	71 21%	424 21%
[3] Fairly unlikely	357 18%ir	333 18%	24 17%	24 18%ia	25 14%	20 12%	33 19%ia	31 22%ei	26 27%dei m	20 9%	79 19%ia	39 23%zd eimo	15 16%	25 15%	19 22%ia	298 18%ia	215 17%	131 17%	347 17%	296 17%	62 18%	357 18%
[2] Very unlikely	277 14%ca	263 14%	14 10%	10 8%	24 14%	30 19%ch n	24 14%	21 15%	7 7%	31 15%	53 13%	25 15%ca	17 17%ch	28 17%ch	7 8%	226 13%ca	173 14%	101 13%	274 14%	231 14%	46 14%	277 14%
[1] Certain not to	457 22%bk qt	438 23%zb	16 11%	32 24%k	39 22%k	39 24%k	45 26%k	26 18%	27 27%k	39 18%k	107 26%k	17 10%	34 35%zc degij kmno	38 22%k	15 17%	370 22%k	328 27%zqr	124 16%	452 23%q	403 24%ztu	54 16%	457 22%ta
MEAN	3.16a flps	3.12 a	3.81z	3.23f l	3.31f l	3.17f l	2.79	3.19f l	2.97	3.50z fhjlm o	3.08l	3.35f l	2.63	3.12l	3.55z fhjlm o	3.18fl	3.01	3.40zpr	3.16p	3.11	3.44zsu	3.16s
Not applicable	7 *	6 *	-	3 3%zdf ijmo	-	1 *	-	-	-	-	1 *	1 1%	-	-	1 1%	6 *	5 *	2 *	7 *	6 *	2 *	7 *
Don't know	44 2%	38 2%	6 4%	1 1%	5 3%ia	1 1%	16 9%zcd eghij lmno	1 1%	1 2%	-	3 1%	9 6%zce ghijn o	-	5 3%ij	-	39 2%	28 2%	16 2%	44 2%	38 2%	6 2%	44 2%
Likely [NET]	465 23%af s	414 22%	50 36%za	33 25%f	49 28%fk l	46 28%fk l	20 12%	31 22%f	17 17%	67 31%zf hklo	92 22%f	29 18%	16 17%	38 23%f	26 30%fk l	384 23%fa	268 22%	190 25%	458 23%	371 22%	94 28%zsu	465 23%sa

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 638
FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to mobile phone
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	782 38%ep	725 38%	56 40%	53 40%e	57 33%	45 28%	71 40%e	63 44%el	47 48%de l	76 36%	159 38%e	84 51%zd eijlm o	30 31%	59 35%	38 44%e	655 39%e	435 35%	330 43%zpr	765 38%p	649 38%	133 40%	782 38%
Unlikely [NET]	734 36%bk nqt	702 37%zb	29 21%	42 32%	63 36%k	69 43%kn o	69 39%kn	47 33%	33 34%	70 33%	159 38%kn	42 25%	51 53%zc dfghi jkmno	65 39%kn	22 25%	595 35%k	501 40%zqr	225 29%	725 36%q	634 37%ztu	99 30%	734 36%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 639

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	163 8%ajmnp r	40 5%	138 11%zacd egj	159 9%zad j	163 8%aj j	146 9%zad j	25 11%aj j	153 9%zad j	95 11%za cdegj	60 14%zab cdegj	2 2%	145 9%zmn	1 1%	14 5%	2 2%	146 9%zp	17 4%	159 9%zr	3 2%
[5] Very likely	302 15%ajlm npr	86 11%j	249 20%zac degj	296 16%za dj	302 15%aj j	272 17%zad j	39 17%aj j	284 16%zad j	159 18%za cdj	76 18%aj	4 3%	270 17%zlmn	2 4%	26 9%n	4 3%	272 17%zp	30 7%	296 16%zr	6 3%
[4] Fairly likely	424 21%jnpr	163 20%j	307 24%zac dej	408 22%zd j	424 21%j	364 23%zdj	51 22%j	401 23%zac dj	205 24%zd j	111 27%zac dj	7 6%	355 23%zn	9 16%n	53 18%n	7 5%	364 23%zp	60 14%	408 22%zr	16 8%
[3] Fairly unlikely	357 18%jlnr	163 20%zb degjhi j	212 17%j	344 19%zb degjh	357 18%j	273 17%j	38 17%j	302 17%j	138 16%j	65 16%j	10 8%	270 17%ln	3 5%	74 25%zklm	11 8%	273 17%	85 20%	344 19%zr	14 7%
[2] Very unlikely	277 14%bi	129 16%zb cdghi	147 12%	244 13%bi	277 14%bi	225 14%bgh i	27 12%	233 13%bi	103 12%	39 9%	22 18%i	216 14%	9 15%	29 10%	24 18%lm	225 14%	52 12%	244 13%	33 17%
[1] Certain not to	457 22%bcef ghikoq hi	203 25%zb cdefg hi	177 14%	345 19%bh i	457 22%bce fghi	296 18%bi	37 16%	315 18%bi	142 16%b	60 14%	74 59%zabcdef ghi	262 17%	34 56%zkm	83 28%zk	78 59%zkm	296 18%	161 38%zo	345 19%	112 58%zq
MEAN	3.16ajl mnpr	2.90j	3.59za cdegj	3.30z adj	3.16aj	3.34za dj	3.46za dj	3.34za cdj	3.50z acdeg j	3.69z acdeg hj	1.77	3.39zlmn	1.97	2.83ln	1.75	3.34zp	2.49	3.30zr	1.82
Not applicable	7 *bcegk oq	1 *	2 *	2 *	7 *bceg	3 *	-	3 *	1 *	-	4 3%zabcdefg hi	2 *	1 2%zk	1 *	4 3%zkm	3 *	4 1%zo	2 *	5 3%zq
Don't know	44 2%eko	17 2%	27 2%	41 2%e	44 2%e	27 2%	13 6%zabc degjhi	36 2%e	18 2%	6 1%	2 1%	27 2%	-	14 5%zk	3 3%	27 2%	17 4%zo	41 2%	3 2%
Likely [NET]	465 23%ajlm npr	127 16%j	387 31%zac degj	455 25%za dj	465 23%aj	418 26%zac dj	63 27%aj	438 25%zad j	254 30%za cdegj	137 33%zac degj	6 5%	415 27%zlmn	3 5%	40 14%n	6 5%	418 26%zp	47 11%	455 25%zr	9 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 639

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	782 38% jlnp r	327 41% j	519 41% zdj j	751 41% zd j	782 38% j	637 40% j	90 39% j	703 41% zde j	343 40% j	176 42% j	17 14%	625 40% zln	12 21%	126 43% ln	18 13%	637 40% p	144 34%	751 41% zr	30 16%
Unlikely [NET]	734 36% bcef ghikoq	332 41% zb cdefg hi	323 26%	589 32% bh i	734 36% bce fghi	520 32% bgh i	64 28%	548 32% bhi	245 28% b	99 24%	96 77% zabcde ghi	478 31%	43 72% zkm	111 38% k	102 76% zkm	520 32%	213 50% zo	589 32%	145 75% zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 640

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	163 8%a	52 6%	3 6%	-	2 8%	2 10%	3 7%	-	48 14%zalq	21 8%	-	-	32 9%q	-
[5] Very likely	302 15%	113 13%	9 20%	-	2 8%	-	7 14%	-	70 20%zaq	45 17%	-	-	53 15%	3 7%
[4] Fairly likely	424 21%	179 21%	13 28%	-	3 12%	1 3%	13 25%	1 40%	76 22%	48 18%	3 61%	-	81 22%	7 14%
[3] Fairly unlikely	357 18%	148 17%	5 10%	-	2 7%	3 17%	6 11%	-	59 17%	46 18%	1 18%	1 53%	72 20%	15 30%zabn
[2] Very unlikely	277 14%	120 14%	6 12%	-	3 14%	4 19%	14 28%zahp	2 60%	36 10%	40 15%	-	-	41 11%	11 22%hp
[1] Certain not to	457 22%h	227 26%zhp	9 19%	2 100%	13 53%	10 50%	8 15%	-	49 14%	55 21%h	1 21%	1 47%	68 19%	12 23%
MEAN	3.16aq	2.98	3.38q	1.00	2.30	2.13	3.15	2.81	3.67zalpq	3.20q	3.19	2.05	3.30aq	2.56
Not applicable	7 *	3 *	-	-	-	-	-	-	2 1%	-	-	-	1 *	-
Don't know	44 2%	18 2%	2 3%	-	-	-	-	-	3 1%	4 1%	-	-	14 4%zh	2 4%
Likely [NET]	465 23%aq	165 19%q	12 27%q	-	4 15%	2 10%	11 21%	-	117 34%zalpq	66 26%aq	-	-	85 23%q	3 7%
Neutral [NET]	782 38%	326 38%	17 38%	-	4 18%	4 20%	18 36%	1 40%	135 39%	94 36%	4 79%	1 53%	153 42%	21 44%
Unlikely [NET]	734 36%hp	347 40%zhp	14 32%	2 100%	16 67%	14 70%	22 43%h	2 60%	85 25%	94 37%h	1 21%	1 47%	109 30%	22 46%hp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 641

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	163 8%	-	1	13	-	-	1	-	1	-	-	1	1	9
		-	100%	8%	-	-	5%	-	11%	-	-	9%	100%	9%
[5] Very likely	302 15%	4	-	19	-	-	3	-	2	-	-	1	-	19
		42%	-	13%	-	-	31%	-	30%	-	-	9%	-	19%
[4] Fairly likely	424 21%	3	-	32	-	-	-	-	1	-	1	2	-	31
		29%	-	20%	-	-	-	-	22%	-	31%	15%	-	29% ^s
[3] Fairly unlikely	357 18%	1	-	30	-	-	1	-	-	1	-	4	-	21
		9%	-	20%	-	-	8%	-	-	55%	-	22%	-	20%
[2] Very unlikely	277 14%	-	-	21	-	-	2	1	1	1	1	6	-	12
		-	-	14%	-	-	19%	100%	17%	45%	42%	36%	-	11%
[1] Certain not to	457 22% ^p	2	-	32	1	2	3	-	1	-	1	2	-	7
		20%	-	21% ^p	100%	100%	30%	-	20%	-	27%	10%	-	7%
MEAN	3.16	3.73	6.00	3.15	1.00	1.00	3.00	2.00	3.58	2.55	2.34	3.04	6.00	3.72 ^{zds}
Not applicable	7 *	-	-	-	-	-	-	-	-	-	-	-	-	2
		-	-	-	-	-	-	-	-	-	-	-	-	2% ^z
Don't know	44 2%	-	-	6	-	-	1	-	-	-	-	-	-	3
		-	-	4%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	465 23%	4	1	32	-	-	3	-	3	-	-	3	1	29
		42%	100%	21%	-	-	36%	-	41%	-	-	17%	100%	27%
Neutral [NET]	782 38%	4	-	62	-	-	1	-	1	1	1	6	-	52
		38%	-	40%	-	-	8%	-	22%	55%	31%	37%	-	49% ^z
Unlikely [NET]	734 36% ^{py}	2	-	53	1	2	5	1	2	1	2	7	-	19
		20%	-	35% ^p	100%	100%	48%	100%	37%	45%	69%	45%	-	18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 641

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	163	4	1	-	-	-	5	-	-
	8%	6%	51%	-	-	-	6%	-	-
[5] Very likely	302	13	-	-	-	-	11	-	-
	15%	18%	-	-	-	-	12%	-	-
[4] Fairly likely	424	8	1	-	-	1	30	-	2
	21%	11%	49%	-	-	27%	33%zs	-	21%
[3] Fairly unlikely	357	17	-	-	-	1	22	-	-
	18%	25%	-	-	-	22%	24%	-	-
[2] Very unlikely	277	9	-	-	-	1	8	1	3
	14%	13%	-	-	-	16%	9%	100%	30%
[1] Certain not to	457	19	-	2	2	1	12	-	5
	22%p	27%p	-	100%	100%	11%	13%	-	49%
MEAN	3.16	2.97	5.03	1.00	1.00	2.85	3.39	2.00	1.92
Not applicable	7	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Don't know	44	1	-	-	-	1	3	-	-
	2%	1%	-	-	-	25%	3%	-	-
Likely [NET]	465	17	1	-	-	-	16	-	-
	23%	24%	51%	-	-	-	18%	-	-
Neutral [NET]	782	25	1	-	-	3	51	-	2
	38%	36%	49%	-	-	49%	56%zds	-	21%
Unlikely [NET]	734	28	-	2	2	1	21	1	8
	36%py	40%py	-	100%	100%	27%	23%	100%	79%

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Table 642

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	163 8%b	111 9%zbc	51 6%	27 6%	2 6%	1 11%	1 13%	2 6%	- -	36 15%zabc	17 9%	- -	- -	25 11%b	- -	67 15%zabc	9 21%zabc
[5] Very likely	302 15%b	210 18%zb	92 11%	68 16%b	6 18%	- -	- -	6 17%	- -	57 23%zabc	27 15%	- -	- -	42 18%b	3 12%	92 21%zab	6 16%
[4] Fairly likely	424 21%b	275 23%zb	149 18%	107 25%zb	12 34%b	1 14%	- -	10 29%	1 100%	52 21%	38 21%	2 68%	- -	50 22%	2 7%	92 21%	8 20%
[3] Fairly unlikely	357 18%	198 17%	159 19%	66 16%	4 11%	- -	2 32%	4 11%	- -	39 16%	33 19%	- -	1 100%	40 17%	9 37%	67 15%	9 22%
[2] Very unlikely	277 14%j	169 14%jt	108 13%	70 17%jtu	4 11%	2 23%	1 14%	6 17%	- -	22 9%	30 17%ju	- -	- -	27 12%	7 31%	50 11%	1 3%
[1] Certain not to	457 22%ajt	217 18%	240 29%zacjnrt	79 19%	6 17%	5 52%	3 42%	7 20%	- -	36 15%	32 18%	1 32%	- -	44 19%	3 14%	67 15%	7 17%
MEAN	3.16b	3.36zb	2.87	3.23b	3.43	2.22	2.40	3.24	4.00	3.75zabcn	3.28b	3.04	3.00	3.42zb	2.73	3.68zabcnr	3.78zb
Not applicable	7 *	- -	7 1%za	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	44 2%aj	11 1%	33 4%zacjrt	6 1%	1 3%	- -	- -	- -	- -	* *	2 1%	- -	- -	2 1%	- -	4 1%	- -
Likely [NET]	465 23%b	321 27%zbc	143 17%	95 23%b	8 24%	1 11%	1 13%	8 23%	- -	93 38%zabcn	44 25%b	- -	- -	67 29%zb	3 12%	160 36%zabcnr	15 37%zb
Neutral [NET]	782 38%	473 40%	308 37%	172 41%	16 45%	1 14%	2 32%	14 40%	1 100%	91 38%	72 40%	2 68%	1 100%	90 39%	11 44%	159 36%	17 42%
Unlikely [NET]	734 36%ajt	386 32%jt	348 41%zajrtu	149 35%jt	10 28%	7 75%	4 56%	13 37%	- -	58 24%	62 34%j	1 32%	- -	71 31%	11 44%	116 26%	8 20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 643

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	163 8%gj	19 11%	20 12%	11 23%za	47 7%	33 7%	11 7%	60 4%	103 16%zg	139 11%zj	17 4%	10 13%	39 14%z	78 12%z	135 27%zm	58 27%zm	122 33%zmn o	130 35%zmn o	74 13%z	163 35%zr	80 34%zr	138 37%zr	133 35%zr
[5] Very likely	302 15%gj	29 16%	27 16%	13 26%	107 17%	84 18%	23 15%	160 11%	142 22%zg	260 20%zj	30 8%	19 23%	46 17%	126 19%z	217 44%zm	95 44%zm	146 40%zm	149 41%zm	131 23%z	302 65%zr tuv	129 55%zr	194 51%zr	193 51%zr
[4] Fairly likely	424 21%mn pqrst uv	43 24%	41 25%	10 21%	140 22%	120 25%zd	39 26%	299 22%	125 19%	326 25%zj	73 19%	17 20%	81 30%z	94 14%	80 16%q	38 18%q	49 13%	47 13%	60 11%su	- -	15 7%z	25 7%z	29 8%z
[3] Fairly unlikely	357 18%hn opqst uv	30 17%	30 18%	5 10%	110 17%	76 16%	22 15%	269 19%zh	88 14%	244 18%	77 20%	11 13%	42 16%	105 16%nopq	26 5%	7 3%	17 5%	14 4%	84 15%stuv	- -	5 2%z	12 3%sv	5 1%z
[2] Very unlikely	277 14%hi inopq stuv	26 14%	23 14%	4 7%	89 14%	69 15%	21 14%	211 15%zh	66 10%	151 11%	73 19%zi	11 13%	24 9%	106 16%nopq	12 2%	4 2%	11 3%	9 2%	98 17%zstu v	- -	2 1%z	1 *	9 2%zu
[1] Certain not to	457 22%be hilo pqstu v	29 16%	24 14%	6 13%	128 20%e	77 16%	25 17%	348 25%zh	109 17%	169 13%	106 28%zi	13 16%	34 13%	150 22%nopq	22 4%	10 5%	17 5%	15 4%	121 21%stuv	- -	3 1%z	6 2%z	10 3%z
MEAN	3.16g j	3.42	3.51z	4.08z ab	3.24	3.35z	3.32	2.92	3.68zg	3.60zj	2.73	3.61z	3.74z	3.27 m	4.75z	4.78zm	4.83zm	4.92zm n	3.36z	5.35z rtuv	5.15zr	5.16zr v	5.07zr
Not applicable	7 *i	-	-	-	3 *	1 *	1 1%	5 *	2 *	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	44 2%ghmn rstuv	4 2%	2 1%	-	14 2%	11 2%	6 4%	37 3%	7 1%	30 2%	8 2%	2 3%	3 1%	7 1%	2 *	1 *	3 1%	4 1%	1 *	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 643

FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to mobile phone

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Likely [NET]	465 23%gj	48 27%	47 28%	24 49%za b	154 24%	117 25%	34 23%	220 16%	245 38%zg	400 30%zj	47 12%	29 35%z	85 31%z	205 31%z	353 71%zm	154 72%zm	268 73%zm	279 76%zmn	205 36%z	465 100%zr tuv	209 89%zr	331 88%zr	326 86%zr
Neutral [NET]	782 38%hm nopqr stuv	73 40%	70 42%	15 31%	250 39%	196 41%	62 41%	569 41%zh	213 33%	570 43%z	150 39%	27 33%	123 46%z	200 30%nop q	106 21%pq	45 21%	66 18%	61 17%	144 25%stuv	- -	20 9% s	37 10% s	34 9% s
Unlikely [NET]	734 36%eh ilnop qstuv	56 31%	47 28%	10 20%	217 34%	147 31%	46 31%	558 40%zh	175 27%	320 24%	179 47%zi	24 29%	58 22%	256 38%nopq	34 7%	15 7%	28 8%	24 6%	219 38%stuv	- -	5 2% s	7 2% s	19 5% stu

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Table 644

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	76 4%jn	33 3%	43 4%	- -	1 3%	21 10%z fgh ijlmn	14 4%j	16 4%	10 3%	9 3%	4 1%	1 3%	36 7%z fhi jmn	26 3%	13 2%	24 4%	32 6%z qr	8 2%	12 3%	16 4%	40 4%	17 3%
[5] Very likely	158 8%ijn	85 8%	73 7%	- -	7 22%	34 16%z gh ijmn	44 13%z hij mn	34 8%ijn	24 6%jn	12 3%	3 1%	7 21%z gh ijmn	78 14%z ghi jmn	57 7%ijn	15 2%j	56 9%	40 7%	27 7%	35 8%	50 11%z tu	69 7%	32 6%
[4] Fairly likely	251 12%bjn	145 14%zb	106 11%	- -	2 6%	29 14%jn	59 18%z ij n	57 14%jn	48 13%jn	38 10%	18 6%	2 6%	88 16%z ij n	105 13%jn	55 8%	89 14%	68 12%	45 11%	49 11%	59 13%	113 11%	71 14%
[3] Fairly unlikely	376 18%jn	202 20%	173 17%	- -	8 23%	50 24%ijn	75 23%ijn	83 21%jn	69 18%j	59 16%	33 11%	8 22%	125 23%z ij n	152 19%jn	91 14%	111 18%	118 21%	71 18%	76 17%	81 19%	198 20%	87 17%
[2] Very unlikely	391 19%lu	194 19%	197 20%	- -	7 19%	28 13%	51 15%	100 25%z ef jln	83 21%el	75 20%l	47 16%	7 19%	79 15%	183 23%z ef jln	123 18%	129 20%	116 21%	75 19%	72 16%	78 18%	217 22%z u	79 15%
[1] Certain not to	697 34%efg lmns	337 33%	360 36%	1 100%	8 23%	38 18%	71 21%	96 24%	136 35%efg lm	169 45%z efg ghklm n	178 60%z efg ghklm n	9 26%	109 20%	232 30%efg l	347 52%z efg ghklm lm	206 33%	170 30%	158 40%z p	163 38%p	128 29%	329 33%	200 39% s
MEAN	2.49j nq	2.54	2.44	1.00	2.93	3.28z ghijmn	3.00z ghijmn	2.69z hijmn	2.38j n	2.11j n	1.70	2.87	3.11z ghijmn	2.54h j	1.93j	2.56q	2.61z qr	2.30	2.41	2.70z tu	2.48	2.39
Not applicable	7 *	4 *	3 *	- -	- -	- -	- -	1 *	3 1%	- -	3 1%l	- -	- -	4 1%	3 *	1 *	1 *	1 *	4 1%z p	1 *	1 *	3 1%
Don't know	76 4%at	22 2%	55 5%za	- -	1 3%	9 4%	17 5%	12 3%	13 3%	11 3%	12 4%	1 3%	26 5%	26 3%	24 4%	16 2%	22 4%	16 4%	23 5%o	25 6%z t	21 2%	30 6%z t
Likely [NET]	235 12%ijn	118 12%	116 12%	- -	8 25%	55 26%z fgh ijmn	59 18%z hij mn	50 12%ijn	34 9%jn	22 6%j	7 2%	8 24%z hij mn	114 21%z fgh ijmn	84 11%ijn	29 4%j	80 13%	72 13%	35 9%	47 11%	66 15%z u	110 11%	49 9%
Neutral [NET]	626 31%bj n	347 34%zb	279 28%	- -	10 29%	79 38%ijn	134 41%z hij mn	140 35%ijn	117 30%jn	96 26%jn	51 17%	10 28%	213 39%z hij mn	257 33%ijn	147 22%j	200 32%	186 33%	116 29%	125 29%	140 32%	311 31%	158 30%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 644
FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

Weighted Base
Unlikely [NET]

TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
1088	531	557	1	14	66	122	197	218	244	226	15	187	415	470	335	286	233	234	205	546	279
54%efl s	52%	55%	100%	43%	32%	37%	49%efl m	57%efl m	65%zef ghklm	76%zef ghiklm n	45%	35%	53%efl	70%ze fghik lm	53%	50%	58%p	54%	47%	55% s	54%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 645

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	76	8	9	24	1	4	38	3	5	4	2	1	17	6	64	12	41	3	6	2	1	1	17	6
	4%lv	6%	4%	4%	1%	10%	5%zgl	2%	3%	6%	10%	3%	2%	8%gl	4%	3%	5%v	2%	4%	6%	9%	3%	2%	8%zqv
[5] Very likely	158	19	26	57	14	2	83	19	16	5	4	6	19	5	109	49	107	8	13	3	1	5	18	4
	8%lnv	13%	12%	10%z	12%	5%	12%zl	9%l	10%l	9%l	24%	16%l	3%	7%l	7%	11%zn	12%zqv	5%	9%v	9%v	11%	13%v	3%	5%
[4] Fairly likely	251	18	39	74	12	4	106	24	16	8	4	7	74	12	204	47	125	12	16	6	3	7	71	10
	12%lv	12%	17%z	13%	10%	9%	15%zl	11%	10%	12%	26%	17%	10%	14%	13%	11%	14%v	8%	11%	19%	42%	20%q	10%	15%
[3] Fairly unlikely	376	23	55	112	37	13	147	43	50	13	1	12	97	12	304	72	165	37	48	7	1	11	95	12
	18%lv	15%	25%z	20%	31%z	32%	21%l	20%l	31%zfglm	21%	8%	29%l	13%	15%	19%	17%	19%v	24%v	33%zpvw	24%	18%	31%zv	13%	17%
[2] Very unlikely	391	27	40	118	31	8	149	35	40	11	-	7	142	7	294	97	188	28	31	4	-	4	131	6
	19%mnw	18%	18%	21%	27%	20%	21%lm	16%	25%lm	18%	-	17%	19%lm	8%	18%	23%	22%w	19%	21%w	12%	-	10%	18%w	8%
[1] Certain not to	697	48	50	142	20	7	162	77	27	21	3	5	368	34	570	127	213	52	27	9	1	5	363	27
	34%bcdfhkpru	33%	23%	26%	17%	17%	23%	36%fhk	17%	33%hkg	19%	12%	49%zfhghik	41%fhk	36%z	30%	25%	35%pru	18%	30%	9%	14%	50%zpqrsu	39%pru
MEAN	2.49lv	2.71	2.89z	2.73z	2.77	2.93	2.87z	2.42l	2.81z	2.63l	3.75	3.17z	2.00	2.57l	2.47	2.58	2.82z	2.32v	2.82z	2.83v	3.82	3.21z	2.00	2.62v
	gl						gl		gl			gl					qv		qv			qv		
Not applicable	7	-	1	-	-	-	-	1	-	-	-	-	4	1	5	2	1	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	2%zf	*	*	*	1%	-	-	-	-	1%	-
Don't know	76	4	4	28	2	3	24	12	5	1	2	3	24	4	54	22	27	8	7	-	1	3	24	5
	4%	3%	2%	5%	2%	8%	3%	6%	3%	2%	14%	7%	3%	5%	3%	5%	3%	6%	5%	-	12%	8%	3%	8%
Likely [NET]	235	28	34	81	16	6	121	22	22	9	6	8	36	12	174	61	148	11	18	5	1	6	35	9
	12%lv	19%z	15%	15%z	13%	15%	17%zgl	10%l	14%l	15%l	34%	18%l	5%	14%l	11%	14%	17%zqv	7%	13%v	15%v	20%	17%v	5%	13%v
Neutral [NET]	626	40	94	186	49	17	253	67	66	21	6	19	171	24	507	119	290	49	64	13	4	18	166	22
	31%lv	28%	42%za	34%	41%z	41%	36%zll	31%l	41%zll	33%	34%	46%zll	23%	29%	32%	28%	33%v	32%v	43%zpv	43%v	59%	51%zpqv	23%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 645

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	1088	75	90	259	51	15	312	112	67	32	3	12	509	41	864	224	401	81	57	13	1	8	494	33
	54%bc fhkpr u	51%	40%	47%	44%	37%	44%	52%k	42%	50%k	19%	29%	68%zf ghikm	50%k	54%	52%	46%u	54%ru	39%	42%	9%	24%	68%zp qrsuw	47%u

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Table 646

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT				NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	76 4% _{ch}	44 4%	18 6%	15 3%	27 5%	- -	- -	6 8%	47 3%	15 3%	30 4%	9 3%	15 6% _l	7 4%	9 4%	16 7% _z	1 1%	2 13%	1 25%	- -	1 21%
[5] Very likely	158 8% _{ch} i	117 10% _{zc}	23 7% _c	17 3%	60 12% _{zh}	1 4%	1 59%	11 14% _h	88 6%	23 4%	54 7% _i	28 9% _i	33 14% _{zi}	21 13% _{zi}	24 11%	27 13% _z	9 13%	2 11%	1 34%	- -	- -
[4] Fairly likely	251 12% _{ch} i	176 15% _{zbc}	29 9%	45 9%	87 17% _{zgh}	5 30%	* 16%	5 7%	157 11%	47 8%	93 13% _i	45 15% _i	43 19% _{zi}	22 14% _i	43 19% _z	39 18% _z	8 11%	1 9%	- -	- -	1 15%
[3] Fairly unlikely	376 18% _{ch} i	244 20% _{zc}	64 20% _c	68 13%	114 22% _{zh}	3 19%	1 25%	14 18%	246 17%	85 14%	143 19% _i	64 21% _i	52 22% _i	32 19%	50 22%	43 21%	22 30% _z	2 16%	1 41%	1 51%	- -
[2] Very unlikely	391 19%	239 20%	61 19%	91 18%	92 18%	3 18%	- -	24 31% _{zdh}	279 19%	98 17%	157 21%	69 22%	34 14%	32 20%	42 18%	34 16%	16 23%	* 3%	- -	- -	1 25%
[1] Certain not to	697 34% _{ad} gijklm nop	324 27%	114 35% _a	259 51% _{zab}	105 21%	5 30%	- -	17 22%	574 40% _{zdg}	299 51% _{zj} klm	230 31% _i	83 27%	48 20%	37 23%	49 22%	46 22%	10 15%	5 34%	- -	1 49%	2 39%
MEAN	2.49c hi	2.70z bc	2.48c	2.02	2.97zh	2.59	4.33	2.82h	2.31	2.01	2.54i	2.65i	3.10z ijk	2.86z ij	2.91z	3.06z	2.87	3.00	4.43	2.02	2.74
Not applicable	7 *	3 *	1 *	3 1%	- -	- -	- -	- -	7 *	3 *	4 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	76 4%	49 4%	13 4%	13 3%	21 4%	- -	- -	1 1%	54 4%	15 3%	28 4%	11 4%	9 4%	12 8% _{zi}	10 4%	6 3%	5 7%	2 13%	- -	- -	- -
Likely [NET]	235 12% _{ch} i	161 13% _{zc}	42 13% _c	32 6%	87 17% _{zh}	1 4%	1 59%	17 21% _{zh}	135 9%	37 6%	84 11% _i	37 12% _i	47 20% _{zi}	28 17% _{zi}	34 15%	42 20% _z	10 14%	3 25%	2 59%	- -	1 21%
Neutral [NET]	626 31% _{ch} i	420 35% _{zb} c	92 29%	113 22%	200 40% _{zgh}	8 48%	1 41%	19 25%	403 28%	132 23%	236 32% _i	109 35% _i	95 41% _{zi}	54 33% _i	93 41% _z	82 39% _z	30 42%	3 25%	1 41%	1 51%	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 646
FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	1088	562	175	350	197	8	-	41	853	396	387	152	81	69	91	81	27	5	-	1	4
	54%ad lmnop	47%	54%a	68%zab	39%	48%	-	53%d	59%zd	68%zj klm	52%lm	49%l	35%	42%	40%	38%	38%	37%	-	49%	64%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 647

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	76 4%d	13 5%	15 7%zd	12 4%	48 3%	76 4%	50 5%zei	40 3%	72 4%	71 4%	34 4%	71 4%zi	58 5%zeghi	41 6%zeghi jkn	56 4%	27 6%zgi
[5] Very likely	158 8%dgi	35 15%zd	24 12%d	32 12%zd	95 6%	155 8%g	92 9%g	74 6%	154 9%zegi	143 7%	68 9%g	148 9%zegin	115 10%zegin	74 12%zefghi jkn	98 8%	57 12%zefghijkn
[4] Fairly likely	251 12%dgn	43 18%zd	29 14%	47 17%zd	160 11%	247 12%gn	134 13%n	126 11%	229 13%gn	235 12%n	95 12%	225 13%zegin	170 14%zeghi n	80 13%	136 11%	67 14%n
[3] Fairly unlikely	376 18%dgn	60 25%zd	40 20%	60 22%	257 17%	365 18%gn	211 20%gin	181 16%	348 19%zegin	356 19%gn	132 17%	339 20%zegij n	235 20%gn	116 18%	214 17%	81 17%
[2] Very unlikely	391 19%a	31 13%	42 20%a	53 19%	298 20%a	386 19%	204 19%	225 20%	356 20%	373 20%	145 19%	343 20%ze	246 21%	132 21%	271 21%ze	107 23%
[1] Certain not to	697 34%abcf hklmo	46 19%	44 21%	61 22%	586 39%zabc	689 34%fhklm o	322 31%lm	453 39%zefhi jklmno	577 32%klmo	658 34%fhklm o	270 35%fklmo	491 29%	332 28%	165 26%	459 36%fhklm o	126 27%
MEAN	2.49dg	3.13zd	2.95zd	2.90zd	2.33	2.49g	2.63zegi n	2.33	2.56zegi n	2.48g	2.53g	2.63zegh ijn	2.71zegh ijkn	2.82zefg hijkn	2.44g	2.79zefghijkn
Not applicable	7 *hik	-	-	-	7 *	7 *hik	2 *	4 *	3 *	4 *	2 *	3 *	2 *	-	5 *h	-
Don't know	76 4%o	14 6%	12 6%	11 4%	54 4%	74 4%o	37 3%o	48 4%o	69 4%o	72 4%o	31 4%o	63 4%o	38 3%o	23 4%o	47 4%o	7 2%
Likely [NET]	235 12%dgi	48 20%zd	39 19%zd	45 16%zd	144 10%	232 12%g	142 14%zegi	113 10%	227 13%zegi	213 11%g	102 13%g	219 13%zegi	174 15%zeghi kn	115 18%zefgh ijkn	154 12%g	83 18%zefghijkn
Neutral [NET]	626 31%dgn	104 43%zbd	70 34%	107 39%zd	417 28%	613 31%gn	345 33%gin	307 27%	577 32%zegin	592 31%gn	227 29%	564 34%zeghi jn	405 34%zegij n	196 31%gn	350 27%	148 31%gn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 647
FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	1088	77	87	114	884	1076	526	678	934	1031	415	834	578	297	730	232
	54%abcf hklm	32%	42%a	41%a	59%zabc	54%fhklm	50%	59%zefhi jklmo	52%klm	54%fhklm	53%klm	50%	48%	47%	57%zefhi jklmo	49%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 648

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	76 4%f	68 5%zf	6 3%	-	-	1 1%	1 1%	23 3%	25 4%	25 5%g	1 5%	2 4%	6 5%	7 4%	7 5%	10 3%	11 4%	16 8%zo	2 3%
[5] Very likely	158 8%fg	143 10%zef	11 6%l	2 7%	-	2 2%	*	33 4%	74 12%zg	42 8%g	1 9%	2 4%	9 7%	8 5%	5 3%	31 10%on	24 8%	20 10%on	15 20%zklmnp
[4] Fairly likely	251 12%f	215 14%zf	19 10%l	1 4%	-	5 6%	11 5%	92 11%	84 14%	60 12%	4 25%	2 4%	16 13%	17 11%	16 11%	32 10%	42 15%	36 18%zko	7 10%
[3] Fairly unlikely	376 18%ef	320 21%zbe	25 13%	4 14%	4 23%	6 8%	17 8%	141 18%	112 18%	110 22%z	2 12%	9 18%	23 18%	24 15%	33 23%	51 17%	49 17%	32 16%	13 17%
[2] Very unlikely	391 19%fi	295 20%l	47 25%zf	2 7%	4 24%	13 17%	30 13%	164 20%i	133 22%i	72 14%	3 18%	9 19%	18 14%	25 15%	25 18%	64 21%	62 22%	45 23%	23 30%lm
[1] Certain not to	697 34%ahqr	399 27%	73 39%a	16 61%	8 48%	46 60%zab	154 68%zab	321 40%zhi	164 27%	166 33%	5 30%	20 41%qr	50 39%qr	78 48%zop	54 38%qr	110 36%qr	92 33%q	45 23%	15 20%
MEAN	2.49befgm	2.73zbe	2.26ef	1.80	1.74	1.71	1.50	2.25	2.74zg	2.61g	2.80	2.15	2.45	2.22	2.38	2.46	2.56m	2.95zklmnop	2.88kmn
Not applicable	7 *	3 *	- -	- -	1 6%	- -	3 1%za	3 *	- -	1 *	- -	1 3%zmp	1 1%	- -	1 1%	2 1%	- -	- -	- -
Don't know	76 4%p	55 4%	7 4%	2 7%	- -	4 5%	9 4%	30 4%	19 3%	28 6%z	- -	3 7%npq	5 4%	3 2%	1 1%	7 2%	3 1%	2 1%	- -
Likely [NET]	235 12%efg	211 14%zef	17 9%l	2 7%	- -	3 3%	2 1%	55 7%	99 16%zg	67 13%g	2 14%	4 8%	14 11%	16 10%	12 8%	41 13%	35 12%	37 19%zmn	17 23%zmn
Neutral [NET]	626 31%bef	534 36%zbe	44 23%l	5 18%	4 23%	11 15%	28 12%	233 29%	197 32%	170 34%	6 37%	11 23%	39 31%	41 25%	50 35%	82 27%	90 32%	68 35%	21 27%
Unlikely [NET]	1088 54%ahi	694 46%	120 64%za	17 68%	13 71%	59 76%za	185 82%zab	485 60%zhi	297 49%	238 47%	8 48%	30 60%	67 53%	103 63%zq	80 56%	174 57%q	154 55%	90 46%	38 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 649

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	76 4%af	64 3%	12 9%za	2 2%	11 6%fi	14 8%zcf iklmo	1 1%	7 5%f	4 4%	3 1%	19 5%f	5 3%	2 2%	5 3%	3 3%	67 4%f	42 3%	33 4%	75 4%	60 4%	17 5%	76 4%
[5] Very likely	158 8%ai	136 7%	22 16%za	10 7%	11 6%	11 7%	12 7%	18 13%zhio	3 3%	7 3%	45 11%i	14 8%	5 5%	14 9%i	7 8%	132 8%i	85 7%	72 9%	156 8%p	130 8%	28 8%	158 8%
[4] Fairly likely	251 12%od	228 12%	22 15%	21 16%od	13 7%	18 11%	29 16%dj l	18 13%	14 14%	36 17%dj l	40 10%	28 17%djl	8 8%	19 11%	8 9%	216 13%od	140 11%	106 14%	246 12%	207 12%	44 13%	251 12%
[3] Fairly unlikely	376 18%lm p	343 18%	32 23%	25 19%lm	26 15%	22 14%	37 21%lm	32 23%lmn	33 34%zc deijl mno	28 13%	81 19%lm	55 33%zc deijl lmno	11 11%	17 10%	10 11%	338 20%zei lm	210 17%	160 21%p	370 18%p	301 18%	74 22%	376 18%
[2] Very unlikely	391 19%bc	372 20%	19 13%	17 13%	34 20%	33 20%	30 17%	27 19%	15 16%	47 22%od	73 18%	32 19%	22 23%od	43 25%zc jo	18 21%	309 18%	226 18%	160 21%	386 19%	319 19%	72 21%	391 19%
[1] Certain not to	697 34%bk oqt	669 35%zb	25 18%	54 40%gk o	72 41%zg iko	61 38%k	54 31%k	38 26%k	27 28%k	63 30%k	154 37%gk	19 12%	49 51%ze tghij kmo	64 38%gk	40 46%zf ghiko	543 32%k	489 40%zqr	196 26%	685 34%q	611 36%ztu	85 26%	697 34%t
MEAN	2.49a lps	2.44	3.26z a	2.40l	2.33	2.53l	2.50l	2.82zc dilmn	2.60l	2.38l	2.53l	3.01z cdefh ijlmn o	2.00	2.33l	2.22	2.55zd ln	2.35	2.72zpr	2.49p	2.45	2.71zsu	2.49s
Not applicable	7 *	6 *	- -	3 3%zde fijmo	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	1 1%	6 *	5 *	1 *	6 *	5 *	2 *	7 *
Don't know	76 4%jl	67 4%	8 6%	1 1%	7 4%jl	3 2%	13 7%zce gijn	2 1%	1 2%	28 13%zcd eghijlm no	2 *	12 7%zce gijlno	- -	6 4%jl	- -	70 4%cl	41 3%	35 5%	76 4%	64 4%	12 4%	76 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 649
FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	235 12%ai p	200 11%	35 25%za	12 9%	22 13%i	25 15%fi	13 8%	26 18%zcfh ilo	7 7%	10 5%	64 15%zfi lo	19 12%i	7 7%	19 11%i	10 11%i	198 12%i	126 10%	105 14%zpr	231 12%p	190 11%	45 14%	235 12%
Neutral [NET]	626 31%dl mnp	571 30%	54 38%za	45 34%dl mn	38 22%	40 25%	65 37%de lmn	51 35%dlm n	47 48%zde eijlm no	64 30%l	120 29%l	83 50%zc defgi jlmno	18 19%	36 22%	18 21%	554 33%zde lmn	350 28%	266 35%zpr	616 31%p	508 30%	118 35%	626 31%
Unlikely [NET]	1088 54%bk oqt	1041 55%zb	44 31%	70 53%k	107 61%zf ghko	94 58%gk	84 48%k	65 45%k	43 44%	110 52%k	228 55%k	52 31%	72 74%zc defgh jko	106 63%zf ghiko	58 67%zc fghik o	852 51%k	715 58%zqr	356 47%	1071 54%q	931 55%ztu	157 47%	1088 54%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 650

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	76	17	67	73	76	70	11	73	41	31	2	70	1	4	2	70	6	73	3
	4%amp	2%	5%zacd eg	4%a	4%a	4%zad	5%a	4%zad	5%a	7%zac degj	2%	4%zm	1%	1%	2%	4%zp	1%	4%	1%
[5] Very likely	158	42	140	155	158	139	28	152	80	52	1	137	2	18	1	139	19	155	3
	8%ajnr	5%j	11%zacd egj	8%zad j	8%aj	9%zad	12%zadj	9%zadj	9%aj	13%zac degj	1%	9%zn	3%	6%n	1%	9%zp	4%	8%zr	1%
[4] Fairly likely	251	81	190	237	251	207	37	235	119	68	5	199	8	38	6	207	44	237	14
	12%ajnr	10%j	15%zac degj	13%aj	12%aj	13%aj	16%aj	14%zac dej	14%aj	16%zad j	4%	13%n	14%n	13%n	4%	13%	10%	13%r	7%
[3] Fairly unlikely	376	133	261	361	376	317	35	343	177	87	10	313	4	48	11	317	59	361	15
	18%jlnp r	17%j	21%zacd fj	20%za dj	18%j	20%zad j	15%	20%zad j	21%aj	21%j	8%	20%zln	7%	16%n	8%	20%zp	14%	20%zr	8%
[2] Very unlikely	391	173	240	361	391	330	38	347	165	84	19	321	9	40	21	330	61	361	30
	19%mp	22%zd	19%	20%	19%	21%zd	16%	20%	19%	20%	15%	21%zm	15%	14%	15%	21%zp	14%	20%	15%
[1] Certain not to	697	328	307	577	697	482	69	510	244	90	82	448	34	129	86	482	215	577	120
	34%bcegh hikoq	41%zb cdefg hi	24%	31%be ghi	34%bce ghi	30%bi	30%bi	30%bi	28%bi	22%	65%zabcde ghi	29%	57%zk	44%zk	64%zkm	30%	50%zo	31%	62%zq
MEAN	2.49ajl mnpr	2.21j	2.85za cdeghj	2.58z adj	2.49aj dj	2.61za dj	2.78za dj	2.63za cdj	2.70z acdj	3.00z abcde ghj	1.57	2.64zlmn	1.92	2.24n	1.58	2.61zp	2.03	2.58zr	1.69
Not applicable	7	-	2	2	7	3	-	3	1	-	4	2	1	-	4	3	4	2	5
	*bceghk oq	-	*	*	*bcegh	*c	-	*c	*	-	3%zabcde hi	*	2%zkm	-	3%zkm	*	1%o	*	3%zq
Don't know	76	29	51	72	76	57	12	65	33	5	3	57	-	15	4	57	19	72	4
	4%i	4%i	4%i	4%i	4%i	4%i	5%i	4%i	4%i	1%	2%	4%	-	5%	3%	4%	4%	4%	2%
Likely [NET]	235	59	207	229	235	209	40	225	121	83	3	207	3	22	3	209	25	229	6
	12%ajmnp r	7%j	16%zac degj	12%za dj	12%aj	13%zad j	17%zad j	13%zad j	14%za dj	20%zac degj	2%	13%zmn	5%	8%n	2%	13%zp	6%	12%zr	3%
Neutral [NET]	626	214	450	598	626	524	72	578	296	155	15	512	12	86	16	524	102	598	28
	31%ajnp r	27%j	36%zac degj	33%za dj	31%aj	33%zad j	31%j	33%zad ej	34%za dj	37%za dj	12%	33%zn	21%	29%n	12%	33%zp	24%	33%zr	15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 650
FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to VoIP
BASE: All who have used their landline in the last year

Weighted Base
Unlikely [NET]

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
1088	501	548	938	1088	812	106	857	409	174	100	769	43	169	106	812	276	938	150
54%bcdf ghikoq	62%z cdefg hi	44% hi	51%bg hi	54%bce fghi	51%bgh i	46% i	50%bi	48%bi	42% ghi	80%zabcdef ghi	50%	72%zk	58%k	80%zkm	51%	65%zo	51%	77%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
Overlap formulae used. * small base

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Table 651

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	76 4%a	23 3%	2 4%	-	-	-	3 7%	-	18 5%a	10 4%	-	-	19 5%a	1 2%
[5] Very likely	158 8%a	51 6%	5 12%q	-	1 6%	1 4%	5 9%	* 8%	43 13%zaq	22 9%q	-	-	29 8%	-
[4] Fairly likely	251 12%	101 12%	10 23%zaf	-	3 12%	1 3%	3 6%	-	53 15%	28 11%	-	-	46 13%	7 13%
[3] Fairly unlikely	376 18%	145 17%	7 15%	-	1 4%	2 11%	13 25%	2 59%	79 23%za	46 18%	1 18%	-	71 20%	7 14%
[2] Very unlikely	391 19%	171 20%	9 19%	-	3 11%	4 18%	12 23%	1 33%	61 18%	50 19%	2 45%	1 53%	66 18%	12 24%
[1] Certain not to	697 34%h	323 38%zh	10 23%	2 100%	16 68%	12 57%	15 29%	-	76 22%	98 38%h	2 37%	1 47%	117 32%h	21 43%h
MEAN	2.49a	2.33	2.95aq	1.00	1.77	1.72	2.63	2.83	2.94zalpq	2.44	1.81	1.53	2.60aq	2.05
Not applicable	7 *	3 *	-	-	-	-	-	-	2 1%	-	-	-	1 *	-
Don't know	76 4%	41 5%l	2 3%	-	-	1 6%	1 2%	-	10 3%	4 2%	-	-	13 4%	2 4%
Likely [NET]	235 12%aq	74 9%	7 16%q	-	1 6%	1 4%	8 16%q	* 8%	61 18%zaq	32 13%q	-	-	48 13%aq	1 2%
Neutral [NET]	626 31%	246 29%	17 38%	-	4 15%	3 14%	16 31%	2 59%	132 38%zal	74 29%	1 18%	-	117 32%	13 27%
Unlikely [NET]	1088 54%h	495 58%zhp	19 42%	2 100%	19 79%	15 76%	26 51%	1 33%	137 40%	147 57%h	4 82%	2 100%	183 51%h	33 67%bhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 652

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	76	-	1	3	-	-	1	-	-	-	-	1	-	6
	4%	-	100%	2%	-	-	5%	-	-	-	-	9%	-	5%
[5] Very likely	158	2	-	9	-	-	3	-	-	-	-	-	-	9
	8%	25%	-	6%	-	-	31%	-	-	-	-	-	-	9%
[4] Fairly likely	251	-	-	20	-	-	-	-	1	-	-	-	-	19
	12%	-	-	13%	-	-	-	-	22%	-	-	-	-	19% _s
[3] Fairly unlikely	376	2	-	30	-	-	-	-	-	-	1	6	-	30
	18%	22%	-	20%	-	-	-	-	-	-	42%	37%	-	29% _z
[2] Very unlikely	391	3	-	22	-	-	3	1	1	3	-	3	-	18
	19%	33%	-	14%	-	-	27%	100%	17%	100%	-	18%	-	17%
[1] Certain not to	697	2	-	48	1	2	3	-	4	-	1	5	-	14
	34% _p	20%	-	31% _p	100%	100%	30%	-	61%	-	58%	31%	-	13%
MEAN	2.49	2.77	6.00	2.48	1.00	1.00	2.91	2.00	1.84	2.00	1.84	2.43	-	3.09 _{zds}
Not applicable	7	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	2% _z
Don't know	76	-	-	22	-	-	1	-	-	-	-	1	1	7
	4%	-	-	14% _{zsy}	-	-	7%	-	-	-	-	5%	100%	6%
Likely [NET]	235	2	1	12	-	-	3	-	-	-	-	1	-	15
	12%	25%	100%	8%	-	-	36%	-	-	-	-	9%	-	14%
Neutral [NET]	626	2	-	50	-	-	-	-	1	-	1	6	-	49
	31%	22%	-	33%	-	-	-	-	22%	-	42%	37%	-	47% _{zds}
Unlikely [NET]	1088	5	-	69	1	2	5	1	5	3	1	8	-	32
	54% _p	53%	-	45% _p	100%	100%	57%	100%	78%	100%	58%	49%	-	30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 652

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	76	-	1	-	-	-	3	-	-
	4%	-	51%	-	-	-	3%	-	-
[5] Very likely	158	6	-	-	-	-	6	-	-
	8%	9%	-	-	-	-	7%	-	-
[4] Fairly likely	251	3	-	-	-	-	16	-	1
	12%	5%	-	-	-	-	18% _s	-	12%
[3] Fairly unlikely	376	14	-	-	-	-	19	-	1
	18%	19%	-	-	-	-	21%	-	10%
[2] Very unlikely	391	18	-	-	2	2	21	1	2
	19%	25%	-	-	100%	38%	23%	100%	20%
[1] Certain not to	697	29	1	2	-	2	23	-	6
	34% _p	41% _p	49%	100%	-	38%	25%	-	58%
MEAN	2.49	2.14	3.57	1.00	2.00	1.50	2.65 _s	2.00	1.76
Not applicable	7	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Don't know	76	1	-	-	-	1	4	-	-
	4%	2%	-	-	-	25%	4%	-	-
Likely [NET]	235	6	1	-	-	-	9	-	-
	12%	9%	51%	-	-	-	10%	-	-
Neutral [NET]	626	17	-	-	-	-	35	-	2
	31%	24%	-	-	-	-	39%	-	22%
Unlikely [NET]	1088	47	1	2	2	4	44	1	7
	54% _p	66% _{dp}	49%	100%	100%	75%	48% _p	100%	78%

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Table 653

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	76 4%b	56 5%zb	20 2%	14 3%	1 3%	-	-	2 6%	-	13 5%b	10 5%b	-	-	16 7%zb	1 3%	26 6%zb	4 9%b
[5] Very likely	158 8%b	114 10%zb	44 5%	32 8%	2 7%	1 15%	1 13%	5 13%	* 20%	36 15%zabcn	13 7%	-	-	23 10%b	-	53 12%zb	3 7%
[4] Fairly likely	251 12%	155 13%	95 11%	57 14%	10 28%zabcjn rt	1 14%	-	3 8%	-	32 13%	23 13%	-	-	27 12%	3 11%	61 14%	6 15%
[3] Fairly unlikely	376 18%	236 20%	140 17%	85 20%	6 16%	-	2 32%	8 25%	1 80%	52 22%	31 17%	-	-	45 20%	5 20%	87 20%	7 17%
[2] Very unlikely	391 19%b	250 21%zb	141 17%	100 24%zb	7 21%	1 8%	-	6 17%	-	48 20%	36 20%	2 68%	1 100%	42 18%	7 31%	87 20%	4 11%
[1] Certain not to	697 34%ajt	360 30%j	337 40%zacdjr t	126 30%	8 22%	6 63%	4 56%	11 31%	-	57 24%	66 37%jt	1 32%	-	73 32%	9 35%	118 27%	17 42%jt
MEAN	2.49b	2.64zb	2.27	2.54b	2.86	2.10	2.14	2.74	3.40	2.91zabcn	2.50	1.68	2.00	2.70zb	2.20	2.82zabcn	2.62
Not applicable	7 *	-	7 1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	76 4%at	19 2%	57 7%zacjnrt	8 2%	1 3%	-	-	-	-	5 2%	2 1%	-	-	3 1%	-	8 2%	-
Likely [NET]	235 12%b	170 14%zbc	64 8%	46 11%	3 10%	1 15%	1 13%	7 19%	* 20%	49 20%zabc	23 13%b	-	-	39 17%zb	1 3%	79 18%zabc	6 16%
Neutral [NET]	626 31%b	391 33%zb	235 28%	143 34%	15 44%	1 14%	2 32%	11 33%	1 80%	84 35%	53 30%	-	-	73 32%	7 31%	147 34%	12 31%
Unlikely [NET]	1088 54%ajt	610 51%jt	478 57%zajt	226 53%j	15 43%	7 71%	4 56%	16 48%	-	105 43%	102 57%jt	3 100%	1 100%	115 50%	16 66%	205 47%	21 53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 654

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	76 4%g	8 4%	7 4%	7 13%zab	20 3%	17 4%	3 2%	20 1%	56 9%zg	64 5%z	10 3%	6 7%	20 7%z	37 5%z	62 13%zm	52 24%zmn	58 16%zmn	60 16%zmn	39 7%z	69 15%zr	76 33%zrs	73 19%zrs	66 18%zrs
[5] Very likely	158 8%gj	20 11%	17 10%	7 15%	46 7%	34 7%	15 10%	86 6%	72 11%zg	140 11%zj	13 3%	19 22%zl	30 11%	75 11%z	111 22%zm	93 44%zmn	107 29%zmn	97 27%zmn	86 15%z	140 30%zr	158 67%zrs	130 35%zrs	127 34%zrs
[4] Fairly likely	251 12%gm rt	21 12%	20 12%	8 17%	68 11%	49 10%	15 10%	151 11%	100 16%zg	197 15%zj	36 9%	15 18%	45 17%z	59 9%	73 15%zm	38 18%zm	51 14%zm	50 14%zm	36 6%t	49 11%rt	-	35 9%t	43 11%rt
[3] Fairly unlikely	376 18%mn opqrs tuv	39 22%	37 23%	7 14%	127 20%	105 22%z	37 25%	261 19%	114 18%	281 21%z	67 17%	14 17%	64 24%z	82 12%op	61 12%op	9 4%	30 8%o	37 10%o	56 10%t	42 9%tv	-	28 7%t	26 7%t
[2] Very unlikely	391 19%no pqstu v	39 22%	37 22%	8 17%	132 21%	108 23%	29 19%	282 20%	109 17%	251 19%	83 22%	13 15%	55 20%	140 21%nop q	68 14%opq	10 4%	33 9%o	36 10%o	129 23%zst uv	63 14%tuv	-	37 10%t	32 8%t
[1] Certain not to	697 34%eh iklno pqstu v	49 27%	46 28%	12 24%	217 34%e	133 28%	44 29%	526 38%zh	171 27%	331 25%	162 42%zl	15 18%	50 19%	261 39%zno pq	89 18%o	13 6%	58 16%o	60 16%o	214 38%stu v	73 16%tu	-	49 13%t	60 16%t
MEAN	2.49g j	2.71	2.68	3.22z ab	2.43	2.54	2.56	2.28	2.94zg	2.81zj	2.15	3.35z	3.04z	2.48 m	3.51z npq	4.60zm n	3.86zm n	3.80zm n	2.59 r	3.75z suv	5.33zr s	4.08zr s	3.98zrs
Not applicable	7 *i	-	-	-	3 *	1 *	1 1%	5 *	2 *	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	76 4%lmo rt	4 2%	2 1%	-	25 4%	24 5%	5 3%	58 4%	18 3%	56 4%	14 4%	2 2%	3 1%	15 2%	31 6%zmo	-	28 8%zmo	28 8%zmo	9 2%	28 6%zrt	-	24 6%zrt	25 7%zrt
Likely [NET]	235 12%gj	28 16%	24 15%	14 28%za b	66 10%	51 11%	18 12%	106 8%	128 20%zg	204 15%zj	23 6%	25 30%z	50 19%z	112 17%z	173 35%zm	145 68%zmn	165 45%zmn	158 43%zmn	125 22%z	209 45%z	235 100%zrs	203 54%zrs	194 51%zrs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 654

FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to VoIP

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	626 31%mo pqrst uv	60 33%	57 35%	15 31%	195 31%	154 33%	52 35%	412 30%	214 33%	477 36%zj	103 27%	29 35%	110 41%z	141 21%	134 27%mp	46 22%	81 22%	87 24%	93 16%t	92 20%tu	-	63 17%t	69 18%t
Unlikely [NET]	1088 54%hi kinop gstuv	88 49%	82 50%	20 41%	349 55%	241 51%	73 49%	808 58%zh	280 44%	582 44%	245 64%zi	27 33%	105 39%	400 60%zno pq	157 32%op q	23 11%	91 25%o	95 26%o	342 60%zst uv	136 29%tuv	-	86 23%t	91 24%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 655

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	131 6%hjnq	59 6%	72 7%	1 100%	3 10%	31 15%zfg hijmn	27 8%hijn	32 8%hjmn	12 3%	16 4%	9 3%	5 13%hij n	58 11%zfhi jmn	44 6%h	24 4%	35 6%	56 10%zoq r	15 4%	25 6%	28 6%	63 6%	32 6%
[5] Very likely	245 12%ijn	128 13%	117 12%	-	8 24%	36 17%ijn	63 19%zhi jn	61 15%ijn	49 13%ijn	24 6%jn	5 2%	8 23%ijn	99 18%zhi jn	110 14%ijn	28 4%j	96 15%zp q	60 11%	40 10%	49 11%	48 11%	113 11%	75 15%
[4] Fairly likely	365 18%jn	195 19%	170 17%	-	3 8%	43 21%ijn	71 21%ijn	81 20%ijn	77 20%ijn	70 19%ijn	20 7%	3 8%	114 21%ijn	158 20%ijn	90 13%j	117 19%	94 17%	87 22%r	67 15%	77 18%	160 16%	111 21%t
[3] Fairly unlikely	371 18%jnu	201 20%	169 17%	-	6 19%	39 19%	66 20%j	83 21%ijn	76 20%j	62 17%	37 13%	6 19%	106 20%j	159 20%ijn	100 15%	111 18%	119 21%z	63 16%	78 18%	91 21%u	193 19%u	75 14%
[2] Very unlikely	343 17%flr	161 16%	182 18%	-	6 17%	25 12%	41 12%	70 17%	74 19%eff	78 21%zef l	49 17%	6 16%	66 12%	144 18%fl	128 19%eff l	117 19%r	102 18%r	66 17%	57 13%	70 16%	183 18%	76 15%
[1] Certain not to	522 26%efg lmp	258 25%	264 26%	-	6 17%	29 14%	56 17%	64 16%	88 23%egl m	117 31%zef ghlm n	163 55%zef ghiklm n	6 16%	85 16%	152 19%g	280 42%ze fghik lm	148 23%	115 20%	118 29%p	142 33%zo p	103 24%	251 25%	142 27%
MEAN	2.93j nr	2.95	2.91	6.00	3.38	3.61zg hijmn	3.39zh ijmn	3.26zh ijmn	2.90ij n	2.59jn	1.87	3.47	3.48zh ijmn	3.08zh ijn	2.28j	3.00q r	3.09z qr	2.77	2.76	2.95	2.89	2.99
Not applicable	5 *	2 *	3 *	-	-	-	-	1 *	2 *	-	3 1%zl	-	-	3 *	3 *	1 *	1 *	1 *	3 1%	1 *	-	3 1%t
Don't know	49 2%aou	17 2%	33 3%a	-	2 5%	6 3%	8 2%	8 2%	7 2%	6 2%	12 4%	2 5%	14 3%	16 2%	18 3%i	6 1%	20 3%o	10 3%	13 3%o	20 4%zu	26 3%u	4 1%
Likely [NET]	376 19%ijn q	187 18%	189 19%	1 100%	11 34%	66 32%zhi jmn	90 27%zhi jmn	93 23%zhi jn	62 16%ijn	39 10%jn	13 5%	12 36%zhi jmn	157 29%zhi jmn	154 20%hijn	53 8%j	131 21%q	116 20%q	55 14%	75 17%	76 17%	176 18%	107 21%
Neutral [NET]	736 36%ijn	396 39%zb	340 34%	-	9 28%	83 40%jn	137 41%jn	164 41%jn	152 40%jn	133 36%jn	57 19%	9 27%	220 41%zjn	317 40%zjn	190 28%j	228 36%	213 38%	150 37%	144 33%	168 38%	353 36%	186 36%
Unlikely [NET]	865 43%efg lmp	419 41%	446 44%	-	11 33%	54 26%	97 29%	134 33%	162 42%zef lm	196 52%zef ghiklm n	213 71%zef ghiklm n	11 32%	150 28%	296 38%efg l	408 61%ze fghik lm	265 42%	217 38%	184 46%p	199 46%p	173 40%	434 44%	218 42%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 656

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	131	9	16	53	3	4	59	18	7	3	3	3	26	10	101	30	71	13	7	1	1	3	26	9
	6%lv	6%	7%	10%z	3%	9%	8%zl	9%l	4%	5%	19%	6%	4%	12%zhl	6%	7%	8%zv	9%v	5%	4%	15%	7%	4%	12%v
[5] Very likely	245	23	40	89	19	7	128	24	26	9	3	7	42	7	185	61	149	15	23	4	*	4	42	8
	12%lv	15%	18%z	16%z	16%	17%	18%zl	11%l	16%l	14%l	16%	16%l	6%	9%	12%	14%	17%zv	10%	16%v	11%	5%	11%	6%	12%v
[4] Fairly likely	365	20	59	110	18	5	141	48	23	15	5	13	108	12	290	76	174	28	24	9	2	13	105	11
	18%lv	13%	26%za	20%	16%	12%	20%l	22%l	15%	24%	30%	32%zhlm	14%	15%	18%	18%	20%v	18%	16%	29%v	31%	37%zpqvw	14%	16%
[3] Fairly unlikely	371	26	32	117	35	17	144	32	52	12	*	9	110	11	286	85	168	30	43	8	*	7	106	8
	18%lv	18%	14%	21%	30%z	41%	20%l	15%	33%zfglm	20%	3%	22%	15%	14%	18%	20%	19%v	20%	30%zpvw	24%	6%	21%	15%	12%
[2] Very unlikely	343	22	43	82	22	4	110	37	26	5	3	6	149	8	268	75	143	24	26	1	2	4	139	5
	17%sw	15%	20%	15%	19%	9%	16%	17%	16%	8%	15%	14%	20%zfm	9%	17%	17%	17%sw	16%sw	18%sw	2%	23%	11%	19%zsw	7%
[1] Certain not to	522	40	29	90	18	3	110	48	21	18	2	3	289	30	430	93	147	33	18	9	1	3	286	25
	26%bcdfhkpru	27%bc	13%	16%	15%	8%	15%	23%fk	13%	28%fhk	12%	7%	39%zfhgk	37%zghk	27%z	22%	17%	22%	12%	28%ru	9%	8%	40%zpqru	36%zpqru
MEAN	2.93lv	2.95a	3.39za	3.34za	3.07	3.50	3.35zlm	3.09l	3.18l	3.03l	3.83	3.55zlm	2.37	2.86l	2.89	3.07	3.29zv	3.04v	3.20v	3.06v	3.50v	3.55zv	2.37	2.98v
Not applicable	5	-	1	-	-	-	-	1	-	-	-	-	4	-	5	1	-	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	-	*	*	-	1%p	-	-	-	-	1%p	-
Don't know	49	7	3	14	2	2	18	6	4	*	1	1	16	3	41	8	17	5	5	*	1	1	16	3
	2%	5%	1%	3%	2%	4%	2%	3%	2%	1%	5%	3%	2%	4%	3%	2%	2%	4%	4%	1%	12%	4%	2%	5%
Likely [NET]	376	32	56	142	22	11	187	43	33	12	6	9	68	17	285	91	220	28	30	5	1	7	68	17
	19%lv	22%	25%z	26%z	19%	26%	26%zl	20%l	21%l	19%l	35%	22%l	9%	21%l	18%	21%	25%zv	19%v	21%v	16%	20%	19%	9%	24%v
Neutral [NET]	736	46	91	227	53	22	284	80	75	28	5	22	218	24	576	160	341	58	67	17	3	20	210	19
	36%lv	31%	41%	41%z	45%	53%	40%zl	37%	47%zlm	44%l	32%	53%zlm	29%	29%	36%	37%	39%zv	39%v	46%zv	53%zv	37%	58%zpqw	29%	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 656

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	865	61	72	171	40	7	220	85	47	23	5	9	438	38	698	167	290	58	44	9	2	7	425	30
	43% bc fhkpr u	42% c	32%	31%	34%	17%	31%	40% k	30%	37%	28%	21%	59% zf ghikm	46% fh k	43%	39%	33%	38% u	30%	30%	32%	20%	59% zp qrsuw	43% u

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 657

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	131 6%chi	77 6%	32 10%zc	22 4%	53 11%zh	2 15%	-	10 13%zh	71 5%	27 5%	42 6%	17 6%	21 9% i	22 13% z k	17 8%	21 10%	11 15%z	3 23%	1 47%	-	1 21%
[5] Very likely	245 12%chi	168 14%zc	34 11%	43 8%	82 16%zh	1 6%	1 59%	14 18%	150 10%	40 7%	93 13%i	47 15%i	37 16%i	27 17%i	38 17%	30 14%	14 19%	2 11%	* 12%	-	1 18%
[4] Fairly likely	365 18%hi	239 20%zc	49 15%	77 15%	113 22%zh	3 21%	* 16%	19 24%	233 16%	74 13%	133 18%i	73 24%zi	51 22%i	34 21%i	53 23%	52 25%z	8 12%	3 25%	-	1 51%	2 29%
[3] Fairly unlikely	371 18%ci	247 21%zc	62 19% c	63 12%	101 20%g	6 39%	1 25%	7 9%	256 18%	87 15%	140 19%	65 21%i	45 19%	33 20%	47 21%	39 18%	19 27%	* 3%	1 41%	-	-
[2] Very unlikely	343 17%dm o	195 16%	58 18%	90 18%	58 11%	2 11%	-	19 24% d	269 19% zd	112 19% lm	140 19% m	45 14%	29 12%	16 10%	27 12%	21 10%	9 13%	* 3%	-	-	1 11%
[1] Certain not to	522 26%ad g j k l m np	238 20%	81 25%	204 40% zab	87 17%	1 7%	-	9 11%	431 30% zd g	230 39% z j k l m	163 22%	58 19%	43 18%	28 17%	38 17%	41 20%	9 13%	5 34%	-	1 49%	1 21%
MEAN	2.93c hi	3.12z c	2.98c	2.46	3.41zh	3.54	4.33	3.54zh	2.73	2.42	2.97i i	3.20z i	3.33z ij	3.50z ij	3.35z	3.35z	3.58z	3.47	4.66	2.54	3.73
Not applicable	5 *	3 *	1 *	2 *	-	-	-	-	5 *	3 *	3 *	-	-	-	-	-	-	-	-	-	-
Don't know	49 2%	30 2%	8 2%	11 2%	13 2%	-	-	-	37 3%	9 2%	26 4%zi	4 1%	7 3%	2 2%	7 3%	6 3%	1 1%	-	-	-	-
Likely [NET]	376 19%chi	245 20%zc	66 20% c	66 13%	135 27%zh	3 22%	1 59%	25 32%zh	220 15%	68 12%	135 18%i	65 21%i	58 25%zi	49 30%zi j	55 24%z	51 24%	24 35%z	5 35%	2 59%	-	2 38%
Neutral [NET]	736 36%chi	486 41%zc	110 34%	139 27%	214 42%zh	10 60%	1 41%	26 34%	489 34%	162 28%	272 37%i	139 45%zi	95 41%i	67 41%i	100 44%z	91 43%	27 38%	4 28%	1 41%	1 51%	2 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 657
FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	865	433	138	294	145	3	-	27	700	342	303	102	71	45	65	63	18	5	-	1	2
	43%ad kimno p	36%	43%	57%zab	29%	18%	-	35%	48%zdg	59%zj kim	41%kl m	33%	31%	27%	29%	30%	26%	37%	-	49%	33%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 658

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	131 6% ^d	30 12% ^{zd}	31 15% ^{zcd}	24 9% ^d	77 5%	130 7%	88 8% ^{zeghik}	73 6%	125 7% ^z	125 7%	62 8%	109 6%	98 8% ^{zeghi k}	72 11% ^{zefghi jkl}	100 8% ^{zegik}	43 9% ^{zegik}
[5] Very likely	245 12% ^{di}	42 18% ^{zd}	31 15%	43 15%	162 11%	242 12% ⁱ	152 14% ^{zegi}	131 11%	239 13% ^{zegi}	222 12%	119 15% ^{zegin}	226 13% ^{zegi}	182 15% ^{zeghi kn}	108 17% ^{zeghi kn}	166 13% ⁱ	81 17% ^{zeghikn}
[4] Fairly likely	365 18% ^{dn}	53 22%	38 18%	62 22% ^d	248 16%	360 18% ⁿ	186 18%	207 18%	329 18% ⁿ	347 18% ⁿ	148 19% ⁿ	330 20% ^{zehin}	248 21% ^{zefgh in}	134 21% ^{zefhn}	208 16%	86 18%
[3] Fairly unlikely	371 18% ^{gm}	55 23%	36 17%	55 20%	264 18%	363 18% ^{gm}	198 19% ^m	187 16%	350 19% ^{zegij mn}	352 18% ^{gm}	127 16%	331 20% ^{zegij mn}	222 19% ^m	94 15%	224 17%	82 17%
[2] Very unlikely	343 17% ^{ac}	20 8%	27 13%	33 12%	285 19% ^{zac}	336 17%	167 16%	201 17%	315 17%	332 17% ^{ze}	127 16%	292 17%	198 17%	95 15%	238 19% ^{zeflm}	81 17%
[1] Certain not to	522 26% ^{abcf hkmo}	35 15%	38 18%	54 20%	428 28% ^{zabc}	516 26% ^{fhklm o}	232 22% ^{lm}	328 29% ^{zefhi jklmno}	408 23% ^{klm}	486 25% ^{fhklm o}	183 24% ^{lm}	353 21% ^l	229 19%	117 19%	325 25% ^{fhklm o}	94 20%
MEAN	2.93 ^{dg}	3.58 ^{zd}	3.44 ^{zd}	3.29 ^{zd}	2.77	2.93 ^g	3.12 ^{zegh in}	2.85	3.03 ^{zegi n}	2.92 ^g	3.10 ^{zegi n}	3.07 ^{zegh in}	3.21 ^{zefg hikn}	3.39 ^{zefg hijkln}	2.96 ^g	3.23 ^{zeghikn}
Not applicable	5 * ^{hik}	-	-	-	5 *	5 * ^{hik}	2 *	4 *	3 *	4 *	2 *	2 *	2 *	-	3 *	-
Don't know	49 2% ^{gjino}	6 3%	6 3%	6 2%	36 2%	48 2% ^{gjino}	26 2% ^{jlo}	19 2%	41 2% ^{jlo}	44 2% ^{gjlo}	9 1%	42 2% ^{gjino}	18 1%	10 2%	23 2%	4 1%
Likely [NET]	376 19% ^d	73 30% ^{zd}	62 30% ^{zd}	67 24% ^{zd}	238 16%	372 19%	240 23% ^{zeghi k}	204 18%	364 20% ^{zegi}	346 18%	181 23% ^{zeghi kn}	335 20% ^{zegi}	279 23% ^{zeghi kn}	181 29% ^{zefgh ijkl}	265 21% ^{zegi}	124 26% ^{zeghikn}
Neutral [NET]	736 36% ^{dn}	108 44% ^{zbd}	73 35%	117 42% ^d	513 34%	723 36% ⁿ	384 37% ⁿ	394 34%	679 38% ^{zegin}	699 37% ^{gn}	274 35%	661 39% ^{zefgh ijn}	470 39% ^{zefgi jn}	228 36%	432 34%	168 36%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 658
FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	865	55	65	87	713	852	400	529	723	818	310	645	427	211	563	175
	43%abcf hklmo	23%	32%a	31%a	47%zabc	43%fhklm o	38%lm	46%zefhi jklmo	40%klm	43%fhklm o	40%lm	38%lm	36%	34%	44%fhjkl mo	37%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 659

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	131	113	9	3	-	1	5	29	46	47	1	5	10	11	10	21	28	17	4
	6%fg	8%zef	5%	12%	-	1%	2%	4%	8%g	9%zg	5%	10%	8%	6%	7%	7%	10%z	9%	5%
[5] Very likely	245	223	16	2	-	2	3	76	104	54	1	1	14	20	8	51	37	26	16
	12%efgkn	15%zbef	8%f	7%	-	2%	1%	9%	17%zgi	11%	9%	2%	11%	12%k	6%	17%zkn	13%kn	13%kn	21%kn
[4] Fairly likely	365	299	35	1	3	12	14	139	123	81	5	12	19	30	29	52	58	39	10
	18%f	20%zf	19%f	5%	17%	16%f	6%	17%	20%	16%	30%	25%	15%	19%	21%	17%	21%	20%	13%
[3] Fairly unlikely	371	304	29	3	4	4	25	145	118	94	-	8	18	14	31	60	47	34	18
	18%efm	20%zef	16%e	13%	25%	5%	11%	18%	19%	19%	-	17%	14%	8%	22%lm	20%lm	17%lm	17%lm	24%lm
[2] Very unlikely	343	248	40	3	1	21	30	158	89	79	1	6	19	28	20	47	52	43	16
	17%	17%	22%f	10%	8%	27%zaf	13%	20%zh	15%	16%	7%	11%	15%	17%	14%	15%	19%	22%	21%
[1] Certain not to	522	275	52	13	8	34	141	237	119	134	6	17	42	57	44	67	59	36	13
	26%ahq	18%	28%a	52%	44%	44%zab	62%zabe	29%zh	19%	26%h	36%	35%pq	33%opq	35%zop	31%pq	22%	21%	19%	17%
MEAN	2.93efg	3.20zbef	2.72ef	2.42	2.17	2.06	1.72	2.68	3.24zg	2.96g	2.83	2.75	2.77	2.75	2.78	3.13zm	3.16zl	3.14	3.14
Not applicable	5	2	-	-	1	-	3	3	-	-	-	-	1	-	1	2	-	-	-
	*a	*	-	-	6%	-	1%za	*	-	-	-	-	1%	-	1%	1%	-	-	-
Don't know	49	34	6	-	-	3	6	18	13	17	2	1	5	4	-	5	1	1	-
	2%p	2%	3%	-	-	5%	3%	2%	2%	3%	12%	1%	4%np	3%	-	2%	*	1%	-
Likely [NET]	376	336	25	5	-	3	8	105	150	101	2	6	23	30	18	73	65	43	19
	19%befg	22%zbef	13%ef	19%	-	3%	3%	13%	24%zg	20%g	14%	11%	18%	19%	13%	24%zn	23%n	22%	26%n
Neutral [NET]	736	603	65	5	7	17	39	284	241	175	5	21	37	44	60	112	105	73	28
	36%efm	40%zef	35%ef	18%	42%	21%	17%	35%	39%	35%	30%	41%	29%	27%	42%lm	37%	37%	37%	37%
Unlikely [NET]	865	523	92	16	9	54	171	396	208	212	7	23	61	85	63	114	111	79	29
	43%ah	35%	49%a	62%	52%	70%zab	76%zab	49%zhi	34%	42%h	43%	46%	48%o	52%zop	44%	37%	39%	40%	38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 660

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	131 6%fls	114 6%	16 12%za	4 3%	19 11%zcfklo	17 11%zcfklo	3 2%	8 6%	4 4%	20 9%fl	28 7%f	6 4%	2 2%	12 7%fl	8 9%fl	109 7%fl	71 6%	57 8%	128 6%	101 6%	30 9%	131 6%ss
[5] Very likely	245 12%fkp	223 12%	22 15%	17 13%fl	21 12%	30 18%zfklo	10 6%	23 16%fk	9 9%	33 16%fk	49 12%	12 7%	10 10%	22 13%fl	9 10%	204 12%fk	134 11%	107 14%	241 12%pp	202 12%	43 13%	245 12%
[4] Fairly likely	365 18%ee	336 18%	27 19%	31 23%efl	30 17%ee	15 9%	22 13%	25 18%	19 19%	55 26%ze flmo	74 18%ee	39 23%efl	12 13%	26 15%	17 20%ee	310 18%ee	216 17%	146 19%	362 18%	311 18%	54 16%	365 18%
[3] Fairly unlikely	371 18%ei prs	338 18%	32 23%	25 19%	26 15%	19 12%	49 28%zdeijlm no	34 24%eil	26 26%ei l	24 11%	68 16%	50 30%zcedeijl mno	13 13%	25 15%	12 14%	321 19%ei	196 16%	164 21%zpr	360 18%pp	291 17%	80 24%zsu	371 18%ss
[2] Very unlikely	343 17%	326 17%	17 12%	18 13%	24 14%	36 22%cdho	25 14%	23 16%	9 9%	38 18%	71 17%	31 19%	21 21%h	35 21%h	14 16%	273 16%	204 17%	134 18%	339 17%	287 17%	56 17%	343 17%
[1] Certain not to	522 26%bk qt	500 27%zb	21 15%	33 25%k	50 29%k	43 27%k	50 29%k	28 20%k	28 29%k	43 20%k	120 29%k	18 11%	40 41%zcede fijkmno	42 25%k	26 30%k	414 25%k	381 31%zqr	135 18%	516 26%q	462 27%ztu	60 18%	522 26%t
MEAN	2.93a flps	2.89	3.45z a	2.95f l	3.03f l	3.03f l	2.54	3.12fl	2.81l	3.26z fjlo	2.87fl	3.08f l	2.35	2.91f l	2.92l	2.97fl	2.78	3.17zpr	2.93p	2.88	3.17zsu	2.93s
Not applicable	5 *	4 *	-	3 3%zde fijmo	-	-	-	-	-	-	-	1 1%	-	-	1 1%ej	4 *	4 *	1 *	5 *	4 *	2 *	5 *
Don't know	49 2%	43 2%	6 4%	1 1%	5 3%ei	1 1%	16 9%zcd egijl mno	1 1%	4 4%ei	-	5 1%	10 6%zcede gijln o	-	6 3%eil	-	44 3%	31 2%	18 2%	49 2%	41 2%	8 3%	49 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 660
FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Switch some calls from landline to email, mobile phone texts or instant messages
BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	376 19%af klp	337 18%	38 27%za	21 16%fb	40 23%fk l	47 29%zcf hjklo	13 7%	31 22%fkl	13 13%	53 25%fk l	78 19%fk	18 11%	11 12%	34 20%fk	17 20%fb	314 19%fk	205 17%	164 22%zpr	369 18%p	303 18%	73 22%	376 19%
Neutral [NET]	736 36%el p	674 36%	59 42%	56 42%el m	56 32%e	34 21%	72 41%el m	59 41%el	44 45%el m	79 37%e	142 34%e	88 53%zd efijj mno	25 26%	51 30%	29 33%e	631 38%zel	412 33%	309 41%zpr	721 36%p	602 35%	134 40%	736 36%
Unlikely [NET]	865 43%bk oqt	826 44%zb	38 27%	51 38%	74 42%k	79 49%gk o	75 43%k	51 36%	37 38%	81 38%	190 46%k	50 30%	61 62%zc defgh ijklmn o	77 46%k	40 46%k	687 41%k	585 47%zqr	269 35%	855 43%q	749 44%ztu	116 35%	865 43%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 661

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	131	36	111	128	131	118	19	123	74	48	2	118	1	10	2	118	12	128	3
	6%ajmnp r	5%	9%zacd egj	7%zad j	6%aj	7%zadj	8%aj	7%zadj	9%za cdj	12%zac degj	2%	8%zmn	1%	3%	2%	7%zp	3%	7%zr	2%
[5] Very likely	245	66	203	240	245	223	41	234	135	62	4	222	1	18	4	223	22	240	5
	12%ajlmn pr	8%	16%zac degj	13%za dj	12%aj	14%zad j	18%zad j	14%zad j	16%za cdgj	15%aj	3%	14%zlmn	2%	6%	3%	14%zp	5%	13%zr	3%
[4] Fairly likely	365	136	261	344	365	313	43	341	169	80	12	303	10	40	12	313	52	344	22
	18%ajnp r	17%j	21%zac dj	19%zd j	18%j	19%zad j	19%j	20%zac dj	20%j	19%j	9%	20%zmn	16%	14%	9%	19%zp	12%	19%zr	11%
[3] Fairly unlikely	371	151	247	358	371	300	43	331	166	83	7	295	4	63	8	300	71	358	12
	18%ajln r	19%j	20%j	19%zd j	18%j	19%j	19%j	19%zdj	19%j	20%j	6%	19%ln	7%	22%ln	6%	19%	17%	19%zr	6%
[2] Very unlikely	343	170	189	313	343	280	29	294	126	68	18	270	10	44	19	280	63	313	29
	17%bh cdefg hi	21%zb cdefg hi	15%	17%bh	17%bh	17%bh	12%	17%bh	15%	16%	14%	17%	17%	15%	14%	17%	15%	17%	15%
[1] Certain not to	522	226	216	408	522	338	43	362	172	70	76	305	33	103	81	338	184	408	114
	26%bcef ghikoq	28%bc efghi	17%	22%be gi	26%bce fghi	21%bi	19%	21%bi	20%b	17%	61%zabcdef ghi	20%	55%zkm	35%zk	61%zkm	21%	43%zo	22%	59%zq
MEAN	2.93aj mnp	2.69j	3.31za cdegj	3.04z adj	2.93aj	3.10za cdj	3.31za cdj	3.10za cdj	3.23z acdeg j	3.34z acdeg j	1.79	3.15zlmn	1.97	2.49ln	1.77	3.10zp	2.26	3.04zr	1.83
Not applicable	5	-	2	2	5	2	-	2	-	-	4	2	-	-	4	2	4	2	4
	*cegko q	-	*	*	*ceg	*	-	*	-	-	3%zabcdefg hi	*	-	-	3%zkm	*	1%zo	*	2%zq
Don't know	49	19	29	46	49	32	13	41	21	5	2	32	-	14	3	32	17	46	3
	2%eo	2%	2%	2%e	2%e	2%	6%zabc degj	2%e	2%	1%	1%	2%	-	5%zk	3%	2%	4%zo	2%	2%
Likely [NET]	376	102	314	368	376	341	60	357	209	111	6	339	2	28	6	341	35	368	8
	19%ajlm npr	13%j	25%zac degj	20%za dj	19%aj	21%zac dj	26%zac dj	21%zad j	24%za cdegj	27%zac degj	5%	22%zlmn	4%	10%	5%	21%zp	8%	20%zr	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 661

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	736 36%jnpr	287 36%ej	508 40%zac dej	702 38%zdz j	736 36%j	613 38%zdz j	86 37%j	672 39%zad ej	334 39%j	163 39%j	19 15%	598 39%zln	14 24%	104 35%n	20 15%	613 38%zp	123 29%	702 38%zr	34 18%
Unlikely [NET]	865 43%bcdef ghikoq	395 49%zbc cdefg hi	405 32%	721 39%bfg ghi	865 43%bce fghi	618 38%bfh i	72 31%	656 38%bfh i	297 35%	138 33%	94 75%zabcdef ghi	575 37%	43 73%zkm	147 50%zk	100 75%zkm	618 38%	247 58%zo	721 39%	144 74%zq

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Table 662

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	131	49	3	-	2	1	3	-	34	13	-	-	26	1
	6%	6%	6%	-	8%	6%	7%	-	10%zal	5%	-	-	7%	2%
[5] Very likely	245	84	6	-	-	1	6	-	52	42	-	-	54	-
	12%aq	10%q	14%q	-	-	4%	12%q	-	15%aq	16%zaq	-	-	15%aq	-
[4] Fairly likely	365	147	13	-	2	-	8	*	78	42	1	-	69	6
	18%	17%	28%	-	7%	-	15%	8%	23%za	16%	16%	-	19%	13%
[3] Fairly unlikely	371	159	5	-	2	4	6	2	67	49	3	-	61	10
	18%	19%	12%	-	9%	20%	12%	59%	20%	19%	63%	-	17%	21%
[2] Very unlikely	343	147	9	-	2	2	17	1	46	52	-	2	50	15
	17%	17%	19%	-	7%	11%	33%zahp	33%	13%	20%h	-	100%	14%	31%zahp
[1] Certain not to	522	249	8	2	17	12	12	-	62	58	1	-	84	14
	26%h	29%zh	17%	100%	69%	59%	22%	-	18%	22%	21%	-	23%	29%
MEAN	2.93aq	2.78q	3.21q	1.00	1.85	1.97	2.80	2.75	3.34zalq	2.99q	2.74	2.00	3.10zaq	2.26
Not applicable	5	3	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	-	-	-	*	-	-	-	*	-
Don't know	49	21	2	-	-	-	-	-	3	4	-	-	17	2
	2%	2%	3%	-	-	-	-	-	1%	1%	-	-	5%zhl	4%
Likely [NET]	376	133	9	-	2	2	9	-	86	55	-	-	80	1
	19%aq	15%q	20%q	-	8%	10%	18%q	-	25%zaq	21%aq	-	-	22%aq	2%
Neutral [NET]	736	306	18	-	4	4	14	2	145	90	4	-	130	17
	36%	36%	40%	-	16%	20%	27%	67%	42%z	35%	79%	-	36%	34%
Unlikely [NET]	865	396	16	2	18	14	28	1	107	109	1	2	134	30
	43%hp	46%zhp	36%	100%	76%	70%	55%hp	33%	31%	42%h	21%	100%	37%	60%zbhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 663

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	131	-	1	14	-	-	1	-	1	-	-	1	1	8
	6%	-	100%	9% _s	-	-	5%	-	11%	-	-	9%	100%	8% _s
[5] Very likely	245	3	-	14	-	-	3	-	-	-	-	1	-	13
	12%	32%	-	9%	-	-	31%	-	-	-	-	4%	-	12%
[4] Fairly likely	365	1	-	33	-	-	-	-	1	-	-	4	-	28
	18%	10%	-	21%	-	-	-	-	19%	-	-	28%	-	26% _{zs}
[3] Fairly unlikely	371	4	-	29	-	-	1	-	1	-	2	2	-	18
	18%	38%	-	19%	-	-	8%	-	22%	-	73%	15%	-	17%
[2] Very unlikely	343	-	-	22	-	-	1	1	-	3	-	4	-	19
	17%	-	-	14%	-	-	7%	100%	-	100%	-	27%	-	18%
[1] Certain not to	522	2	-	35	1	2	4	-	3	-	1	3	-	12
	26% _p	20%	-	23%	100%	100%	41%	-	48%	-	27%	18%	-	12%
MEAN	2.93	3.34	6.00	3.08 _s	1.00	1.00	2.87	2.00	2.56	2.00	2.46	2.98	6.00	3.34 _{zs}
Not applicable	5	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	49	-	-	7	-	-	1	-	-	-	-	-	-	5
	2%	-	-	4%	-	-	7%	-	-	-	-	-	-	5%
Likely [NET]	376	3	1	28	-	-	3	-	1	-	-	2	1	21
	19%	32%	100%	18%	-	-	36%	-	11%	-	-	12%	100%	20%
Neutral [NET]	736	5	-	62	-	-	1	-	3	-	2	7	-	46
	36%	48%	-	40%	-	-	8%	-	41%	-	73%	43%	-	44%
Unlikely [NET]	865	2	-	57	1	2	5	1	3	3	1	7	-	32
	43% _{py}	20%	-	37%	100%	100%	48%	100%	48%	100%	27%	45%	-	30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 663

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	131	-	1	-	-	-	4	-	-
	6%	-	51%	-	-	-	4%	-	-
[5] Very likely	245	9	-	1	-	-	11	-	-
	12%	13%	-	59%	-	-	12%	-	-
[4] Fairly likely	365	9	1	-	-	-	28	-	1
	18%	12%	49%	-	-	-	30%zs	-	12%
[3] Fairly unlikely	371	12	-	-	-	1	16	-	2
	18%	16%	-	-	-	22%	17%	-	17%
[2] Very unlikely	343	22	-	-	2	1	10	1	2
	17%	31%zdy	-	-	100%	16%	11%	100%	20%
[1] Certain not to	522	19	-	1	-	2	17	-	5
	26%p	26%p	-	41%	-	38%	19%	-	51%
MEAN	2.93	2.54	5.03	3.38	2.00	1.79	3.20s	2.00	1.90
Not applicable	5	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Don't know	49	1	-	-	-	1	5	-	-
	2%	1%	-	-	-	25%	5%	-	-
Likely [NET]	376	9	1	1	-	-	15	-	-
	19%	13%	51%	59%	-	-	17%	-	-
Neutral [NET]	736	20	1	-	-	1	44	-	3
	36%	28%	49%	-	-	22%	48%zs	-	29%
Unlikely [NET]	865	41	-	1	2	3	28	1	7
	43%py	58%zdpv	-	41%	100%	53%	30%	100%	71%

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Table 664

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	131 6%b	89 7%zb	41 5%	24 6%	2 6%	1 11%	-	2 6%	-	25 10%zbc	13 7%	-	-	21 9%b	1 3%	46 11%zab c	7 17%zabc
[5] Very likely	245 12%b	175 15%zb	70 8%	51 12%	3 10%	-	1 13%	5 16%	-	43 18%zb	30 16%b	-	-	42 18%zb	-	81 18%zab c	5 13%
[4] Fairly likely	365 18%	224 19%	141 17%	83 20%	12 34%zabrt	1 6%	-	3 8%	*	48 20%	34 19%	-	-	42 18%	2 7%	82 19%	10 26%
[3] Fairly unlikely	371 18%	235 20%	136 16%	91 21%b	4 10%	1 8%	2 32%	5 15%	1 80%	50 21%	36 20%	2 68%	-	36 16%	6 26%	76 17%	5 13%
[2] Very unlikely	343 17%	212 18%	131 16%	79 19%	8 23%	1 8%	-	10 28%	-	34 14%	32 18%	-	1 100%	36 16%	12 50%	65 15%	5 13%
[1] Certain not to	522 26%acj nt	245 21%	278 33%zacdj nrt	89 21%	5 15%	7 67%	4 56%	9 27%	-	43 18%	33 18%	1 32%	-	50 22%	3 14%	85 19%	7 17%
MEAN	2.93b	3.12zb	2.65	3.00b	3.18	1.99	2.14	2.74	3.20	3.36zabc	3.19zb	2.36	2.00	3.24zb	2.40	3.34za bc	3.55zbc
Not applicable	5 *	-	5 1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	49 2%ajt	11 1%	38 5%zacjnr t	6 1%	3%	-	-	-	-	*	2 1%	-	-	3 1%	-	4 1%	-
Likely [NET]	376 19%b	264 22%zbc	112 13%	75 18%	5 15%	1 11%	1 13%	7 21%	-	68 28%zabc	43 24%b	-	-	64 28%zbc	1 3%	127 29%zab c	12 30%b
Neutral [NET]	736 36%b	459 39%zb	277 33%	174 41%zb	15 45%	1 14%	2 32%	8 23%	1 100%	98 40%	70 39%	2 68%	-	78 34%	8 33%	158 36%	16 39%
Unlikely [NET]	865 43%ajt	457 38%jt	408 49%zacjnr tu	168 40%	13 38%	7 75%	4 56%	19 55%	-	77 32%	65 36%	1 32%	1 100%	86 37%	15 63%	150 34%	12 31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 665

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	131 6%g	12 6%	12 7%	9 17%zab	38 6%	27 6%	5 3%	53 4%	78 12%zg	107 8%zj	17 4%	7 9%	31 12%z	60 9%z	107 22%zm	49 23%zm	101 28%zmn	102 28%zmn	53 9%z	122 26%zr	77 33%zrs	131 35%zrs v	114 30%zrs
[5] Very likely	245 12%gj	29 16%	27 17%	10 20%	86 14%	72 15%z	25 17%	146 11%	99 15%zg	202 15%zj	30 8%	13 15%	44 16%	103 15%z	167 34%zm	98 46%zmn q	160 44%zmn q	130 35%zm	112 20%z	210 45%zr	126 54%zrs v	245 65%zrs tv	167 44%zr
[4] Fairly likely	365 18%mp rstuv	30 17%	32 19%	7 14%	109 17%	93 20%	35 23%	233 17%	133 21%	274 21%zj	59 15%	19 23%	51 19%	100 15%	76 15%p	31 14%	45 12%	59 16%p	66 12%tu	48 10%tu	14 6%u	- -	36 10%tu
[3] Fairly unlikely	371 18%mn opqrs tuv	36 20%	33 20%	7 15%	126 20%	90 19%	31 21%	263 19%	107 17%	271 21%z	75 19%	16 19%	54 20%	90 14%opq	55 11%op	11 5%	21 6%	34 9%op	67 12%stuv	33 7%tu	5 2%u	- -	23 6%tu
[2] Very unlikely	343 17%hn opqst uv	31 17%	30 18%	6 11%	114 18%	86 18%	19 13%	254 18%zh	89 14%	209 16%	82 21%zi	11 13%	45 17%	130 19%nopq	39 8%pq	12 6%	15 4%	14 4%	127 22%zstu v	30 7%tu	7 3%u	- -	19 5%u
[1] Certain not to	522 26%be hilo pqstu v	38 21%	30 18%	11 22%	148 23%e	87 19%	28 19%	394 28%zh	128 20%	223 17%	113 29%i	16 19%	41 15%	176 26%nopq	43 9%p	13 6%	19 5%	24 7%	143 25%stuv	21 5%u	6 2%u	- -	19 5%tu
MEAN	2.93g j	3.09	3.20	3.51z	2.98	3.13z d	3.17	2.73	3.35zg	3.27zj	2.64	3.29	3.40z	3.00 m	4.24z n	4.58zm n	4.71zm nq	4.55zm n	3.06z r	4.64z r	5.03zr sv	5.35zr stv	4.73zr
Not applicable	5 *	- -	- -	- -	1 *	- -	- -	3 *	2 *	2 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	49 2%hmr stuv	4 2%	2 1%	- -	15 2%	16 3%	7 4%	42 3%zh	8 1%	34 3%	8 2%	2 2%	3 1%	9 1%	7 1%	1 *	4 1%	4 1%	1 *	* *	- -	- -	* *
Likely [NET]	376 19%gj	41 23%	39 24%	18 37%za	124 19%	100 21%	30 20%	199 14%	177 27%zg	309 23%zj	47 12%	20 24%	75 28%z	163 24%z	274 55%zm	147 69%zmn	262 72%zmn q	232 63%zmn	165 29%z	331 71%zr	203 86%zr sv	376 100%zrs tv	280 74%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 665

FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Switch some calls from landline to email, mobile phone texts or instant messages

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	736 36% mn opqrs tuv	66 37%	65 39%	14 29%	235 37%	183 39%	66 44%	496 36%	240 37%	545 41% zj	134 35%	34 42%	105 39%	190 28% op	131 27% op	41 19%	65 18%	93 25% op	133 23% stu v	81 17% tu	19 8% u	-	60 16% tu
Unlikely [NET]	865 43% ef hino pqstu v	70 39%	60 36%	16 34%	262 41% ef	174 37%	47 32%	649 47% zh	217 34%	432 33%	195 51% zi	26 32%	86 32%	306 46% nop q	83 17% op q	25 12%	34 9%	38 10%	270 47% zst uv	52 11% tu	13 6% u	-	38 10% tu

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 666

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	147 7%hjnq	69 7%	78 8%	1 100%	5 16%	35 17%zgh ijmn	33 10%hijm n	31 8%jn	17 5%	18 5%	6 2%	7 19%zgh ijmn	68 13%zefgh ijmn	49 6%hjn	24 4%j	41 6%	61 11%zoq r	17 4%	28 6%	33 8%	66 7%	37 7%
[5] Very likely	232 11%ijn t	117 11%	115 11%	-	7 20%	43 20%zhi jmn	65 20%zhi jmn	58 15%hijn	34 9%ijn	18 5%	7 2%	7 20%ijn	108 20%zhi jmn	92 12%hijn	25 4%	89 14%z	59 10%	37 9%	47 11%	67 15%zt	95 10%	63 12%
[4] Fairly likely	261 13%bjn	148 15%zb	112 11%	-	5 14%	27 13%	61 19%zij n	60 15%ijn	50 13%jn	37 10%	21 7%	5 13%	88 16%zij n	110 14%jn	57 9%	72 11%	64 11%	62 16%	63 14%	54 12%	122 12%	76 15%
[3] Fairly unlikely	354 17%jnq u	185 18%	169 17%	-	6 17%	34 16%	64 19%jn	85 21%jn	75 19%jn	59 16%	32 11%	6 17%	98 18%jn	160 20%zn	91 13%	109 17%	113 20%q	54 14%	78 18%	76 17%	189 19%u	71 14%
[2] Very unlikely	378 19%flr	186 18%	192 19%	-	7 19%	36 17%	46 14%	78 19%	84 22%fl	76 20%	52 18%	7 19%	82 15%	161 21%fl	128 19%	133 21%r	102 18%	85 21%r	59 14%	75 17%	203 20%	86 17%
[1] Certain not to	609 30%efg klmps	299 29%	310 31%	-	3 8%	29 14%	55 17%	78 20%	115 30%efg klm	161 43%zef ghklm	167 56%zefg hiklmn	3 8%	84 16%	193 25%efg kl	328 49%ze fghik lm	29%	27%	33%p	33%p	112 26%	289 29%	182 35%zst
MEAN	2.78hi jnq	2.81	2.76	6.00	3.71	3.60zg hijmn	3.42zg hijmn	3.09zh ijmn	2.61ij n	2.26jn	1.83	3.79	3.49zg hijmn	2.86hi jn	2.07j	2.80	2.93z q	2.58	2.74	2.97z tu	2.72	2.73
Not applicable	7 *	4 *	3 *	-	-	-	-	1 *	3 1%	-	3 1%l	-	-	4 1%	3 *	1 *	1 *	1 *	4 1%zp	1 *	1 *	3 1%
Don't know	45 2%aou	13 1%	31 3%za	-	2 5%	6 3%	6 2%	8 2%	7 2%	6 1%	10 3%	2 5%	12 2%	16 2%	15 2%	6 1%	16 3%o	11 3%	11 3%	18 4%zu	25 2%u	1 *
Likely [NET]	378 19%hij nqt	186 18%	193 19%	1 100%	12 37%	77 37%zgh ijmn	99 30%zhi jmn	89 22%hij mn	51 13%jn	36 10%jn	13 4%	13 39%zgh ijmn	176 33%zgh ijmn	140 18%hijn	49 7%j	129 20%q	121 21%q	54 14%	74 17%	100 23%zt	161 16%	100 19%
Neutral [NET]	615 30%bj n	334 33%zb	281 28%	-	10 31%	61 29%j	126 38%zij n	145 36%zij n	125 32%ijn	95 25%jn	53 18%	10 30%	187 35%zij n	270 34%zij n	148 22%j	181 29%	177 31%	116 29%	141 32%	131 30%	311 31%	146 28%
Unlikely [NET]	987 49%efg klmps	485 47%	502 50%	-	9 28%	65 31%	102 31%	156 39%fl	199 52%efg klm	237 63%zef ghklm	220 74%zef ghiklm n	9 27%	166 31%	355 45%efg kl	457 68%ze fghik lm	314 50%	252 45%	217 54%zp	204 47%	187 43%	491 50% s	268 52% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 667

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	147	9	23	59	7	5	72	20	12	3	4	3	27	7	117	30	84	16	10	1	1	3	27	6
	7%lv	6%	10%	11%z	6%	11%	10%zl	9%l	7%	5%	26%	6%	4%	8%l	7%	7%	10%zv	10%v	7%	4%	15%	7%	4%	8%
[5] Very likely	232	22	36	85	18	6	120	23	24	10	2	11	32	11	170	61	149	11	19	3	*	6	29	13
	11%ln	15%	16%	15%z	15%	14%	17%zl	11%l	15%l	16%l	15%	26%zgl	4%	13%l	11%	14%	17%zqv	7%	13%v	11%	5%	18%v	4%	19%qv
[4] Fairly likely	261	16	31	95	16	1	121	21	17	7	2	8	71	13	210	51	138	13	16	6	1	8	66	12
	13%lv	11%	14%	17%z	13%	2%	17%zgi	10%	10%	11%	14%	20%l	10%	16%	13%	12%	16%zqv	9%	11%	20%v	13%	24%zqv	9%	17%v
[3] Fairly unlikely	354	24	46	102	32	15	125	47	47	12	3	9	104	7	281	74	145	34	47	9	3	8	103	5
	17%lm	16%	21%	18%	27%z	37%	18%lm	22%lm	30%zf	19%	20%	21%	14%	9%	18%	17%	17%	23%vw	32%zp	27%vw	46%	23%w	14%	8%
[2] Very unlikely	378	33	41	102	20	4	139	37	24	10	-	5	155	9	297	81	174	26	19	3	-	4	147	6
	19%lw	22%	18%	18%	17%	9%	20%	17%	15%	16%	-	12%	21%lm	11%	18%	19%	20%w	17%	13%	9%	-	10%	20%w	9%
[1] Certain not to	609	39	42	97	23	9	118	60	32	20	3	5	339	31	490	119	163	44	30	9	1	5	333	25
	30%bc	27%c	19%	17%	20%	23%	17%	28%fk	20%	32%fk	20%	12%	46%zf	37%fh	31%	28%	19%	29%p	20%	27%	9%	14%	46%zp	35%pru
MEAN	2.78l	2.83	3.21z	3.27z	3.05	3.11	3.29z	2.84l	3.07l	2.78l	3.84	3.57z	2.15	2.82l	2.76	2.86	3.22z	2.77v	3.04v	2.91v	3.56	3.45z	2.14	3.00v
	v		a				gilm					gilm					qv				qv			
Not applicable	7	-	1	-	-	-	-	1	-	-	-	-	4	1	5	2	1	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	2%zf	*	*	*	1%	-	-	-	-	1%	-
Don't know	45	4	3	15	2	2	16	6	4	*	1	1	13	3	35	10	15	5	5	*	1	1	13	3
	2%	3%	1%	3%	2%	4%	2%	3%	2%	1%	5%	3%	2%	4%	2%	2%	2%	4%	4%	1%	12%	4%	2%	4%
Likely [NET]	378	31	58	144	25	11	191	42	35	13	7	13	58	18	287	91	233	26	29	5	1	9	57	19
	19%lv	21%	26%z	26%z	21%	26%	27%zl	22%l	22%l	21%l	40%	32%zl	8%	22%l	18%	21%	27%zq	18%v	20%v	15%	20%	25%v	8%	27%v
Neutral [NET]	615	39	77	197	48	16	246	68	64	19	6	17	175	20	491	124	282	47	63	15	4	16	169	17
	30%lv	27%	35%	35%z	41%z	39%	35%zl	32%l	40%zl	30%	35%	41%l	24%	25%	31%	29%	33%v	31%	43%zp	48%zv	59%	46%zv	23%	25%
									m									vw	w	w	w			

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 667

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLOYED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLOYED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base Unlikely [NET]	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
	987 49%bc dfhkp ru	72 49%c	83 37%	199 36%	43 37%	13 32%	257 36%	97 45%k	56 35%	31 48%k	3 20%	10 24%	494 66%zf ghikm	39 48%fk	786 49%	201 47%	337 39%	70 47%ru	49 33%	11 36%	1 9%	9 24%	480 66%zp qrsuw	31 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 668

FX17A_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF. (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	147 7%chi	89 7%	32 10%c	26 5%	63 13%zh	2 15%	-	9 12%h	77 5%	25 4%	49 7%	19 6%	27 12%zi jk	25 15%zi jk	22 10%	28 13%z	12 17%z	3 23%	1 25%	-	1 21%
[5] Very likely	232 11%chi	159 13%zc	37 12%c	35 7%	90 18%zh	2 15%	1 59%	8 10%	132 9%	44 7%	72 10%	45 15% i	42 18%zi j	29 18%zi j	44 19%z	37 17%z	11 15%	2 11%	1 34%	-	1 18%
[4] Fairly likely	261 13%hi	174 15%zc	34 10%	52 10%	77 15%	5 32%	-	12 16%	169 12%	52 9%	103 14%i	44 14%i	42 18%zi	21 13%	40 18%	33 16%	5 8%	3 22%	-	1 51%	1 15%
[3] Fairly unlikely	354 17%ci	226 19%c	61 19%c	68 13%	96 19%	3 19%	1 25%	10 13%	245 17%	84 14%	130 18%	63 20%	47 20%	30 19%	46 20%	35 17%	20 28%	* 3%	1 41%	-	-
[2] Very unlikely	378 19%do	233 20%	53 16%	92 18%	75 15%	-	* 16%	24 30%zdh	283 20% d	102 17%	162 22%zi	60 19% l	28 12%	24 15%	34 15%	25 12%	15 21%	1 6%	-	-	1 25%
[1] Certain not to	609 30%ad jklmn op	285 24%	99 31%a	225 44%zab	91 18%	3 18%	-	15 19%	507 35%zdg	266 46%zj klm	196 27% l	74 24%	40 17%	31 19%	34 15%	48 23%	8 11%	5 34%	-	1 49%	1 21%
MEAN	2.78c hi	2.96z c	2.86c	2.31	3.39zh	3.72	4.01	3.03h	2.55	2.27	2.78i	2.94i	3.44z ijk	3.42z ijk	3.42z	3.34z	3.47z	3.41	4.43	2.54	3.45
Not applicable	7 *	3 *	1 *	3 1%	-	-	-	-	7 *	3 *	4 1%	-	-	-	-	-	-	-	-	-	-
Don't know	45 2%i	27 2%	6 2%	11 2%	13 3%	-	-	-	32 2%	7 1%	23 3%i	5 2%	7 3%	2 1%	8 3%	6 3%	* 1%	-	-	-	-
Likely [NET]	378 19%chi	248 21%zc	70 22%c	61 12%	153 30%zh	5 31%	1 59%	17 22%	209 14%	69 12%	121 16%i	64 21%i	69 30%zi jk	54 33%zi jk	66 29%z	64 30%z	23 32%z	5 35%	2 59%	-	2 38%
Neutral [NET]	615 30%chi	400 33%zc	95 29%	120 23%	174 34%h	8 51%	1 25%	23 29%	414 28%	136 23%	233 31%i	106 34%i	89 38%zi	51 31%	86 38%z	68 32%	25 35%	3 25%	1 41%	1 51%	1 15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 668
FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	987	518	152	316	166	3	*	39	790	368	358	134	68	56	67	72	23	5	-	1	3
	49%ad lmnop	43%	47%	62%zab	33%	18%	16%	49%d	54%zd	63%zj klm	48%lm	43%l	29%	34%	30%	34%	32%	40%	-	49%	46%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 669

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	147 7% ^d	37 15% ^{zd}	36 18% ^{zcd}	26 9% ^d	81 5%	146 7%	95 9% ^{zeghik}	80 7%	139 8% ⁱ	136 7%	70 9% ^{zgi}	127 8%	113 9% ^{zeghi k}	82 13% ^{zefghi jkl}	111 9% ^{zegi}	55 12% ^{zeghikn}
[5] Very likely	232 11% ^d	49 20% ^{zd}	29 14%	49 18% ^{zd}	138 9%	228 11%	139 13% ^{zegi}	121 11%	221 12% ^{zegi}	212 11%	104 13% ^{gi}	204 12% ⁱ	170 14% ^{zeghi kn}	97 15% ^{zeghi kn}	152 12%	75 16% ^{zeghikn}
[4] Fairly likely	261 13% ^{dn}	41 17%	25 12%	45 16%	178 12%	258 13% ⁿ	147 14% ⁿ	136 12%	243 13% ^{gn}	247 13% ⁿ	95 12%	237 14% ^{zegin}	165 14% ⁿ	88 14% ⁿ	139 11%	60 13%
[3] Fairly unlikely	354 17% ^{gn}	46 19%	41 20%	50 18%	252 17%	344 17% ^{gn}	202 19% ^{egjmn}	178 15%	333 18% ^{zegin}	335 18% ^{gn}	127 16%	314 19% ^{zegin}	220 18% ^{gn}	99 16%	201 16%	79 17%
[2] Very unlikely	378 19% ^a	29 12%	33 16%	40 14%	304 20% ^{zac}	374 19%	185 18%	218 19%	338 19%	359 19%	141 18%	325 19%	225 19%	119 19%	260 20% ^{zefh}	87 18%
[1] Certain not to	609 30% ^{abcf hkmo}	35 14%	38 18%	61 22% ^a	514 34% ^{zabc}	599 30% ^{fhklm o}	261 25%	394 34% ^{zefhi klmno}	496 27% ^{fkml}	578 30% ^{fhklm o}	234 30% ^{fkmo}	436 26% ^{lm}	285 24%	138 22%	399 31% ^{fhklm o}	112 24%
MEAN	2.78 ^{dg}	3.64 ^{zcd}	3.40 ^{zd}	3.22 ^{zd}	2.57	2.79 ^g	3.00 ^{zegh ijkn}	2.66 ⁿ	2.87 ^{zegi}	2.77 ^g	2.88 ^{gi}	2.90 ^{zegi n}	3.04 ^{zegh ijkn}	3.21 ^{zefg hijkn}	2.78 ^g	3.13 ^{zeghijkn}
Not applicable	7 * ^{hik}	-	-	-	7 *	7 * ^{hik}	2 *	4 *	3 *	4 *	2 *	3 *	2 *	-	5 * ^h	-
Don't know	45 2% ^{jln}	6 3%	5 3%	6 2%	31 2%	43 2% ^{jln}	21 2% ^j	20 2% ^j	37 2% ^{jln}	41 2% ^{jln}	4 1%	37 2% ^{jln}	16 1% ^j	8 1%	19 2% ^j	4 1%
Likely [NET]	378 19% ^d	85 35% ^{zd}	65 31% ^{zd}	75 27% ^{zd}	219 15%	375 19%	234 22% ^{zeghi k}	201 17%	361 20% ^{zegi}	348 18%	174 22% ^{zegik}	331 20% ^{zgi}	284 24% ^{zeghi kn}	178 28% ^{zefgh ijkln}	262 20% ^{zegi}	129 27% ^{zefghijkn}
Neutral [NET]	615 30% ^{dgn}	86 36%	66 32%	95 34%	431 29%	602 30% ^{gn}	349 33% ^{zegij n}	314 27%	576 32% ^{zegij n}	582 30% ^{gn}	222 29%	551 33% ^{zegij n}	384 32% ^{egin}	186 30%	340 26%	139 30%
Unlikely [NET]	987 49% ^{abcf hkmo}	64 26%	71 34% ^a	101 36% ^a	818 54% ^{zabc}	973 49% ^{fhklm o}	446 42%	612 53% ^{zefhi klmo}	834 46% ^{flm}	936 49% ^{fhklm o}	375 48% ^{flmo}	761 45% ^{flm}	510 43%	258 41%	659 51% ^{zefhi klmo}	199 42%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 670

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	147 7%fg	130 9%zf	10 5%f	2 7%	1 4%	2 2%	3 1%	26 3%	50 8%g	56 11%zg	3 20%	4 8%	9 7%	12 7%	8 6%	25 8%	30 11%z	18 9%	6 8%
[5] Very likely	232 11%fgn	203 14%zbf	14 8%f	2 7%	- -	5 7%	7 3%	62 8%	96 16%zg	61 12%g	4 22%	2 4%	13 10%	17 10%	8 5%	39 13%on	38 14%on	31 16%on	13 17%on
[4] Fairly likely	261 13%f	220 15%zbf	16 9%	2 7%	5 28%	6 7%	12 5%	96 12%	91 15%	64 13%	* 3%	5 9%	18 14%	19 12%	24 17%	34 11%	35 12%	27 14%	6 8%
[3] Fairly unlikely	354 17%efm	292 20%zef	31 16%e	3 10%	2 10%	4 6%	23 10%	139 17%	105 17%	92 18%	- -	10 19%	19 15%	15 9%	26 18%on	62 20%on	50 18%on	35 18%on	12 15%
[2] Very unlikely	378 19%i	271 18%	46 25%zaf	6 22%	1 8%	22 28%zaf	32 14%	175 22%zi	116 19%i	70 14%	3 18%	7 14%	17 13%	28 17%	32 22%	57 19%	55 20%	37 19%	22 29%i
[1] Certain not to	609 30%ah	349 23%	65 35%a	12 47%	8 44%	35 45%za	141 62%zab e	287 36%zhi	142 23%	145 29%	6 37%	20 40%q	46 36%q	71 43%zno pqr	44 31%	84 28%	73 26%	48 25%	17 22%
MEAN	2.78befgm	3.03zbf	2.45f	2.26	2.42	2.04	1.73	2.42	3.06zg	2.99z g	3.13	2.44	2.70	2.49	2.61	2.88m mn	3.00zk n	3.05zkm n	2.93
Not applicable	7 *	3 *	- -	- -	1 6%	- -	3 1%za	3 *	- -	1 *	- -	1 3%zmp q	1 1%	- -	1 1%	2 1%	- -	- -	- -
Don't know	45 2%p	30 2%	5 3%	- -	- -	3 5%	6 3%	18 2%	11 2%	15 3%	- -	1 1%	5 4%np	2 1%	- -	2 1%	1 *	1 1%	- -
Likely [NET]	378 19%befgn	333 22%zbf	24 13%f	4 14%	1 4%	7 9%	10 4%	88 11%	147 24%zg	117 23%zg	7 42%	6 12%	22 17%	28 17%	16 11%	65 21%on	68 24%zn	49 25%on	19 25%on
Neutral [NET]	615 30%efm	512 34%zbf	47 25%ef	4 17%	7 38%	10 13%	35 15%	235 29%	196 32%	156 31%	* 3%	14 29%	37 29%	34 21%	50 35%on	96 31%on	85 30%	61 31%on	18 23%
Unlikely [NET]	987 49%ahi	620 41%	111 59%za	18 69%	9 52%	57 74%zab	172 76%zab	462 57%zhi	257 42%	215 43%	9 55%	27 55%	62 49%	99 61%zop q	76 53%	141 46%	128 45%	85 43%	39 51%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 671

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	147 7%fk	130 7%	17 12%za	6 5%	17 10%fk	15 9%fk	2 1%	9 6%fk	3 3%	25 12%zcf	38 9%fk	5 3%	4 4%	11 7%fk	11 13%zcf	121 7%fk	84 7%	61 8%	146 7%	122 7%	25 7%	147 7%
[5] Very likely	232 11%ap rs	200 11%	31 22%za	16 12%	25 14%	25 15%h	19 11%	23 16%h	6 6%	29 14%	41 10%	18 11%	9 9%	15 9%	7 8%	201 12%	123 10%	100 13%p	224 11%p	182 11%	50 15%	232 11%sa
[4] Fairly likely	261 13%ej	235 12%	26 18%za	17 13%e	23 13%e	10 6%	28 16%ej	17 12%	15 16%e	42 20%zej	33 8%	35 21%ze gjlmno	11 11%	20 12%	9 10%	220 13%ej	151 12%	108 14%	259 13%	217 13%	44 13%	261 13%
[3] Fairly unlikely	354 17%ds	324 17%	30 21%	28 21%de jm	21 12%	19 12%	36 21%de	30 21%dem	31 32%zd ejilm o	28 13%	58 14%	51 31%zd efijl mo	13 13%	21 12%	18 21%	303 18%de	199 16%	150 20%	348 17%	278 16%	77 23%zsu	354 17%sa
[2] Very unlikely	378 19%b	365 19%zb	13 9%	20 15%	31 18%	37 23%fk	24 14%	30 21%	12 12%	33 15%	85 21%	29 17%	20 21%	43 26%zc fhio	14 16%	301 18%	220 18%	151 20%	371 19%	325 19%	53 16%	378 19%
[1] Certain not to	609 30%bk qt	586 31%zb	20 14%	40 30%k	51 29%k	55 34%k	51 29%k	34 24%k	29 30%k	55 26%k	155 37%zgi ko	19 11%	41 42%zc dfgik mo	52 31%k	27 31%k	489 29%k	427 34%zqr	174 23%	600 30%q	530 31%ztu	78 24%	609 30%t
MEAN	2.78a jlps	2.72	3.63z a	2.74l	2.95j l	2.75	2.66	2.94l	2.64	3.16z cfhj mo	2.59	3.12z cefhj lmo	2.35	2.61	2.86l	2.82jl	2.65	2.99zpr	2.78p	2.74	3.02zsu	2.78s
Not applicable	7 *	6 *	-	3 3%zde fijmo	-	-	-	-	-	-	1 *	1 1%	-	-	1 1%	6 *	5 *	1 *	6 *	5 *	2 *	7 *
Don't know	45 2%	39 2%	5 4%	1 1%	6 4%gil	1 1%	16 9%zcd eghij lmno	-	1 2%	-	5 1%	9 5%zce gijln o	-	5 3%gi	-	39 2%	28 2%	17 2%	45 2%	39 2%	6 2%	45 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 671
FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:
Give up my landline and only rely on mobile and broadband call services
BASE: All who have used their landline in the last year

	ETHNICITY			STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	378 19%af hp	330 17%	48 34%za	22 17%	42 24%zf hklm	40 25%zf hklm	21 12%	32 22%fh	8 9%	55 26%zf hklm	78 19%	23 14%	12 13%	26 16%	18 21%h	322 19%fh	208 17%	162 21%zpr	370 18%p	304 18%	74 22%	378 19%
Neutral [NET]	615 30%ej ps	559 30%	55 39%za	46 34%ej m	44 25%	29 18%	64 36%de jlm	47 33%ej	47 48%zd ejilm no	70 33%ej	91 22%	86 52%zc defgi jimno	24 24%	41 25%	27 31%e	523 31%ej	349 28%	258 34%zpr	607 30%p	495 29%	120 36%zsu	615 30% s
Unlikely [NET]	987 49%bk oqt	951 50%zb	32 23%	60 46%k	82 47%k	91 56%zf iko	75 43%k	64 45%k	41 42%	88 41%k	240 58%zcd fghiko	48 29%	61 63%zc dfghi kno	95 57%zc fghik o	41 47%k	790 47%k	647 52%zqr	325 43%	972 49%q	855 50%ztu	132 39%	987 49%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 672

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	147 7%ajmnp r	42 5%	125 10%zacd egj	143 8%zad j	147 7%aj j	134 8%zad j	26 11%zadj j	140 8%zad j	87 10%za cdegj	56 13%zab cdegj	3 2%	133 9%zmn	1 1%	10 3%	3 2%	134 8%zp	13 3%	143 8%zr	4 2%
[5] Very likely	232 11%ajnp r	60 7%	199 16%zac degj	224 12%za dj	232 11%aj j	203 13%zad j	37 16%zad j	220 13%zad j	109 13%aj j	64 15%zad j	5 4%	201 13%zmn	2 4%	24 8%	5 4%	203 13%zp	29 7%	224 12%zr	7 4%
[4] Fairly likely	261 13%ajnp r	81 10%j	195 15%zac degj	246 13%aj j	261 13%aj j	222 14%zad j	38 17%aj j	242 14%zad j	134 16%za cdj	52 12%j	5 4%	213 14%n	9 15%n	33 11%n	6 4%	222 14%zp	39 9%	246 13%r	14 7%
[3] Fairly unlikely	354 17%jlnr	133 17%j	248 20%zde j	344 19%za dj	354 17%j j	290 18%j j	35 15%j j	323 19%zde j	164 19%j j	75 18%j j	7 5%	287 19%zln	3 5%	58 20%ln	7 5%	290 18%	65 15%	344 19%zr	10 5%
[2] Very unlikely	378 19%bf	182 23%zb cdefg h	210 17%	346 19%bf j	378 19%bf j	308 19%bf j	27 12%	323 19%bf j	159 18%f j	81 19%f j	21 17%	298 19%	10 16%	48 16%	22 17%	308 19%	70 17%	346 19%	32 17%
[1] Certain not to	609 30%bceg hikoq	288 36%zb cdefg hi	254 20%	492 27%bg hi	609 30%bce ghi	419 26%bhi j	55 24%	441 26%bhi j	189 22%	84 20%	78 62%zabcde fghi	385 25%	34 57%zkm	107 37%zk	83 62%zkm	419 26%	189 44%zo	492 27%	117 60%zq
MEAN	2.78ajl mnp	2.45j	3.20za cdegj	2.89z adj	2.78aj dj	2.93za cdegj	3.26za cdegj	2.94za cdj	3.09z acdeg j	3.24z acdeg j	1.70	2.96zlmn	1.94	2.46ln	1.70	2.93zp	2.22	2.89zr	1.78
Not applicable	7 *bceqk oq	-	2 *	2 *	7 *bceg	3 *c	-	3 *c	1 *	-	4 3%zabcde fghi	2 *	1 2%zkm	-	4 3%zkm	3 *	4 1%o	2 *	5 3%zq
Don't know	45 2%eko	16 2%	27 2%	41 2%e	45 2%e	27 2%	13 6%zabc degj	36 2%e	17 2%	5 1%	3 2%	27 2%	- -	14 5%zk	4 3%	27 2%	18 4%zo	41 2%	4 2%
Likely [NET]	378 19%ajlm npr	102 13%j	324 26%zac degj	367 20%za dj	378 19%aj j	337 21%zad j	63 28%zac degj	360 21%zac dj	197 23%za cdj	120 29%zac degj	8 6%	334 22%zlmn	3 5%	34 11%	8 6%	337 21%zp	41 10%	367 20%zr	11 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 672

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	615	215	442	591	615	512	73	565	298	127	11	500	11	90	13	512	103	591	24
	30%ainp	27%j	35%zac	32%zad	30%aj	32%zad	32%j	33%zad	35%za	30%j	9%	32%zn	19%	31%n	10%	32%zp	24%	32%zr	13%
Unlikely [NET]	987	470	464	838	987	727	81	764	348	165	99	683	44	155	105	727	260	838	149
	49%bcefg hikoq	59%zb cdefg hi	37%	46%bf ghi	49%bce fghi	45%bfg hi	35%	44%bfh	40%b	40%	79%zabcde ghi	44%	73%zkm	53%k	79%zkm	45%	61%zo	46%	77%zq

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Table 673

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	147 7%a	48 6%	4 9%q	-	2 8%	3 13%	3 6%	-	37 11%zalq	12 5%	-	-	37 10%zalq	-
[5] Very likely	232 11%q	92 11%	5 10%	-	1 6%	-	7 13%	-	52 15%zq	38 15%q	-	-	37 10%	1 2%
[4] Fairly likely	261 13%	104 12%	10 23%alq	-	1 3%	1 4%	5 9%	-	60 17%zal	25 10%	1 16%	-	51 14%	3 7%
[3] Fairly unlikely	354 17%	140 16%	8 18%	-	1 3%	3 17%	13 25%	2 67%	67 20%	43 17%	-	-	65 18%	9 19%
[2] Very unlikely	378 19%	165 19%	7 16%	-	4 16%	3 16%	12 24%	1 33%	57 17%	49 19%	2 45%	1 53%	61 17%	15 31%zhp
[1] Certain not to	609 30%h	289 34%zhp	9 20%	2 100%	16 65%	10 50%	12 23%	-	64 19%	87 34%h	2 39%	1 47%	96 26%h	19 38%h
MEAN	2.78aq	2.63q	3.15aq	1.00	1.92	2.26	2.84q	2.67	3.27zalpq	2.66q	1.93	1.53	2.95aq	2.00
Not applicable	7 *	3 *	-	-	-	-	-	-	2 1%	-	-	-	1 *	-
Don't know	45 2%	19 2%	2 3%	-	-	-	-	-	3 1%	4 1%	-	-	14 4%zh	2 4%
Likely [NET]	378 19%aq	140 16%q	9 19%q	-	3 13%	3 13%	10 19%q	-	89 26%zaq	50 19%q	-	-	74 20%q	1 2%
Neutral [NET]	615 30%	244 28%	19 41%	-	1 6%	4 21%	18 34%	2 67%	127 37%zal	68 26%	1 16%	-	116 32%	13 26%
Unlikely [NET]	987 49%hp	454 53%zbhp	16 36%	2 100%	19 81%	13 66%	24 46%	1 33%	120 35%	136 53%bhp	4 84%	2 100%	157 43%h	34 68%zabp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 674

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	147	-	1	13	-	-	-	-	1	-	-	-	1	10
	7%	-	100%	9%	-	-	-	-	11%	-	-	-	100%	10%
[5] Very likely	232	3	-	19	-	-	3	-	1	-	-	2	-	16
	11%	32%	-	13%	-	-	31%	-	22%	-	-	12%	-	15%
[4] Fairly likely	261	1	-	23	-	-	1	-	1	-	-	1	-	22
	13%	10%	-	15%	-	-	5%	-	11%	-	-	5%	-	21%zs
[3] Fairly unlikely	354	1	-	28	-	-	1	-	-	-	1	6	-	21
	17%	13%	-	18%	-	-	8%	-	-	-	42%	34%	-	20%
[2] Very unlikely	378	2	-	24	-	-	2	1	2	1	-	3	-	19
	19%	16%	-	16%	-	-	19%	100%	36%	55%	-	21%	-	18%
[1] Certain not to	609	3	-	40	1	2	3	-	1	1	1	4	-	11
	30%py	29%	-	26%p	100%	100%	30%	-	20%	45%	58%	27%	-	11%
MEAN	2.78	3.00	6.00	2.98s	1.00	1.00	2.88	2.00	3.14	1.55	1.84	2.53	6.00	3.44zs
Not applicable	7	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	2%z
Don't know	45	-	-	6	-	-	1	-	-	-	-	-	-	3
	2%	-	-	4%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	378	3	1	33	-	-	3	-	2	-	-	2	1	26
	19%	32%	100%	21%	-	-	31%	-	33%	-	-	12%	100%	25%
Neutral [NET]	615	2	-	51	-	-	1	-	1	-	1	6	-	43
	30%	23%	-	33%	-	-	13%	-	11%	-	42%	39%	-	41%zs
Unlikely [NET]	987	4	-	64	1	2	5	1	3	3	1	8	-	30
	49%py	45%	-	41%	100%	100%	48%	100%	56%	100%	58%	49%	-	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 674

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	147	1	1	1	-	-	4	-	-
	7%	1%	51%	59%	-	-	5%	-	-
[5] Very likely	232	11	-	-	-	1	10	-	-
	11%	15%	-	-	-	27%	11%	-	-
[4] Fairly likely	261	5	1	-	-	-	26	-	*
	13%	6%	49%	-	-	-	29%zds	-	5%
[3] Fairly unlikely	354	12	-	-	-	1	18	-	2
	17%	17%	-	-	-	22%	20%	-	17%
[2] Very unlikely	378	14	-	-	-	1	13	1	2
	19%	20%	-	-	-	16%	14%	100%	20%
[1] Certain not to	609	27	-	1	2	1	16	-	6
	30%py	39%py	-	41%	100%	11%	18%	-	58%
MEAN	2.78	2.43	5.03	3.97	1.00	3.21	3.17zs	2.00	1.68
Not applicable	7	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Don't know	45	1	-	-	-	1	3	-	-
	2%	1%	-	-	-	25%	3%	-	-
Likely [NET]	378	12	1	1	-	1	15	-	-
	19%	17%	51%	59%	-	27%	16%	-	-
Neutral [NET]	615	17	1	-	-	1	44	-	2
	30%	23%	49%	-	-	22%	49%zds	-	22%
Unlikely [NET]	987	42	-	1	2	1	29	1	7
	49%py	59%dpv	-	41%	100%	27%	32%	100%	78%

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Table 675

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	147 7%b	104 9%zbc	43 5%	24 6%	3 10%	1 11%	1 20%	3 9%	- -	27 11%zbc	11 6%	- -	- -	33 14%zabcn	-	57 13%zabcn	11 27%zabcjnt
[5] Very likely	232 11%	146 12%	86 10%	48 11%	2 5%	- -	- -	4 13%	- -	40 17%zabu	23 13%	- -	- -	29 12%	-	62 14%u	1 3%
[4] Fairly likely	261 13%	157 13%	104 12%	58 14%	9 28%zabcnrt u	- -	1 13%	4 12%	- -	39 16%	20 11%	- -	- -	23 10%	1 4%	60 14%	3 7%
[3] Fairly unlikely	354 17%	216 18%	138 16%	75 18%	6 19%	1 8%	2 22%	9 26%	1 100%	49 20%	30 17%	- -	- -	38 17%	5 19%	76 17%	9 21%
[2] Very unlikely	378 19%b	241 20%b	137 16%	97 23%zb	6 19%	- -	1 9%	6 17%	- -	40 16%	35 19%	2 68%	1 100%	42 18%	11 45%	86 19%	4 10%
[1] Certain not to	609 30%ajt	317 27%jt	292 35%zacjrt	115 27%	6 18%	8 81%	3 36%	8 24%	- -	48 20%	58 32%jt	1 32%	- -	62 27%	8 33%	94 22%	13 33%
MEAN	2.78b	2.90zb	2.60	2.76	3.10	1.72	2.92	2.99	3.00	3.27zabcn	2.71	1.68	2.00	3.06zbc	1.93	3.18za bcn	3.16
Not applicable	7 *	-	7 1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	45 2%aj	11 1%	33 4%zacjrt	6 1%	1 3%	-	-	-	-	* *	2 1%	- -	- -	3 1%	-	5 1%j	-
Likely [NET]	378 19%b	250 21%zbc	129 15%	72 17%	5 14%	1 11%	1 20%	7 21%	-	67 28%zabc	34 19%	-	-	62 27%zabc	-	119 27%zabcn	12 29%b
Neutral [NET]	615 30%	373 31%	242 29%	133 32%	16 46%br	1 8%	2 35%	13 38%	1 100%	88 36%brt	51 28%	-	-	62 27%	5 22%	136 31%	11 28%
Unlikely [NET]	987 49%ajt	557 47%jt	430 51%jt	212 50%jt	13 37%	8 81%	3 45%	14 41%	-	87 36%	93 52%jt	3 100%	1 100%	104 45%	19 78%	180 41%	17 43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 676

FX17A_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	147 7%gj	13 7%	11 7%	5 11%	42 7%	30 6%	9 6%	49 4%	98 15%zg	126 10%zj	14 4%	11 14%	32 12%z	72 11%z	114 23%zm	55 26%zm	99 27%zmn	129 35%zmn op	62 11%z	131 28%zr	78 33%zrs	118 31%zrs	147 39%zrstu
[5] Very likely	232 11%gj	27 15%	22 13%	11 23%z	74 12%	62 13%	17 11%	122 9%	110 17%zg	199 15%zj	22 6%	13 16%	43 16%z	96 14%z	160 32%zm	89 42%zmn p	126 35%zm	144 39%zmn p	103 18%z	195 42%zr	115 49%zrs u	162 43%zr	232 61%zrstu
[4] Fairly likely	261 13%dj mrtuv	31 17%	32 19%z	11 23%	65 10%	59 13% d	28 19% de	165 12%	95 15%	210 16%zj	32 8%	7 9%	37 14%	70 10%	71 14% m	30 14%	49 13%	45 12%	42 7% v	47 10% v	18 7% v	34 9% v	- -
[3] Fairly unlikely	354 17% amnopqrs tuv	30 17%	30 18%	4 9%	119 19%	100 21% z	33 22%	245 18%	109 17%	264 20% z	68 18%	20 24%	49 18%	69 10% q	58 12% opq	15 7%	30 8% q	20 5%	53 9% tv	32 7% v	10 4% v	26 7% v	- -
[2] Very unlikely	378 19% hmnopqst uv	38 21%	35 21%	8 15%	126 20% f	98 21% f	19 13%	287 21% zh	91 14%	232 18%	93 24% zi	11 14%	56 21%	133 20% nopq	46 9% oq	12 5%	30 8% q	15 4%	120 21% stuv	38 8% tuv	9 4% v	24 6% v	- -
[1] Certain not to	609 30% abehiln opqstuv	38 21%	34 20%	9 19%	198 31% e	110 23%	38 25%	478 34% zh	130 20%	260 20%	147 38% zi	18 22%	48 18%	222 33% nopq	45 9% q	14 6% q	28 8% q	12 3%	188 33% stuv	21 5% tuv	4 2% v	12 3% v	- -
MEAN	2.78g j	3.06z	3.04	3.48z	2.71	2.90d	2.95	2.49	3.40zg	3.18zj	2.28	3.23z	3.25z	2.85 m	4.21z n	4.56zm n	4.41zm n	4.86zm nop	2.89 r	4.61z r	4.99zr su	4.77zr s	5.39zrstu
Not applicable	7 *i	- -	- -	- -	3 *	1 *	1 1%	5 *	2 *	2 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	45 2% ghmn rstuv	4 2%	2 1%	- -	12 2%	10 2%	5 3%	37 3%	7 1%	29 2%	9 2%	2 2%	3 1%	6 1%	2 *	- -	3 1%	3 1%	- -	- -	- -	- -	- -
Likely [NET]	378 19%gj	40 22%	33 20%	17 34% z	116 18%	92 20%	26 17%	171 12%	207 32% zg	325 25% zj	36 9%	24 29% z	75 28% z	168 25% z	274 55% zm	144 67% zmn	225 62% zmn	273 74% zmn op	165 29% z	326 70% zr	194 83% zrs u	280 75% zr s	378 100% zrstu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 676

FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:

Give up my landline and only rely on mobile and broadband call services

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	615 30%mn opqrs tuv	61 34%	62 38%	15 31%	183 29%	160 34% ^d	61 40% ^{zd}	411 30%	204 32%	474 36% ^{zj}	100 26%	27 32%	86 32%	139 21%	129 26% ^{mp} q	45 21%	79 22% ^q	65 18%	95 17% ^{uv}	79 17% ^{tv}	28 12% ^{uv}	60 16% ^{tv}	- -
Unlikely [NET]	987 49% ^{fh} iklno pqstu v	76 42%	68 41%	17 35%	324 51% ^{ef}	208 44%	57 38%	765 55% ^{zh}	221 34%	491 37%	240 62% ^{zi}	30 36%	104 39%	355 53% ^{zno} pq	91 18% ^{oq}	25 12% ^q	58 16% ^q	27 7%	308 54% ^{zst} uv	60 13% ^{tuv}	13 6% ^v	36 9% ^{tv}	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 677

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: SUMMARY**BASE: All who have used their landline in the last year**

	Total	Certain to [6]	Very likely [5]	Fairly likely [4]	Fairly unlikely [3]	Very unlikely [2]	Certain not to [1]	MEAN	Not applicable	Don't know	Likely [NET]	Neutral [NET]	Unlikely [NET]
Not change any aspect of your landline call behaviour	2032	257 13%	312 15%	344 17%	377 19%	277 14%	415 20%	3.32	3 *	46 2%	569 28%	722 36%	693 34%
Switch some calls from landline to mobile phone	2032	163 8%	302 15%	424 21%	357 18%	277 14%	457 22%	3.16	7 *	44 2%	465 23%	782 38%	734 36%
Switch some calls from landline to VoIP	2032	76 4%	158 8%	251 12%	376 18%	391 19%	697 34%	2.49	7 *	76 4%	235 12%	626 31%	1088 54%
Switch some calls from landline to email, mobile phone texts or instant messages	2032	131 6%	245 12%	365 18%	371 18%	343 17%	522 26%	2.93	5 *	49 2%	376 19%	736 36%	865 43%
Give up my landline and only rely on mobile and broadband call services	2032	147 7%	232 11%	261 13%	354 17%	378 19%	609 30%	2.78	7 *	45 2%	378 19%	615 30%	987 49%

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Table 678
FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	569 28%qt	293 29%	276 27%	1 100%	9 27%	59 28%	98 29%	120 30%	93 24%	99 26%	90 30%	10 30%	157 29%	213 27%	189 28%	198 31%qr	173 31%qr	92 23%	106 24%	116 27%	253 26%	161 31%
Switch some calls from landline to mobile phone	465 23%ijn	230 22%	235 23%	1 100%	13 38%	86 41%zgh ijmn	111 33%zhi jmn	119 30%zhi jmn	74 19%ijn	48 13%jn	13 4%	14 40%zhi jn	197 36%zhi jmn	193 25%hijn	61 9%j	153 24%	143 25%q	76 19%	92 21%	110 25%	207 21%	122 24%
Switch some calls from landline to VoIP	235 12%ijn	118 12%	116 12%	- -	8 25%	55 26%zfg hijmn	59 18%zhi jmn	50 12%ijn	34 9%jn	22 6%j	7 2%	8 24%zhi jmn	114 21%zfg hijmn	84 11%ijn	29 4%j	80 13%	72 13%	35 9%	47 11%	66 15%zt u	110 11%	49 9%
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%ijn q	187 18%	189 19%	1 100%	11 34%	66 32%zhi jmn	90 27%zhi jmn	93 23%zhi jn	62 16%ijn	39 10%jn	13 5%	12 36%zhi jmn	157 29%zhi jmn	154 20%hijn	53 8%j	131 21%q	116 20%q	55 14%	75 17%	76 17%	176 18%	107 21%
Give up my landline and only rely on mobile and broadband call services	378 19%hij nqt	186 18%	193 19%	1 100%	12 37%	77 37%zgh ijmn	99 30%zhi jmn	89 22%hij mn	51 13%jn	36 10%jn	13 4%	13 39%zgh ijmn	176 33%zgh ijmn	140 18%hijn	49 7%j	129 20%q	121 21%q	54 14%	74 17%	100 23%zt	161 16%	100 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 679
FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	569 28%	33 22%	62 28%	163 29%	31 26%	19 45%	201 28%	56 26%	50 31%	12 19%	8 46%	9 21%	212 28%	21 26%	460 29%	109 25%	245 28%	38 25%	45 31%	5 16%	3 42%	8 22%	207 29%	18 25%
Switch some calls from landline to mobile phone	465 23%ln v	40 27%	67 30%z	182 33%z	27 23%	16 38%	231 33%zl	58 27%l	42 27%l	15 24%l	7 40%	12 30%l	76 10%	23 28%l	349 22%	116 27%ln	283 33%zq v	31 21%v	39 26%v	5 17%	1 20%	8 22%v	77 11%	21 30%v
Switch some calls from landline to VoIP	235 12%lv	28 19%z	34 15%	81 15%z	16 13%	6 15%	121 17%zg l	22 10%l	22 14%l	9 15%l	6 34%	8 18%l	36 5%	12 14%l	174 11%	61 14%	148 17%zqv	11 7%	18 13%v	5 15%v	1 20%	6 17%v	35 5%	9 13%v
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%lv	32 22%	56 25%z	142 26%z	22 19%	11 26%	187 26%zl	43 20%l	33 21%l	12 19%l	6 35%	9 22%l	68 9%	17 21%l	285 18%	91 21%	220 25%zv	28 19%v	30 21%v	5 16%	1 20%	7 19%	68 9%	17 24%v
Give up my landline and only rely on mobile and broadband call services	378 19%lv	31 21%	58 26%z	144 26%z	25 21%	11 26%	191 27%zl	42 20%l	35 22%l	13 21%l	7 40%	13 32%zl	58 8%	18 22%l	287 18%	91 21%	233 27%zq v	26 18%v	29 20%v	5 15%	1 20%	9 25%v	57 8%	19 27%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 680

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
Not change any aspect of your landline call behaviour	569 28%	331 28%	100 31%	137 27%	137 27%	3 17%	1 59%	21 27%	412 28%	169 29%	212 29%	83 27%	56 24%	48 29%	54 24%	52 25%	26 36%	2 18%	2 78%	- -	2 39%	
Switch some calls from landline to mobile phone	465 23%ch i	296 25%zc	89 28%c	80 16%	173 34%zh	6 35%	1 59%	25 31%h	268 18%	84 14%	158 21%i	90 29%zi j	72 31%zi j	60 37%zi j	78 34%z	66 31%z	27 38%z	5 35%	3 100%	1 51%	2 38%	
Switch some calls from landline to VoIP	235 12%ch i	161 13%zc	42 13%c	32 6%	87 17%zh	1 4%	1 59%	17 21%zh	135 9%	37 6%	84 11%i	37 12%i	47 20%zi jk	28 17%zi	34 15%	42 20%z	10 14%	3 25%	2 59%	- -	1 21%	
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%ch i	245 20%zc	66 20%c	66 13%	135 27%zh	3 22%	1 59%	25 32%zh	220 15%	68 12%	135 18%i	65 21%i	58 25%zi	49 30%zi j	55 24%z	51 24%	24 35%z	5 35%	2 59%	- -	2 38%	
Give up my landline and only rely on mobile and broadband call services	378 19%ch i	248 21%zc	70 22%c	61 12%	153 30%zh	5 31%	1 59%	17 22%	209 14%	69 12%	121 16%i	64 21%i	69 30%zi jk	54 33%zi jk	66 29%z	64 30%z	23 32%z	5 35%	2 59%	- -	2 38%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 681

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	569 28%k	64 27%	70 34% ^c	73 26%	433 29%	558 28% ^k	290 28%	334 29% ^k	511 28% ^k	534 28% ^k	213 27%	444 26%	346 29% ^k	184 29%	383 30% ^{zeik}	156 33% ^{zefhijkl}
Switch some calls from landline to mobile phone	465 23% ^{dg}	93 39% ^{zd}	77 37% ^{zd}	93 33% ^{zd}	285 19%	454 23% ^g	290 28% ^{zeghi} ^{kn}	236 20%	444 25% ^{zegi}	430 22% ^g	209 27% ^{zegi}	408 24% ^{zegi}	331 28% ^{zeghi} ^{kn}	217 34% ^{zefgh} ^{ijkln}	321 25% ^{zegi}	145 31% ^{zeghikn}
Switch some calls from landline to VoIP	235 12% ^{dgi}	48 20% ^{zd}	39 19% ^{zd}	45 16% ^{zd}	144 10%	232 12% ^g	142 14% ^{zegi}	113 10%	227 13% ^{zegi}	213 11% ^g	102 13% ^g	219 13% ^{zegi}	174 15% ^{zeghi} ^{kn}	115 18% ^{zefgh} ^{ijkln}	154 12% ^g	83 18% ^{zefghijkn}
Switch some calls from landline to email, mobile phone texts or instant messages	376 19% ^d	73 30% ^{zd}	62 30% ^{zd}	67 24% ^{zd}	238 16%	372 19%	240 23% ^{zeghi} ^k	204 18%	364 20% ^{zegi}	346 18%	181 23% ^{zeghi} ^{kn}	335 20% ^{zegi}	279 23% ^{zeghi} ^{kn}	181 29% ^{zefgh} ^{ijkln}	265 21% ^{zegi}	124 26% ^{zeghikn}
Give up my landline and only rely on mobile and broadband call services	378 19% ^d	85 35% ^{zd}	65 31% ^{zd}	75 27% ^{zd}	219 15%	375 19%	234 22% ^{zeghi} ^k	201 17%	361 20% ^{zegi}	348 18%	174 22% ^{zegik}	331 20% ^{zgi}	284 24% ^{zeghi} ^{kn}	178 28% ^{zefgh} ^{ijkln}	262 20% ^{zegi}	129 27% ^{zefghijkn}

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Table 682

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	569 28%	410 27%	47 25%	11 43%	6 37%	30 39%zab	65 29%	209 26%	170 28%	142 28%	8 49%	11 23%	43 34%	51 31%	35 24%	83 27%	76 27%	62 32%	26 34%
Switch some calls from landline to mobile phone	465 23%bfg	397 27%zbef	30 16%f	8 30%	4 23%	11 14%f	15 6%	116 14%	184 30%zg	131 26%g	7 43%	7 13%	25 20%	30 18%	27 19%	87 28%zkm n	80 28%zkm	58 29%kmn	22 29%
Switch some calls from landline to VoIP	235 12%efg	211 14%zef	17 9%f	2 7%	-	3 3%	2 1%	55 7%	99 16%zg	67 13%g	2 14%	4 8%	14 11%	16 10%	12 8%	41 13%	35 12%	37 19%zmn	17 23%zmn
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%befg	336 22%zbef	25 13%ef	5 19%	-	3 3%	8 3%	105 13%	150 24%zg	101 20%g	2 14%	6 11%	23 18%	30 19%	18 13%	73 24%zn	65 23%n	43 22%	19 26%n
Give up my landline and only rely on mobile and broadband call services	378 19%befgn	333 22%zbef	24 13%f	4 14%	1 4%	7 9%	10 4%	88 11%	147 24%zg	117 23%zg	7 42%	6 12%	22 17%	28 17%	16 11%	65 21%n	68 24%zn	49 25%n	19 25%n

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 683

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	569 28%fk	536 28%	32 23%	45 34%fh ko	48 27% f	47 29% f	16 9%	61 42%zde fhjkm	19 20% f	73 34%fh ko	111 27% f	34 21% f	29 30% f	47 28% f	38 44%zd efhjk lmo	454 27% fk	347 28%	212 28%	559 28%	482 28%	87 26%	569 28%
Switch some calls from landline to mobile phone	465 23%af s	414 22%	50 36%za	33 25% f	49 28% fk l	46 28% fk l	20 12%	31 22% f	17 17%	67 31%zf hklo	92 22% f	29 18%	16 17%	38 23% f	26 30% fk l	384 23% f	268 22%	190 25%	458 23%	371 22%	94 28%zsu	465 23% s
Switch some calls from landline to VoIP	235 12%ai p	200 11%	35 25%za	12 9%	22 13% i	25 15% fi	13 8%	26 18%zcfh ilo	7 7%	10 5%	64 15%zfi lo	19 12% i	7 7%	19 11% i	10 11% i	198 12% i	126 10%	105 14%zpr	231 12% p	190 11%	45 14%	235 12%
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%af klp	337 18%	38 27%za	21 16% f	40 23% fk l	47 29%zcf hjklo	13 7%	31 22% fk l	13 13%	53 25% fk l	78 19% fk l	18 11%	11 12%	34 20% fk	17 20% f	314 19% fk	205 17%	164 22%zpr	369 18% p	303 18%	73 22%	376 19%
Give up my landline and only rely on mobile and broadband call services	378 19%af hp	330 17%	48 34%za	22 17%	42 24%zf hkilm	40 25% zf hkilm	21 12%	32 22% fh	8 9%	55 26% zf hkilm	78 19%	23 14%	12 13%	26 16%	18 21% h	322 19% fh	208 17%	162 21%zpr	370 18% p	304 18%	74 22%	378 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 684

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	569 28%	233 29%	352 28%	518 28%	569 28%	458 29%g	71 31%	480 28%	238 28%	120 29%	36 29%	443 29%	14 24%	75 26%	37 27%	458 29%	111 26%	518 28%	51 26%
Switch some calls from landline to mobile phone	465 23%ajlm npr	127 16%j	387 31%zac degj	455 25%za dj	465 23%aj	418 26%zac dgj	63 27%aj	438 25%zad j	254 30%za cdegj	137 33%zac degj	6 5%	415 27%zlmn	3 5%	40 14%n	6 5%	418 26%zp	47 11%	455 25%zr	9 5%
Switch some calls from landline to VoIP	235 12%ajmnp r	59 7%j	207 16%zac degj	229 12%za dj	235 12%aj	209 13%zad j	40 17%zad j	225 13%zad j	121 14%za dj	83 20%zac degj	3 2%	207 13%zmn	3 5%	22 8%n	3 2%	209 13%zp	25 6%	229 12%zr	6 3%
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%ajlm npr	102 13%j	314 25%zac degj	368 20%za dj	376 19%aj	341 21%zac dj	60 26%zac dj	357 21%zad j	209 24%za cdegj	111 27%zac degj	6 5%	339 22%zlmn	2 4%	28 10%	6 5%	341 21%zp	35 8%	368 20%zr	8 4%
Give up my landline and only rely on mobile and broadband call services	378 19%ajlm npr	102 13%j	324 26%zac degj	367 20%za dj	378 19%aj	337 21%zad j	63 28%zac degj	360 21%zac dj	197 23%za cdj	120 29%zac degj	8 6%	334 22%zlmn	3 5%	34 11%	8 6%	337 21%zp	41 10%	367 20%zr	11 6%

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Table 685

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	569	250	20	-	10	6	14	2	94	74	-	-	86	13
	28%	29%	44%zahp	-	41%	27%	27%	59%	27%	29%	-	-	24%	26%
Switch some calls from landline to mobile phone	465 23%aq	165 19%q	12 27%q	- -	4 15%	2 10%	11 21%	- -	117 34%zalpq	66 26%aq	- -	- -	85 23%q	3 7%
Switch some calls from landline to VoIP	235 12%aq	74 9%	7 16%q	- -	1 6%	1 4%	8 16%q	* 8%	61 18%zaq	32 13%q	- -	- -	48 13%aq	1 2%
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%aq	133 15%q	9 20%q	- -	2 8%	2 10%	9 18%q	- -	86 25%zaq	55 21%aq	- -	- -	80 22%aq	1 2%
Give up my landline and only rely on mobile and broadband call services	378 19%aq	140 16%q	9 19%q	- -	3 13%	3 13%	10 19%q	- -	89 26%zaq	50 19%q	- -	- -	74 20%q	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 686

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	569	3	1	34	-	-	4	-	2	3	-	7	-	27
	28%	32%	100%	22%	-	-	46%	-	29%	100%	-	41%	-	26%
Switch some calls rom landline to mobile phone	465	4	1	32	-	-	3	-	3	-	-	3	1	29
	23%	42%	100%	21%	-	-	36%	-	41%	-	-	17%	100%	27%
Switch some calls from landline to VoIP	235	2	1	12	-	-	3	-	-	-	-	1	-	15
	12%	25%	100%	8%	-	-	36%	-	-	-	-	9%	-	14%
Switch some calls from landline to email, mobile phone texts or instant messages	376	3	1	28	-	-	3	-	1	-	-	2	1	21
	19%	32%	100%	18%	-	-	36%	-	11%	-	-	12%	100%	20%
Give up my landline and only rely on mobile and broadband call services	378	3	1	33	-	-	3	-	2	-	-	2	1	26
	19%	32%	100%	21%	-	-	31%	-	33%	-	-	12%	100%	25%

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Table 686

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	569	21	-	1	-	-	21	-	4
	28%	30%	-	41%	-	-	23%	-	45%
Switch some calls from landline to mobile phone	465	17	1	-	-	-	16	-	-
	23%	24%	51%	-	-	-	18%	-	-
Switch some calls from landline to VoIP	235	6	1	-	-	-	9	-	-
	12%	9%	51%	-	-	-	10%	-	-
Switch some calls from landline to email, mobile phone texts or instant messages	376	9	1	1	-	-	15	-	-
	19%	13%	51%	59%	-	-	17%	-	-
Give up my landline and only rely on mobile and broadband call services	378	12	1	1	-	1	15	-	-
	19%	17%	51%	59%	-	27%	16%	-	-

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Table 687

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	569 28%	347 29%	222 26%	131 31%	15 45%zbr	5 54%	1 20%	8 25%	1 80%	69 28%	50 28%	- -	- -	60 26%	5 19%	124 28%	11 26%
Switch some calls from landline to mobile phone	465 23%b	321 27%zbc	143 17%	95 23%b	8 24%	1 11%	1 13%	8 23%	- -	93 38%zabcn	44 25%b	- -	- -	67 29%zb	3 12%	160 36%zab cnr	15 37%zb
Switch some calls from landline to VoIP	235 12%b	170 14%zbc	64 8%	46 11%	3 10%	1 15%	1 13%	7 19%	* 20%	49 20%zabc	23 13%b	- -	- -	39 17%zb	1 3%	79 18%zab c	6 16%
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%b	264 22%zbc	112 13%	75 18%	5 15%	1 11%	1 13%	7 21%	- -	68 28%zabc	43 24%b	- -	- -	64 28%zbc	1 3%	127 29%zab c	12 30%b
Give up my landline and only rely on mobile and broadband call services	378 19%b	250 21%zbc	129 15%	72 17%	5 14%	1 11%	1 20%	7 21%	- -	67 28%zabc	34 19%	- -	- -	62 27%zabc	- -	119 27%zab cn	12 29%b

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 688

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	569 28%	48 27%	44 27%	11 22%	188 29%	134 28%	45 30%	391 28%	178 28%	368 28%	103 27%	28 33%	74 28%	389 58%zno pq	183 37%z	103 48%znp q	147 40%z	141 38%z	569 100%zst uv	205 44%z	125 53%zsu v	165 44%z	165 44%z
Switch some calls from landline to mobile phone	465 23%gj	48 27%	47 28%	24 49%za b	154 24%	117 25%	34 23%	220 16%	245 38%zg	400 30%zj	47 12%	29 35%z	85 31%z	205 31%z	353 71%zm	154 72%zm	268 73%zm	279 76%zmn	205 36%z	465 100%zr tuv	209 89%zr	331 88%zr	326 86%zr
Switch some calls from landline to VoIP	235 12%gj	28 16%	24 15%	14 28%za b	66 10%	51 11%	18 12%	106 8%	128 20%zg	204 15%zj	23 6%	25 30%z	50 19%z	112 17%z	173 35%zm	145 68%zmn pq	165 45%zmn	158 43%zmn	125 22%z	209 45%z r	235 100%zrs uv	203 54%zrs	194 51%zrs
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%gj	41 23%	39 24%	18 37%za	124 19%	100 21%	30 20%	199 14%	177 27%zg	309 23%zj	47 12%	20 24%	75 28%z	163 24%z	274 55%zm	147 69%zmn q	262 72%zmn	232 63%zmn	165 29%z	331 71%zr	203 86%zr sv	376 100%zrs tv	280 74%zr
Give up my landline and only rely on mobile and broadband call services	378 19%gj	40 22%	33 20%	17 34%zb	116 18%	92 20%	26 17%	171 12%	207 32%zg	325 25%zj	36 9%	24 29%z	75 28%z	168 25%z	274 55%zm	144 67%zmn	225 62%zmn	273 74%zmn op	165 29%z	326 70%zr	194 83%zrs u	280 75%zr s	378 100%zrstu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 689

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	722 36%bjn	394 39%zb	328 32%	-	10 30%	87 42%jn	139 42%zij n	148 37%jn	142 37%jn	122 33%jn	74 25%	10 29%	226 42%zij n	290 37%jn	196 29%j	227 36%	197 35%	143 36%	154 35%	158 36%	354 36%	177 34%
Switch some calls from landline to mobile phone	782 38%jn	410 40%	372 37%	-	10 29%	73 35%j	150 45%zjl n	174 43%jn	165 43%jn	138 37%jn	71 24%	10 28%	223 41%jn	339 43%zjn	210 31%j	245 39%	224 40%	162 40%	151 35%	168 39%	389 39%	186 36%
Switch some calls from landline to VoIP	626 31%bjn	347 34%zb	279 28%	-	10 29%	79 38%ijn	134 41%zhi jmn	140 35%ijn	117 30%jn	96 26%jn	51 17%	10 28%	213 39%zhi jmn	257 33%ijn	147 22%j	200 32%	186 33%	116 29%	125 29%	140 32%	311 31%	158 30%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%bjn	396 39%zb	340 34%	-	9 28%	83 40%jn	137 41%jn	164 41%jn	152 40%jn	133 36%jn	57 19%	9 27%	220 41%zjn	317 40%zjn	190 28%j	228 36%	213 38%	150 37%	144 33%	168 38%	353 36%	186 36%
Give up my landline and only rely on mobile and broadband call services	615 30%bjn	334 33%zb	281 28%	-	10 31%	61 29%j	126 38%zij n	145 36%zij n	125 32%ijn	95 25%jn	53 18%	10 30%	187 35%zij n	270 34%zij n	148 22%j	181 29%	177 31%	116 29%	141 32%	131 30%	311 31%	146 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 690
FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	722 36%lv	52 36%	92 41%	202 36%	51 43%	12 29%	265 37%l	82 38%	63 40%l	28 44%l	6 35%	22 52%zl	226 30%	31 37%	558 35%	163 38%	326 38%v	53 35%	58 40%	15 48%v	3 46%	17 50%v	220 30%	28 41%
Switch some calls from landline to mobile phone	782 38%lv	49 34%	98 44%	229 41%	60 51%z	16 39%	294 41%l	83 38%	76 48%zl	30 48%l	6 37%	21 51%l	242 32%	29 35%	609 38%	172 40%	348 40%v	61 41%	71 48%zv	16 50%v	4 48%	20 56%zv	236 33%	25 36%
Switch some calls from landline to VoIP	626 31%lv	40 28%	94 42%za	186 34%	49 41%z	17 41%	253 36%zl	67 31%l	66 41%zl	21 33%	6 34%	19 46%zl	171 23%	24 29%	507 32%	119 28%	290 33%v	49 32%v	64 43%zp v	13 43%v	4 59%	18 51%zp qv	166 23%	22 32%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%lv	46 31%	91 41%	227 41%z	53 45%	22 53%	284 40%zl	80 37%	75 47%zl m	28 44%l	5 32%	22 53%zl m	218 29%	24 29%	576 36%	160 37%	341 39%zv	58 39%v	67 46%zv w	17 53%zv w	3 37%	20 58%zp qvw	210 29%	19 28%
Give up my landline and only rely on mobile and broadband call services	615 30%lv	39 27%	77 35%	197 35%z	48 41%z	16 39%	246 35%zl	68 32%l	64 40%zl m	19 30%	6 35%	17 41%l	175 24%	20 25%	491 31%	124 29%	282 33%v	47 31%	63 43%zp vw	15 48%zv w	4 59%	16 46%zv w	169 23%	17 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 691

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
Not change any aspect of your landline call behaviour	722 36%ch i	462 39%zc	105 32%	154 30%	202 40%zh	8 49%	- -	27 34%	491 34%	178 30%	263 36%	118 38% i	99 43% zi	63 39%	95 42%	82 39%	27 38%	6 42%	- -	- -	1 14%	
Switch some calls from landline to mobile phone	782 38%ch i	504 42%zb c	112 35%	165 32%	207 41%	8 52%	1 41%	36 46%	536 37%	187 32%	302 41% i	129 42% i	103 44% i	60 37%	97 43%	87 41%	23 33%	7 54%	- -	- -	1 15%	
Switch some calls from landline to VoIP	626 31%ch i	420 35%zb c	92 29%	113 22%	200 40%zgh	8 48%	1 41%	19 25%	403 28%	132 23%	236 32% i	109 35% i	95 41% zi j	54 33% i	93 41% z	82 39% z	30 42%	3 25%	1 41%	1 51%	1 15%	
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%ch i	486 41%zc	110 34%	139 27%	214 42%zh	10 60%	1 41%	26 34%	489 34%	162 28%	272 37% i	139 45% zi j	95 41% i	67 41% i	100 44% z	91 43%	27 38%	4 28%	1 41%	1 51%	2 29%	
Give up my landline and only rely on mobile and broadband call services	615 30%ch i	400 33%zc	95 29%	120 23%	174 34%h	8 51%	1 25%	23 29%	414 28%	136 23%	233 31% i	106 34% i	89 38% zi	51 31%	86 38% z	68 32%	25 35%	3 25%	1 41%	1 51%	1 15%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 692

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	722 36%dn	101 42%bd	64 31%	116 42%zbd	512 34%	715 36%n	377 36%n	403 35%	662 37%zin	676 35%n	279 36%n	642 38%zeghi mno	456 38%zegim no	216 34%	422 33%	159 34%
Switch some calls from landline to mobile phone	782 38%	101 42%	73 35%	108 39%	567 38%	772 39%	398 38%	438 38%	726 40%zein	741 39%n	298 38%	696 41%zefgh in	496 41%zefgi n	242 38%	473 37%	194 41%
Switch some calls from landline to VoIP	626 31%dgn	104 43%zbd	70 34%	107 39%zd	417 28%	613 31%gn	345 33%gjn	307 27%	577 32%zegin	592 31%gn	227 29%	564 34%zeghi jn	405 34%zegij n	196 31%gn	350 27%	148 31%gn
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%dn	108 44%zbd	73 35%	117 42%d	513 34%	723 36%n	384 37%n	394 34%	679 38%zegin	699 37%gn	274 35%	661 39%zefgh ijn	470 39%zefgi jn	228 36%	432 34%	168 36%
Give up my landline and only rely on mobile and broadband call services	615 30%dgn	86 36%	66 32%	95 34%	431 29%	602 30%gn	349 33%zegij n	314 27%	576 32%zegij n	582 30%gn	222 29%	551 33%zegij n	384 32%egjn	186 30%	340 26%	139 30%

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Table 693

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	722 36%eflr	588 39%zef	65 35%ef	4 14%	- -	15 20%	50 22%	279 35%	238 39%i	162 32%	6 35%	12 24%	33 26%	50 30%	58 41%klr	114 37%lr	105 37%lr	67 34%	16 21%
Switch some calls from landline to mobile phone	782 38%f	638 43%zbf	63 34%f	7 28%	4 25%	25 33%f	44 19%	298 37%	246 40%	195 39%	2 12%	20 40%	40 32%	59 36%	63 44%l	117 38%	108 38%	82 42%	24 32%
Switch some calls from landline to VoIP	626 31%bef	534 36%zbef	44 23%f	5 18%	4 23%	11 15%	28 12%	233 29%	197 32%	170 34%	6 37%	11 23%	39 31%	41 25%	50 35%	82 27%	90 32%	68 35%	21 27%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%efm	603 40%zef	65 35%ef	5 18%	7 42%	17 21%	39 17%	284 35%	241 39%	175 35%	5 30%	21 41%	37 29%	44 27%	60 42%lm	112 37%	105 37%	73 37%	28 37%
Give up my landline and only rely on mobile and broadband call services	615 30%efm	512 34%zbef	47 25%ef	4 17%	7 38%	10 13%	35 15%	235 29%	196 32%	156 31%	* 3%	14 29%	37 29%	34 21%	50 35%m	96 31%m	85 30%	61 31%m	18 23%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 694

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	722 36%de p	660 35%	58 41%	50 38%de	46 26%	42 26%	84 48%zd eijlm o	53 37%	41 42%de	69 32%	136 33%	87 52%zc degij lmno	27 28%	55 33%	33 38%	607 36%de	416 34%	296 39%zpr	712 36%p	591 35%	130 39%	722 36%
Switch some calls from landline to mobile phone	782 38%ep	725 38%	56 40%	53 40%e	57 33%	45 28%	71 40%e	63 44%el	47 48%de l	76 36%	159 38%e	84 51%zd eijlm o	30 31%	59 35%	38 44%e	655 39%e	435 35%	330 43%zpr	765 38%p	649 38%	133 40%	782 38%
Switch some calls from landline to VoIP	626 31%dl mnp	571 30%	54 38%za	45 34%dl mn	38 22%	40 25%	65 37%de lmn	51 35%dlm n	47 48%zd eijlm no	64 30%l	120 29%l	83 50%zc defgi jlmno	18 19%	36 22%	18 21%	554 33%zde lmn	350 28%	266 35%zpr	616 31%p	508 30%	118 35%	626 31%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%el p	674 36%	59 42%	56 42%el m	56 32%e	34 21%	72 41%el m	59 41%el	44 45%el m	79 37%e	142 34%e	88 53%zd efijl mno	25 26%	51 30%	29 33%e	631 38%zel	412 33%	309 41%zpr	721 36%p	602 35%	134 40%	736 36%
Give up my landline and only rely on mobile and broadband call services	615 30%ej ps	559 30%	55 39%za	46 34%ej m	44 25%	29 18%	64 36%de jlm	47 33%ej	47 48%zd eijlm no	70 33%ej	91 22%	86 52%zc defgi jlmno	24 24%	41 25%	27 31%e	523 31%ej	349 28%	258 34%zpr	607 30%p	495 29%	120 36%zsu	615 30%ss

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 695

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	722 36%jnr	270 34%j	495 39%zac dej	681 37%zad dj	722 36%j	585 36%j	77 33%j	652 38%zad ej	320 37%j	154 37%j	25 20%	572 37%zln	13 22%	109 37%ln	28 21%	585 36%	137 32%	681 37%zr	41 21%
Switch some calls from landline to mobile phone	782 38%jnp r	327 41%j	519 41%zdej	751 41%zjd	782 38%j	637 40%j	90 39%j	703 41%zdej	343 40%j	176 42%j	17 14%	625 40%zln	12 21%	126 43%ln	18 13%	637 40%p	144 34%	751 41%zr	30 16%
Switch some calls from landline to VoIP	626 31%ajnp r	214 27%j	450 36%zac dej	598 33%zad dj	626 31%aj	524 33%zad j	72 31%j	578 33%zad ej	296 34%zad dj	155 37%zad dj	15 12%	512 33%zn	12 21%	86 29%ln	16 12%	524 33%zp	102 24%	598 33%zr	28 15%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%jnpr	287 36%j	508 40%zac dej	702 38%zad dj	736 36%j	613 38%zad j	86 37%j	672 39%zad ej	334 39%j	163 39%j	19 15%	598 39%zln	14 24%	104 35%ln	20 15%	613 38%zp	123 29%	702 38%zr	34 18%
Give up my landline and only rely on mobile and broadband call services	615 30%ajnp r	215 27%j	442 35%zac dej	591 32%zad dj	615 30%aj	512 32%zad j	73 32%j	565 33%zad ej	298 35%zad dej	127 30%j	11 9%	500 32%zn	11 19%	90 31%ln	13 10%	512 32%zp	103 24%	591 32%zr	24 13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 696

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	722	300	13	-	4	6	22	-	124	97	2	1	136	16
	36%	35%	28%	-	15%	30%	43%	-	36%	38%	34%	53%	38%	32%
Switch some calls from landline to mobile phone	782	326	17	-	4	4	18	1	135	94	4	1	153	21
	38%	38%	38%	-	18%	20%	36%	40%	39%	36%	79%	53%	42%	44%
Switch some calls from landline to VoIP	626	246	17	-	4	3	16	2	132	74	1	-	117	13
	31%	29%	38%	-	15%	14%	31%	59%	38%zal	29%	18%	-	32%	27%
Switch some calls from landline to email, mobile phone texts or instant messages	736	306	18	-	4	4	14	2	145	90	4	-	130	17
	36%	36%	40%	-	16%	20%	27%	67%	42%z	35%	79%	-	36%	34%
Give up my landline and only rely on mobile and broadband call services	615	244	19	-	1	4	18	2	127	68	1	-	116	13
	30%	28%	41%	-	6%	21%	34%	67%	37%zal	26%	16%	-	32%	26%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 697

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: **NEUTRAL SUMMARY**

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	722	5	-	56	-	-	1	-	1	-	-	6	-	45
	36%	48%	-	37%	-	-	13%	-	22%	-	-	37%	-	43%
Switch some calls rom landline to mobile phone	782	4	-	62	-	-	1	-	1	1	1	6	-	52
	38%	38%	-	40%	-	-	8%	-	22%	55%	31%	37%	-	49%zs
Switch some calls from landline to VoIP	626	2	-	50	-	-	-	-	1	-	1	6	-	49
	31%	22%	-	33%	-	-	-	-	22%	-	42%	37%	-	47%zds
Switch some calls from landline to email, mobile phone texts or instant messages	736	5	-	62	-	-	1	-	3	-	2	7	-	46
	36%	48%	-	40%	-	-	8%	-	41%	-	73%	43%	-	44%
Give up my landline and only rely on mobile and broadband call services	615	2	-	51	-	-	1	-	1	-	1	6	-	43
	30%	23%	-	33%	-	-	13%	-	11%	-	42%	39%	-	41%zs

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Table 697

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	722 36%	30 43%	1 49%	- -	- -	3 64%	44 48%z	- -	- -
Switch some calls from landline to mobile phone	782 38%	25 36%	1 49%	- -	- -	3 49%	51 56%zds	- -	2 21%
Switch some calls from landline to VoIP	626 31%	17 24%	- -	- -	- -	- -	35 39%	- -	2 22%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%	20 28%	1 49%	- -	- -	1 22%	44 48%zs	- -	3 29%
Give up my landline and only rely on mobile and broadband call services	615 30%	17 23%	1 49%	- -	- -	1 22%	44 49%zds	- -	2 22%

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Table 698

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: **NEUTRAL SUMMARY**

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	722 36%	425 36%	296 35%	153 36%	11 33%	2 23%	3 46%	14 41%	- -	85 35%	68 38%	- -	1 100%	79 34%	9 35%	156 36%	10 26%
Switch some calls from landline to mobile phone	782 38%	473 40%	308 37%	172 41%	16 45%	1 14%	2 32%	14 40%	1 100%	91 38%	72 40%	2 68%	1 100%	90 39%	11 44%	159 36%	17 42%
Switch some calls from landline to VoIP	626 31%b	391 33%zb	235 28%	143 34%	15 44%	1 14%	2 32%	11 33%	1 80%	84 35%	53 30%	- -	- -	73 32%	7 31%	147 34%	12 31%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%b	459 39%zb	277 33%	174 41%zb	15 45%	1 14%	2 32%	8 23%	1 100%	98 40%	70 39%	2 68%	- -	78 34%	8 33%	158 36%	16 39%
Give up my landline and only rely on mobile and broadband call services	615 30%	373 31%	242 29%	133 32%	16 46%br	1 8%	2 35%	13 38%	1 100%	88 36%brt	51 28%	- -	- -	62 27%	5 22%	136 31%	11 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 699

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	722 36%mo pqrst uv	63 35%	62 38%	15 30%	218 34%	167 35%	56 38%	500 36%	221 34%	520 39%z	133 35%	24 29%	114 42%z	132 20%	159 32%mo pq	40 19%	80 22%	92 25%mo	- -	112 24%rt	42 18%r	86 23%rt	81 21%r
Switch some calls from landline to mobile phone	782 38%hm nopqr stuv	73 40%	70 42%	15 31%	250 39%	196 41%	62 41%	569 41%zh	213 33%	570 43%z	150 39%	27 33%	123 46%z	200 30%nop q	106 21%pq	45 21%	66 18%	61 17%	144 25%stuv	- -	20 9%st	37 10%st	34 9%st
Switch some calls from landline to VoIP	626 31%mo pqrst uv	60 33%	57 35%	15 31%	195 31%	154 33%	52 35%	412 30%	214 33%	477 36%zj	103 27%	29 35%	110 41%z	141 21%	134 27%mp	46 22%	81 22%	87 24%	93 16%t	92 20%tu	- -	63 17%t	69 18%t
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%mn opqrs tuv	66 37%	65 39%	14 29%	235 37%	183 39%	66 44%	496 36%	240 37%	545 41%zj	134 35%	34 42%	105 39%	190 28%op	131 27%op	41 19%	65 18%	93 25%op	133 23%stu v	81 17%tu	19 8%u	- -	60 16%tu
Give up my landline and only rely on mobile and broadband call services	615 30%mn opqrs tuv	61 34%	62 38%	15 31%	183 29%	160 34% d	61 40% zd	411 30%	204 32%	474 36%zj	100 26%	27 32%	86 32%	139 21%	129 26%mp q	45 21%	79 22%q	65 18%	95 17%v	79 17%tv	28 12%v	60 16%tv	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 700

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: **UNLIKELY SUMMARY**

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	693 34%afl	318 31%	375 37%za	- -	14 42%	57 27%	90 27%	121 30%	142 37%efl m	146 39%zef gl	123 41%zef glm	14 41%	147 27%	264 34%l	268 40%ze fglm	199 31%	179 32%	153 38%	162 37%	143 33%	357 36%	177 34%
Switch some calls from landline to mobile phone	734 36%efg lmps	363 36%	371 37%	- -	9 28%	43 21%	67 20%	98 25%	135 35%efg lm	181 49%zef ghklm	200 67%zef ghiklm n	9 27%	110 20%	233 30%efg l	382 57%ze fghik lm	226 36%	181 32%	151 38%	177 41%zp	139 32%	368 37%	206 40%ss
Switch some calls from landline to VoIP	1088 54%efl s	531 52%	557 55%	1 100%	14 43%	66 32%	122 37%	197 49%efl	218 57%efl m	244 65%zef ghklm	226 76%zef ghiklm n	15 45%	187 35%	415 53%efl	470 70%ze fghik lm	335 53%	286 50%	233 58%p	234 54%	205 47%	546 55%ss	279 54%
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%efg lmp	419 41%	446 44%	- -	11 33%	54 26%	97 29%	134 33%	162 42%efg lm	196 52%zef ghklm	213 71%zef ghiklm n	11 32%	150 28%	296 38%efg l	408 61%ze fghik lm	265 42%	217 38%	184 46%p	199 46%p	173 40%	434 44%	218 42%
Give up my landline and only rely on mobile and broadband call services	987 49%efg klmps	485 47%	502 50%	- -	9 28%	65 31%	102 31%	156 39%fl	199 52%efg klm	237 63%zef ghklm	220 74%zef ghiklm n	9 27%	166 31%	355 45%efg kl	457 68%ze fghik lm	314 50%	252 45%	217 54%zp	204 47%	187 43%	491 50%ss	268 52%ss

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 701

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	693 34%	57 38%	65 29%	176 32%	33 28%	9 22%	228 32%	70 33%	42 27%	24 37%	2 14%	10 25%	289 39%zf h	28 34%	548 34%	145 34%	281 32%	53 35%	38 26%	11 36%	- -	9 26%	279 39%zp r	21 30%
Switch some calls from landline to mobile phone	734 36%bc dfhko pru	53 36%bc	53 24%	129 23%	29 24%	8 20%	169 24%	66 31%	37 23%	18 28%	3 17%	7 16%	408 55%zf ghikm	26 32%	605 38%zo	129 30%	221 25%	51 34%r	32 22%	10 33%	2 20%	6 18%	392 54%zp qrsuw	20 29%
Switch some calls from landline to VoIP	1088 54%bc fhkpr u	75 51%	90 40%	259 47%	51 44%	15 37%	312 44%	112 52%k	67 42%	32 50%k	3 19%	12 29%	509 68%zf ghikm	41 50%k	864 54%	224 52%	401 46%u	81 54%ru	57 39%	13 42%	1 9%	8 24%	494 68%zp qrsuw	33 47%u
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%bc fhkpr u	61 42%c	72 32%	171 31%	40 34%	7 17%	220 31%	85 40%k	47 30%	23 37%	5 28%	9 21%	438 59%zf ghikm	38 46%fh k	698 43%	167 39%	290 33%	58 38%u	44 30%	9 30%	2 32%	7 20%	425 59%zp qrsuw	30 43%u
Give up my landline and only rely on mobile and broadband call services	987 49%bc dfhkp ru	72 49%c	83 37%	199 36%	43 37%	13 32%	257 36%	97 45%k	56 35%	31 48%k	3 20%	10 24%	494 66%zf ghikm	39 48%fk	786 49%	201 47%	337 39%	70 47%ru	49 33%	11 36%	1 9%	9 24%	480 66%zp qrsuw	31 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/gh/i/j/k/l/m - z/n/o - z/p/q/rs/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 702

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	693 34%a	372 31%	113 35%	208 41%za	155 31%	5 34%	1 41%	31 39%	511 35%	227 39%zj l	241 33%	104 34%	69 30%	50 30%	71 31%	70 33%	18 25%	5 40%	1 22%	1 100%	3 47%
Switch some calls from landline to mobile phone	734 36%ad gklmno	365 31%	117 36%	252 49%zab	114 23%	2 13%	- -	17 22%	607 42%zd g	302 52%zj klm	251 34%lm	87 28%	51 22%	40 25%	45 20%	51 24%	20 29%	1 11%	- -	1 49%	3 46%
Switch some calls from landline to VoIP	1088 54%ad lmnop	562 47%	175 54%a	350 68%zab	197 39%	8 48%	- -	41 53% d	853 59%zd	396 68%zj klm	387 52%lm	152 49%l	81 35%	69 42%	91 40%	81 38%	27 38%	5 37%	- -	1 49%	4 64%
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%ad klmnop	433 36%	138 43%	294 57%zab	145 29%	3 18%	- -	27 35%	700 48%zd g	342 59%zj klm	303 41%kl m	102 33%	71 31%	45 27%	65 29%	63 30%	18 26%	5 37%	- -	1 49%	2 33%
Give up my landline and only rely on mobile and broadband call services	987 49%ad lmnop	518 43%	152 47%	316 62%zab	166 33%	3 18%	* 16%	39 49% d	790 54%zd	368 63%zj klm	358 48%lm	134 43%l	68 29%	56 34%	67 30%	72 34%	23 32%	5 40%	- -	1 49%	3 46%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 703

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	693 34%hi	72 30%	68 33%	82 30%	526 35%	681 34%hi	362 34%l	392 34%	595 33%	655 34%hi	279 36%l	558 33%	376 31%	223 35%l	459 36%hkl	152 32%
Switch some calls from landline to mobile phone	734 36%abcf hklmo	42 17%	51 25%a	71 25%a	615 41%zabc	724 36%fhklm o	340 32%lmo	453 39%zefhi jklmno	598 33%lmo	695 36%fhklm o	263 34%lmo	539 32%lmo	353 30%lm	164 26%	466 36%fhklm o	129 27%
Switch some calls from landline to VoIP	1088 54%abcf hklm	77 32%	87 42%a	114 41%a	884 59%zabc	1076 54%fhklm	526 50%	678 59%zefhi jklmo	934 52%klm	1031 54%fhklm	415 53%klm	834 50%	578 48%	297 47%	730 57%zefhi jklmo	232 49%
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%abcf hklmo	55 23%	65 32%a	87 31%a	713 47%zabc	852 43%fhklm o	400 38%lm	529 46%zefhi jklmo	723 40%klm	818 43%fhklm o	310 40%lm	645 38%lm	427 36%	211 34%	563 44%fhjkl mo	175 37%
Give up my landline and only rely on mobile and broadband call services	987 49%abcf hklmo	64 26%	71 34%a	101 36%a	818 54%zabc	973 49%fhklm o	446 42%	612 53%zefhi jklmo	834 46%flm	936 49%fhklm o	375 48%flmo	761 45%flm	510 43%	258 41%	659 51%zefhi klmo	199 42%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 704

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	693 34%a	469 31%	70 37%	11 43%	10 57%	29 37%	104 46%za	297 37%z	192 31%	186 37%	3 17%	26 52%zn opq	48 38%	60 37%	50 35%	106 35%	100 35%	66 33%	34 45%
Switch some calls from landline to mobile phone	734 36%ahiq	430 29%	88 47%za	11 42%	8 46%	38 49%za	159 70%zab e	371 46%zhi	171 28%	160 32%	7 45%	21 42%	57 45%zop q	73 44%zop q	51 36%	98 32%	94 33%	55 28%	30 40%
Switch some calls from landline to VoIP	1088 54%ahi	694 46%	120 64%za	17 68%	13 71%	59 76%za	185 82%zab	485 60%zhi	297 49%	238 47%	8 48%	30 60%	67 53%	103 63%zq	80 56%	174 57%q	154 55%	90 46%	38 50%
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%ah	523 35%	92 49%a	16 62%	9 52%	54 70%zab	171 76%zab	396 49%zhi	208 34%	212 42%h	7 43%	23 46%	61 48%o	85 52%zop	63 44%	114 37%	111 39%	79 40%	29 38%
Give up my landline and only rely on mobile and broadband call services	987 49%ahi	620 41%	111 59%za	18 69%	9 52%	57 74%zab	172 76%zab	462 57%zhi	257 42%	215 43%	9 55%	27 55%	62 49%	99 61%zop q	76 53%	141 46%	128 45%	85 43%	39 51%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 705

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	693 34%gkn	647 34%	45 32%	36 27%	75 43%zcgkno	72 44%zcgkno	60 34%gkn	29 21%	36 36%gkn	71 33%gkn	164 40%zcgkn	34 21%	40 41%cgkn	61 36%gkn	15 17%	577 34%gkn	444 36%r	237 31%	681 34%	582 34%	110 33%	693 34%
Switch some calls from landline to mobile phone	734 36%bknqt	702 37%zb	29 21%	42 32%	63 36%k	69 43%kno	69 39%kn	47 33%	33 34%	70 33%	159 38%kn	42 25%	51 53%zcdghijkmno	65 39%kn	22 25%	595 35%k	501 40%zqr	225 29%	725 36%q	634 37%ztu	99 30%	734 36%t
Switch some calls from landline to VoIP	1088 54%bknoqt	1041 55%zb	44 31%	70 53%k	107 61%zfhghko	94 58%gk	84 48%k	65 45%k	43 44%	110 52%k	228 55%k	52 31%	72 74%zcddefghijko	106 63%zfhghiko	58 67%zcdghikno	852 51%k	715 58%zqr	356 47%	1071 54%q	931 55%ztu	157 47%	1088 54%t
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%bknoqt	826 44%zb	38 27%	51 38%	74 42%k	79 49%gkno	75 43%k	51 36%	37 38%	81 38%	190 46%k	50 30%	61 62%zcddefghijkmnno	77 46%k	40 46%k	687 41%k	585 47%zqr	269 35%	855 43%q	749 44%ztu	116 35%	865 43%t
Give up my landline and only rely on mobile and broadband call services	987 49%bknoqt	951 50%zb	32 23%	60 46%k	82 47%k	91 56%zfhiko	75 43%k	64 45%k	41 42%	88 41%k	240 58%zcddefghikno	48 29%	61 63%zcddefghikno	95 57%zcdghikno	41 47%k	790 47%k	647 52%zqr	325 43%	972 49%q	855 50%ztu	132 39%	987 49%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 706

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	693	283	383	597	693	532	69	558	286	138	60	501	32	96	64	532	160	597	96
	34%bcgk q	35%bc	30%	32%b	34%bcg	33%bg	30%	32%b	33%	33%	48%zabcdef ghi	32%	53%zkm	33%	48%zkm	33%	38%	32%	50%zq
	734	332	323	589	734	520	64	548	245	99	96	478	43	111	102	520	213	589	145
	36%bcef ghikoq	41%zb cdefg hi	26%	32%bh i	36%bce fghi	32%bgh i	28%	32%bhi	28%b	24%	77%zabcdef ghi	31%	72%zkm	38%k	76%zkm	32%	50%zo	32%	75%zq
	1088	501	548	938	1088	812	106	857	409	174	100	769	43	169	106	812	276	938	150
Switch some calls from landline to VoIP	54%bcef ghikoq	62%zb cdefg hi	44%	51%bg hi	54%bce fghi	51%bgh i	46%	50%bi	48%bi	42%	80%zabcdef ghi	50%	72%zk	58%k	80%zkm	51%	65%zo	51%	77%zq
Switch some calls from landline to email, mobile phone texts or instant messages	865	395	405	721	865	618	72	656	297	138	94	575	43	147	100	618	247	721	144
	43%bcef ghikoq	49%zb cdefg hi	32%	39%bf ghi	43%bce fghi	38%bfh i	31%	38%bfh i	35%	33%	75%zabcdef ghi	37%	73%zkm	50%zk	75%zkm	38%	58%zo	39%	74%zq
Give up my landline and only rely on mobile and broadband call services	987	470	464	838	987	727	81	764	348	165	99	683	44	155	105	727	260	838	149
	49%bcef ghikoq	59%zb cdefg hi	37%	46%bf ghi	49%bce fghi	45%bfg hi	35%	44%bfh	40%b	40%	79%zabcdef ghi	44%	73%zkm	53%k	79%zkm	45%	61%zo	46%	77%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 707

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	693 34%	289 34%	11 24%	2 100%	11 44%	9 42%	15 30%	1 41%	120 35%	83 32%	3 66%	1 47%	125 34%	18 37%
Switch some calls from landline to mobile phone	734 36%hp	347 40%zhp	14 32%	2 100%	16 67%	14 70%	22 43%h	2 60%	85 25%	94 37%h	1 21%	1 47%	109 30%	22 46%hp
Switch some calls from landline to VoIP	1088 54%h	495 58%zhp	19 42%	2 100%	19 79%	15 76%	26 51%	1 33%	137 40%	147 57%h	4 82%	2 100%	183 51%h	33 67%bhp
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%hp	396 46%zhp	16 36%	2 100%	18 76%	14 70%	28 55%hp	1 33%	107 31%	109 42%h	1 21%	2 100%	134 37%	30 60%zbhp
Give up my landline and only rely on mobile and broadband call services	987 49%hp	454 53%zbhp	16 36%	2 100%	19 81%	13 66%	24 46%	1 33%	120 35%	136 53%bhp	4 84%	2 100%	157 43%h	34 68%zabhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 708

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	693	2	-	56	1	2	3	1	3	-	3	4	1	28
	34%	20%	-	37%	100%	100%	34%	100%	49%	-	100%	22%	100%	27%
Switch some calls from landline to mobile phone	734	2	-	53	1	2	5	1	2	1	2	7	-	19
	36%py	20%	-	35%p	100%	100%	48%	100%	37%	45%	69%	45%	-	18%
Switch some calls from landline to VoIP	1088	5	-	69	1	2	5	1	5	3	1	8	-	32
	54%p	53%	-	45%p	100%	100%	57%	100%	78%	100%	58%	49%	-	30%
Switch some calls from landline to email, mobile phone texts or instant messages	865	2	-	57	1	2	5	1	3	3	1	7	-	32
	43%py	20%	-	37%	100%	100%	48%	100%	48%	100%	27%	45%	-	30%
Give up my landline and only rely on mobile and broadband call services	987	4	-	64	1	2	5	1	3	3	1	8	-	30
	49%py	45%	-	41%	100%	100%	48%	100%	56%	100%	58%	49%	-	28%

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Table 708

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	693 34%	19 26%	1 51%	1 59%	2 100%	1 11%	22 24%	1 100%	5 55%
Switch some calls from landline to mobile phone	734 36%py	28 40%py	- -	2 100%	2 100%	1 27%	21 23%	1 100%	8 79%
Switch some calls from landline to VoIP	1088 54%p	47 66%dp	1 49%	2 100%	2 100%	4 75%	44 48%p	1 100%	7 78%
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%py	41 58%zdp	- -	1 41%	2 100%	3 53%	28 30%	1 100%	7 71%
Give up my landline and only rely on mobile and broadband call services	987 49%py	42 59%dp	- -	1 41%	2 100%	1 27%	29 32%	1 100%	7 78%

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Table 709

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	693 34%	407 34%	286 34%	132 31%	7 20%	2 23%	2 34%	12 35%	* 20%	89 37%	59 33%	3 100%	- -	88 38%	11 46%	153 35%	19 47% ^d
Switch some calls from landline to mobile phone	734 36% ^a jt	386 32% ^a jt	348 41% ^a zajrtu	149 35% ^a jt	10 28%	7 75%	4 56%	13 37%	- -	58 24%	62 34% ^j	1 32%	- -	71 31%	11 44%	116 26%	8 20%
Switch some calls from landline to VoIP	1088 54% ^a jt	610 51% ^a jt	478 57% ^a zajt	226 53% ^a j	15 43%	7 71%	4 56%	16 48%	- -	105 43%	102 57% ^a jt	3 100%	1 100%	115 50%	16 66%	205 47%	21 53%
Switch some calls from landline to email, mobile phone texts or instant messages	865 43% ^a jt	457 38% ^a jt	408 49% ^a zacjnr tu	168 40%	13 38%	7 75%	4 56%	19 55%	- -	77 32%	65 36%	1 32%	1 100%	86 37%	15 63%	150 34%	12 31%
Give up my landline and only rely on mobile and broadband call services	987 49% ^a jt	557 47% ^a jt	430 51% ^a jt	212 50% ^a jt	13 37%	8 81%	3 45%	14 41%	- -	87 36%	93 52% ^a jt	3 100%	1 100%	104 45%	19 78%	180 41%	17 43%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 710

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	693 34%im r	65 36%	57 34%	23 48%	219 34%	161 34%	44 29%	456 33%	236 37%	403 30%	140 36%	28 34%	78 29%	142 21%	149 30% m	72 34% m	134 37% mn	132 36% mn	- -	148 32% r	67 29% r	125 33% r	132 35% rt
Switch some calls from landline to mobile phone	734 36%eh linop qstuv	56 31%	47 28%	10 20%	217 34%	147 31%	46 31%	558 40% zh	175 27%	320 24%	179 47% zi	24 29%	58 22%	256 38% nopq	34 7%	15 7%	28 8%	24 6%	219 38% stuv	- -	5 2% s	7 2% s	19 5% stu
Switch some calls from landline to VoIP	1088 54%hi kinop qstuv	88 49%	82 50%	20 41%	349 55%	241 51%	73 49%	808 58% zh	280 44%	582 44%	245 64% zi	27 33%	105 39%	400 60% zno pq	157 32% op q	23 11%	91 25% o	95 26% o	342 60% zst uv	136 29% tuv	- -	86 23% t	91 24% t
Switch some calls from landline to email, mobile phone texts or instant messages	865 43%ef hilno pqstu v	70 39%	60 36%	16 34%	262 41% ef	174 37%	47 32%	649 47% zh	217 34%	432 33%	195 51% zi	26 32%	86 32%	306 46% nop q	83 17% op q	25 12%	34 9%	38 10%	270 47% zst uv	52 11% tuv	13 6% u	- -	38 10% tuv
Give up my landline and only rely on mobile and broadband call services	987 49%fh ikno pqstu v	76 42%	68 41%	17 35%	324 51% ef	208 44%	57 38%	765 55% zh	221 34%	491 37%	240 62% zi	30 36%	104 39%	355 53% zno pq	91 18% oq	25 12% q	58 16% q	27 7%	308 54% zst uv	60 13% tuv	13 6% v	36 9% tv	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 711
FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Not change any aspect of your landline call behaviour	3.32nq rt	3.39	3.24	6.00	3.12	3.49	3.48in	3.42n	3.24	3.16	3.18	3.21	3.49zh ijn	3.33	3.17	3.45q r	3.43q r	3.11	3.17	3.34	3.20	3.41
Switch some calls from landline to mobile phone	3.16ij nr	3.18	3.14	6.00	3.73	3.95zg hijmn	3.73zh ijmn	3.59zh ijmn	3.12ij n	2.68jn	1.99	3.81	3.82zh ijmn	3.36zh ijn	2.38j	3.21r	3.32z qr	3.08	2.97	3.30t	3.10	3.12
Switch some calls from landline to VoIP	2.49ij nq	2.54	2.44	1.00	2.93	3.28zg hijmn	3.00zg hijmn	2.69zh ijmn	2.38ij n	2.11jn	1.70	2.87	3.11zg hijmn	2.54hi jn	1.93j	2.56q	2.61z qr	2.30	2.41	2.70z tu	2.48	2.39
Switch some calls from landline to email, mobile phone texts or instant messages	2.93ij nr	2.95	2.91	6.00	3.38	3.61zg hijmn	3.39zh ijmn	3.26zh ijmn	2.90ij n	2.59jn	1.87	3.47	3.48zh ijmn	3.08zh ijn	2.28j	3.00q r	3.09z qr	2.77	2.76	2.95	2.89	2.99
Give up my landline and only rely on mobile and broadband call services	2.78hi jnq	2.81	2.76	6.00	3.71	3.60zg hijmn	3.42zg hijmn	3.09zh ijmn	2.61ij n	2.26jn	1.83	3.79	3.49zg hijmn	2.86hi jn	2.07j	2.80	2.93z q	2.58	2.74	2.97z tu	2.72	2.73

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 712

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Not change any aspect of your landline call behaviour	3.32l	3.10	3.40	3.41	3.44	3.85	3.37	3.31	3.55	3.06	4.28	3.50	3.21	3.29	3.33	3.28	3.37	3.29	3.50	3.00	4.70	3.48	3.22	3.34
Switch some calls from landline to mobile phone	3.16l nv	3.19	3.65z a	3.69z a	3.37	3.77	3.66z lm	3.40l	3.48z l	3.33l	4.08	3.75z l	2.48	3.23l	3.11	3.39z n	3.63z qv	3.17v	3.51z v	3.17v	3.70	3.62v	2.48	3.37v
Switch some calls from landline to VoIP	2.49l v	2.71	2.89z	2.73z	2.77	2.93	2.87z gl	2.42l	2.81z gl	2.63l	3.75	3.17z gl	2.00	2.57l	2.47	2.58	2.82z qv	2.32v	2.82z qv	2.83v	3.82	3.21z qv	2.00	2.62v
Switch some calls from landline to email, mobile phone texts or instant messages	2.93l v	2.95	3.39z a	3.34z a	3.07	3.50	3.35z lm	3.09l	3.18l	3.03l	3.83	3.55z lm	2.37	2.86l	2.89	3.07	3.29z v	3.04v	3.20v	3.06v	3.50	3.55z v	2.37	2.98v
Give up my landline and only rely on mobile and broadband call services	2.78l v	2.83	3.21z	3.27z a	3.05	3.11	3.29z gilm	2.84l	3.07l	2.78l	3.84	3.57z gilm	2.15	2.82l	2.76	2.86	3.22z qv	2.77v	3.04v	2.91v	3.56	3.45z qv	2.14	3.00v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 713

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Not change any aspect of your landline call behaviour	3.32c	3.38c	3.35	3.16	3.34	3.06	3.76	3.20	3.31	3.23	3.41	3.25	3.27	3.44	3.23	3.22	3.70	3.13	4.58	1.51	3.30
Switch some calls from landline to mobile phone	3.16c hi	3.36z c	3.24c	2.67	3.73zh	3.92	4.59	3.81zh	2.93	2.59	3.18i	3.49z ij	3.70z ij	3.78z ij	3.75z	3.68z	3.66z	4.20	5.25	3.56	3.45
Switch some calls from landline to VoIP	2.49c hi	2.70z bc	2.48c	2.02	2.97zh	2.59	4.33	2.82h	2.31	2.01	2.54i	2.65i ijk	3.10z ij	2.86z ij	2.91z	3.06z	2.87	3.00	4.43	2.02	2.74
Switch some calls from landline to email, mobile phone texts or instant messages	2.93c hi	3.12z c	2.98c	2.46	3.41zh	3.54	4.33	3.54zh	2.73	2.42	2.97i	3.20z i	3.33z ij	3.50z ij	3.35z	3.35z	3.58z	3.47	4.66	2.54	3.73
Give up my landline and only rely on mobile and broadband call services	2.78c hi	2.96z c	2.86c	2.31	3.39zh	3.72	4.01	3.03h	2.55	2.27	2.78i	2.94i	3.44z ijk	3.42z ijk	3.42z	3.34z	3.47z	3.41	4.43	2.54	3.45

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 714

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Not change any aspect of your landline call behaviour	3.32	3.37	3.48	3.32	3.33	3.32	3.30	3.36	3.35zei	3.31	3.28	3.32	3.40zefi jk	3.33	3.33	3.47fjk
Switch some calls from landline to mobile phone	3.16dg	3.94zd	3.74zd	3.65zd	2.97	3.16g	3.37zegh in	3.05	3.28zegi n	3.16g	3.32zegi n	3.30zegi n	3.45zegh ijkn	3.70zefg hijkln	3.21g	3.57zefghijkn
Switch some calls from landline to VoIP	2.49dg	3.13zd	2.95zd	2.90zd	2.33	2.49g	2.63zegi n	2.33	2.56zegi n	2.48g	2.53g	2.63zegh ijn	2.71zegh ijkn	2.82zefg hijkn	2.44g	2.79zefghijkn
Switch some calls from landline to email, mobile phone texts or instant messages	2.93dg	3.58zd	3.44zd	3.29zd	2.77	2.93g	3.12zegh in	2.85	3.03zegi n	2.92g	3.10zegi n	3.07zegh in	3.21zefg hikn	3.39zefg hijkln	2.96g	3.23zeghikn
Give up my landline and only rely on mobile and broadband call services	2.78dg	3.64zcd	3.40zd	3.22zd	2.57	2.79g	3.00zegh ijkn	2.66	2.87zegi n	2.77g	2.88gi	2.90zegi n	3.04zegh ijkn	3.21zefg hijkln	2.78g	3.13zeghijkn

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Table 715

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY	REGULAR - AT LEAST ONCE A WEEK	INFREQUENT - AT LEAST ONCE A MONTH	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	NEVER - BUT DO HAVE ACCESS	NEVER - AND DO NOT HAVE ACCESS	OWNED OUT- RIGHT BY HOUS- EHOLD	BEING BOUGHT ON A MORT- GAGE	RENTED	OTHER	UP TO £6499	£6500 -	£9500 -	£13500 -	£17500 -	£30000 -	£50000 -	£100000 PLUS
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Not change any aspect of your landline call behaviour	3.32f	3.37zf	3.19	3.44	2.80	3.46	3.02	3.23	3.37	3.24	4.05	2.85	3.31	3.32	3.27	3.29	3.33	3.39	3.19
Switch some calls from landline to mobile phone	3.16befgl m	3.42zbef	2.83f	3.19	2.82	2.56f	1.92	2.78	3.51zg	3.29g	3.24	2.80	2.85	2.88	3.08	3.35kl m	3.41zk lm	3.53zk mn	3.30
Switch some calls from landline to VoIP	2.49befgm	2.73zbef	2.26ef	1.80	1.74	1.71	1.50	2.25	2.74zg	2.61g	2.80	2.15	2.45	2.22	2.38	2.46	2.56m	2.95zk mnop	2.88km
Switch some calls from landline to email, mobile phone texts or instant messages	2.93efg	3.20zbef	2.72ef	2.42	2.17	2.06	1.72	2.68	3.24zg i	2.96g	2.83	2.75	2.77	2.75	2.78	3.13zm n	3.16zl mn	3.14	3.14
Give up my landline and only rely on mobile and broadband call services	2.78befgm	3.03zbef	2.45f	2.26	2.42	2.04	1.73	2.42	3.06zg	2.99z g	3.13	2.44	2.70	2.49	2.61	2.88m	3.00zk mn	3.05zk n	2.93

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 716
FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY
BASE: All who have used their landline in the last year

	TOTAL (Z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Not change any aspect of your landline call behaviour	3.32f	3.32	3.26	3.63z defh o	3.16	3.16	2.89	3.96zd efhijk lmo	2.98	3.45f	3.15	3.38f	3.27	3.29f	4.05z defhi jklmo	3.29f	3.28	3.38	3.32	3.32	3.31	3.32
Switch some calls from landline to mobile phone	3.16a flps	3.12	3.81z a	3.23f l	3.31f l	3.17f l	2.79	3.19fl	2.97	3.50z fhjlm o	3.08l	3.35f l	2.63	3.12l	3.55z fhjlm o	3.18fl	3.01	3.40zpr	3.16p	3.11	3.44zsu	3.16s
Switch some calls from landline to VoIP	2.49a lps	2.44	3.26z a	2.40l	2.33	2.53l	2.50l	2.82zc dilmn	2.60l	2.38l	2.53l	3.01z cdefh ijlmn o	2.00	2.33l	2.22	2.55zd ln	2.35	2.72zpr	2.49p	2.45	2.71zsu	2.49s
Switch some calls from landline to email, mobile phone texts or instant messages	2.93a flps	2.89	3.45z a	2.95f l	3.03f l	3.03f l	2.54	3.12fl	2.81l	3.26z fjlo	2.87fl	3.08f l	2.35	2.91f l	2.92l	2.97fl	2.78	3.17zpr	2.93p	2.88	3.17zsu	2.93s
Give up my landline and only rely on mobile and broadband call services	2.78a jlps	2.72	3.63z a	2.74l	2.95j l	2.75	2.66	2.94l	2.64	3.16z cfhjl mo	2.59	3.12z cefhj lmo	2.35	2.61	2.86l	2.82jl	2.65	2.99zpr	2.78p	2.74	3.02zsu	2.78s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 717

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Not change any aspect of your landline call behaviour	3.32jnr	3.30j	3.41z j	3.36z dj	3.32j	3.35j	3.44j	3.36z j	3.34j	3.41j	2.98	3.37zln	2.86	3.28	2.95	3.35	3.18	3.36zr	2.92
Switch some calls from landline to mobile phone	3.16ajl mnpr	2.90j	3.59za cdegj	3.30z adj	3.16aj	3.34za dj	3.46za dj	3.34za cdj	3.50z acdeg j	3.69z acdeg hj	1.77	3.39zlmn	1.97	2.83ln	1.75	3.34zp	2.49	3.30zr	1.82
Switch some calls from landline to VoIP	2.49ajl mnpr	2.21j	2.85za cdegjhj	2.58z adj	2.49aj	2.61za dj	2.78za dj	2.63za cdj	2.70z acdj	3.00z abcde ghj	1.57	2.64zlmn	1.92	2.24n	1.58	2.61zp	2.03	2.58zr	1.69
Switch some calls from landline to email, mobile phone texts or instant messages	2.93ajl mnpr	2.69j	3.31za cdegj	3.04z adj	2.93aj	3.10za cdj	3.31za cdj	3.10za cdj	3.23z acdeg j	3.34z acdeg j	1.79	3.15zlmn	1.97	2.49ln	1.77	3.10zp	2.26	3.04zr	1.83
Give up my landline and only rely on mobile and broadband call services	2.78ajl mnpr	2.45j	3.20za cdegjhj	2.89z adj	2.78aj	2.93za dj	3.26za cdegj	2.94za cdj	3.09z acdeg j	3.24z acdeg j	1.70	2.96zlmn	1.94	2.46ln	1.70	2.93zp	2.22	2.89zr	1.78

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Table 718

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**BASE: All who have used their landline in the last year**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Not change any aspect of your landline call behaviour	3.32	3.33	4.02zahlp	1.00	3.48	3.13	3.36	3.70	3.31	3.38	2.47	2.05	3.21	3.30
Switch some calls from landline to mobile phone	3.16aq	2.98	3.38q	1.00	2.30	2.13	3.15	2.81	3.67zalpq	3.20q	3.19	2.05	3.30aq	2.56
Switch some calls from landline to VoIP	2.49a	2.33	2.95aq	1.00	1.77	1.72	2.63	2.83	2.94zalpq	2.44	1.81	1.53	2.60aq	2.05
Switch some calls from landline to email, mobile phone texts or instant messages	2.93aq	2.78q	3.21q	1.00	1.85	1.97	2.80	2.75	3.34zalq	2.99q	2.74	2.00	3.10zaq	2.26
Give up my landline and only rely on mobile and broadband call services	2.78aq	2.63q	3.15aq	1.00	1.92	2.26	2.84q	2.67	3.27zalpq	2.66q	1.93	1.53	2.95aq	2.00

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 719

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Not change any aspect of your landline call behaviour	3.32	3.60	6.00	3.15	1.00	1.00	3.63	2.00	3.37	5.00	1.42	3.92	1.00	3.37
Switch some calls from landline to mobile phone	3.16	3.73	6.00	3.15	1.00	1.00	3.00	2.00	3.58	2.55	2.34	3.04	6.00	3.72zd
Switch some calls from landline to VoIP	2.49	2.77	6.00	2.48	1.00	1.00	2.91	2.00	1.84	2.00	1.84	2.43	-	3.09zd
Switch some calls from landline to email, mobile phone texts or instant messages	2.93	3.34	6.00	3.08s	1.00	1.00	2.87	2.00	2.56	2.00	2.46	2.98	6.00	3.34zs
Give up my landline and only rely on mobile and broadband call services	2.78	3.00	6.00	2.98s	1.00	1.00	2.88	2.00	3.14	1.55	1.84	2.53	6.00	3.44zs

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Table 719

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Not change any aspect of your landline call behaviour	3.32	3.48	2.46	2.62	2.00	3.06	3.47	2.00	3.24
Switch some calls from landline to mobile phone	3.16	2.97	5.03	1.00	1.00	2.85	3.39	2.00	1.92
Switch some calls from landline to VoIP	2.49	2.14	3.57	1.00	2.00	1.50	2.65s	2.00	1.76
Switch some calls from landline to email, mobile phone texts or instant messages	2.93	2.54	5.03	3.38	2.00	1.79	3.20s	2.00	1.90
Give up my landline and only rely on mobile and broadband call services	2.78	2.43	5.03	3.97	1.00	3.21	3.17zs	2.00	1.68

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Table 720

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL BB, TV and Mobile Bundle (u)
Not change any aspect of your landline call behaviour	3.32	3.36	3.26	3.44	4.16	4.09	3.06	3.16	4.20	3.30	3.38	1.68	3.00	3.19	3.06	3.33	3.09
Switch some calls from landline to mobile phone	3.16b	3.36zb	2.87	3.23b	3.43	2.22	2.40	3.24	4.00	3.75zabcn	3.28b	3.04	3.00	3.42zb	2.73	3.68za bcnr	3.78zb
Switch some calls from landline to VoIP	2.49b	2.64zb	2.27	2.54b	2.86	2.10	2.14	2.74	3.40	2.91zabcn	2.50	1.68	2.00	2.70zb	2.20	2.82za bcn	2.62
Switch some calls from landline to email, mobile phone texts or instant messages	2.93b	3.12zb	2.65	3.00b	3.18	1.99	2.14	2.74	3.20	3.36zabc	3.19zb	2.36	2.00	3.24zb	2.40	3.34za bc	3.55zb
Give up my landline and only rely on mobile and broadband call services	2.78b	2.90zb	2.60	2.76	3.10	1.72	2.92	2.99	3.00	3.27zabcn	2.71	1.68	2.00	3.06zbc	1.93	3.18za bcn	3.16

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Table 721

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Not change any aspect of your landline call behaviour	3.32	3.22	3.23	2.89	3.37	3.33	3.37	3.35	3.26	3.39z	3.25	3.55	3.46	4.25zn opq	3.61z	3.75zp	3.51z	3.54z	5.45zs tuv	3.71z	3.96zs uv	3.67z	3.66z
Switch some calls from landline to mobile phone	3.16g j	3.42	3.51z	4.08z ab	3.24	3.35z	3.32	2.92	3.68zg	3.60zj	2.73	3.61z	3.74z	3.27	4.75z m	4.78zm	4.83zm	4.92zm n	3.36z	5.35z rtuv	5.15zr v	5.16zr	5.07zr
Switch some calls from landline to VoIP	2.49g j	2.71	2.68	3.22z ab	2.43	2.54	2.56	2.28	2.94zg	2.81zj	2.15	3.35z	3.04z	2.48	3.51z m	4.60zm npq	3.86zm n	3.80zm n	2.59	3.75z r	5.33zr suv	4.08zr s	3.98zrs
Switch some calls from landline to email, mobile phone texts or instant messages	2.93g j	3.09	3.20	3.51z	2.98	3.13z d	3.17	2.73	3.35zg	3.27zj	2.64	3.29	3.40z	3.00	4.24z m	4.58zm n	4.71zm nq	4.55zm n	3.06z	4.64z r	5.03zr sv	5.35zr stv	4.73zr
Give up my landline and only rely on mobile and broadband call services	2.78g j	3.06z	3.04	3.48z	2.71	2.90d	2.95	2.49	3.40zg	3.18zj	2.28	3.23z	3.25z	2.85	4.21z m	4.56zm n	4.41zm n	4.86zm nop	2.89	4.61z r	4.99zr su	4.77zr s	5.39zrstu

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Table 722

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
1%-5%	246 12%hit	123 12%	124 12%	1 100%	7 20%	39 19%zhi mn	46 14%hi	54 13%hi	31 8%	27 7%	41 14%hin	8 23%him n	85 16%zhi mn	85 11%h	68 10%hi	69 11%	72 13%	50 13%	55 13%	92 21%ztu	93 9%	54 10%
6%-10%	399 20%ijn u	198 19%	201 20%	- -	4 13%	65 31%zfg hijklm n	71 21%jn	84 21%jn	82 21%ijn	58 15%	36 12%	4 13%	135 25%zfi jn	166 21%ijn	94 14%	113 18%	125 22%q	64 16%	97 22%q	93 21%u	214 22%u	81 16%
11%-15%	143 7%	84 8%z	59 6%	- -	4 12%	14 7%	27 8%	22 5%	27 7%	30 8%	19 6%	4 11%	41 8%	49 6%	49 7%	45 7%	34 6%	25 6%	39 9%	30 7%	60 6%	49 9%t
16%-20%	361 18%ej	178 17%	183 18%	- -	10 28%	24 12%	77 23%zej ln	76 19%ej	68 18%	71 19%ejn	36 12%	10 28%ej	101 19%ej	144 18%ej	106 16%j	119 19%	94 17%	78 20%	69 16%	66 15%	189 19%	79 15%
21%-25%	168 8%	85 8%	83 8%	- -	* 1%	14 7%	30 9%	33 8%	42 11%	26 7%	23 8%	* 1%	45 8%	75 10%	48 7%	61 10%	41 7%	37 9%	29 7%	27 6%	79 8%	52 10%
26%-30%	120 6%	52 5%	68 7%	- -	2 5%	15 7%	17 5%	27 7%	21 6%	22 6%	15 5%	2 5%	32 6%	49 6%	37 6%	32 5%	39 7%	23 6%	25 6%	27 6%	59 6%	24 5%
31%-35%	16 1%	9 1%	7 1%	- -	- -	- -	2 1%	5 1%	5 1%	4 1%	* 1%	- -	2 *	9 1%	4 1%	9 1%q	3 1%	- 1%	4 1%	3 1%	6 1%	7 1%
36%-40%	65 3%	35 3%	30 3%	- -	2 5%	9 4%	9 3%	13 3%	17 4%	10 3%	6 2%	2 5%	17 3%	30 4%	16 2%	14 2%	13 2%	21 5%zop	17 4%	16 4%	33 3%	15 3%
41%-45%	4 *	3 *	2 *	- -	- -	2 1%zn	- -	- -	2 *	* *	- -	- -	2 *	2 *	* *	- -	2 *	2 1%	- -	- -	1 *	3 1%
46%-50%	286 14%flr s	138 13%	148 15%	- -	4 11%	22 10%	30 9%	58 14%fl	47 12%	65 18%zef l	60 20%zef hlm	4 11%	51 9%	105 13%	126 19%ze thlm	90 14%	92 16%r	58 15%	46 11%	39 9%	154 16% s	80 15% s
51%-60%	14 1%b	12 1%zb	2 *	- -	1 3%	2 1%	2 1%	3 1%	1 *	3 1%	3 1%	1 3%h	4 1%	4 *	5 1%	3 1%	5 1%	2 *	4 1%	4 1%	8 1%	1 *
61%-70%	8 *	5 *	3 *	- -	- -	- -	1 *	2 *	1 *	3 1%	2 1%	- -	1 *	3 *	4 1%	1 *	- -	2 1%	5 1%zop	6 1%ztu	1 *	* *
71%-80%	8 *	2 *	6 1%	- -	- -	- -	1 *	- -	1 *	2 *	5 2%zghm	- -	1 *	1 *	6 1%zm	4 1%	- -	2 1%	2 *	3 1%	4 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 722

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
81%-90%	4 *	2 *	2 *	-	-	-	-	-	-	3 1%zm	1 *	-	-	-	4 1%z	1 *	-	1 *	2 *	1 *	2 *	1 *
91%-100%	189 9%efgls	96 9%	93 9%	-	-	4 2%	18 5%	23 6%	42 11%efg lm	51 14%zef gklm	51 17%zefg hklm	-	22 4%	65 8%egl	102 15%zefg fgklm	69 11%	47 8%	32 8%	41 9%	29 7%	84 9%	73 14%zst
MEAN	29.86e fgls	29.86	29.85	2.00	20.87	20.52	24.40	26.59e l	31.00e fgklm	35.95z efghkl m	38.87z efghkl m	20.25	22.91	28.75e fl	37.24 zefgh klm	31.41	28.69	29.92	29.08	25.30 s	29.86	34.12zst
MEDIAN	20	20	20	2	19	11	19	19	19	20	24	17	19	19	22	20	18	19	19	19	20	20

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Table 723

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
1%-5%	246 12%	18 12%	22 10%	86 15%z	13 11%	3 7%	101 14%l	26 12%	16 10%	5 8%	4 24%	7 16%	78 10%	10 13%	199 12%	47 11%	115 13%	21 14%	17 11%	2 6%	1 9%	6 16%	76 11%	10 14%
6%-10%	399 20%lv	37 25%	45 20%	119 21%	26 22%	11 26%	161 23%zl	40 19%	37 23%l	16 25%l	7 40%	12 28%l	106 14%	21 26%l	317 20%	83 19%	193 22%zv	23 15%	32 22%	9 30%v	3 41%	9 26%	107 15%	23 34%zpqv
11%-15%	143 7%	12 8%	17 8%	40 7%	8 7%	5 12%	54 8%	15 7%	13 8%	8 12%	2 10%	3 8%	44 6%	3 4%	110 7%	33 8%	69 8%	12 8%	9 6%	2 7%	- -	3 8%	45 6%	3 4%
16%-20%	361 18%w	34 23%	42 19%	109 20%	17 15%	6 14%	138 19%	48 22%	23 15%	11 17%	*	5 13%	125 17%	10 12%	279 17%	82 19%	167 19%w	28 19%	27 18%	7 23%w	*	5 15%	120 17%	6 8%
21%-25%	168 8%a	4 3%	28 13%a	51 9%a	9 8%	1 2%	68 10%	16 7%	10 6%	7 11%	1 8%	1 1%	58 8%	7 9%	123 8%	45 11%	81 9%	8 6%	13 9%	2 7%	1 18%	1 2%	56 8%	5 7%
26%-30%	120 6%	6 4%	9 4%	40 7%	8 7%	2 5%	41 6%	14 6%	10 7%	4 7%	-	2 5%	44 6%	5 6%	89 6%	31 7%	54 6%	11 8%	8 6%	1 3%	-	2 6%	39 5%	3 5%
31%-35%	16 1%	-	2 1%	4 1%	-	3 6%	4 1%	2 1%	3 2%	-	-	*	4 1%	3 3%zfl	15 1%	1 *	5 1%	2 1%	3 2%	-	-	*	4 1%	1 2%
36%-40%	65 3%	5 3%	8 4%	16 3%	4 4%	1 2%	22 3%	7 3%	5 3%	3 4%	1 8%	4 10%zfl	21 3%	2 3%	49 3%	16 4%	28 3%	4 3%	3 2%	2 5%	1 17%	4 10%zpr v	20 3%	2 3%
41%-45%	4 *	1 *	-	3 1%	-	-	-	4 2%zfl	-	-	-	-	*	-	4 *	1 *	-	3 2%zpv	-	-	-	-	1 *	-
46%-50%	286 14%lp	15 10%	22 10%	64 12%	23 20%	3 8%	76 11%	25 11%	26 16%	5 8%	1 8%	3 7%	135 18%zf	14 17%	233 15%	52 12%	94 11%	23 15%	20 13%	3 10%	1 9%	3 9%	130 18%zp	13 18%
51%-60%	14 1%	-	5 2%zc	1 *	1 1%	-	5 1%	1 *	1 *	-	-	1 2%	6 1%	*	13 1%	1 *	5 1%	1 1%	1 1%	-	-	1 2%	6 1%	* 1%
61%-70%	8 *n	-	-	1 *	-	-	-	1 *	-	-	-	1 2%f	4 1%	2 3%zfh	4 *	4 1%nl	3 *	-	-	-	-	-	4 1%	1 2%p

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 723

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
71%-80%	8 *	1 1%	-	-	-	-	1 *	-	-	-	-	-	6 1%z	1 1%	8 1%	-	1 *	-	-	-	-	-	6 1%z	1 1%
81%-90%	4 *	-	-	-	-	-	-	-	-	-	-	-	4 1%z	-	4 *	-	-	-	-	-	-	-	4 1%z	-
91%-100%	189 9%cfp w	13 9%cfp	22 10%cf	21 4%	7 6%	7 17%	38 5%	17 8%	14 9%	6 9%	-	2 6%	109 15%zfg m	3 4%	159 10%	30 7%	53 6%	13 9%	14 10%w	3 9%	-	2 4%	103 14%zpw	1 1%
MEAN	29.86 cfp	26.80 c	29.33	23.47	28.28	32.69	24.55	28.25	29.44 f	27.18	15.80	24.90	36.59 zfg hikm	27.21	30.40	27.81	25.55	29.99	29.17	27.10	21.20	24.15	36.19 zpqru w	24.09
MEDIAN	20	19	18	19	20	16	19	18	20	19	8	13	23	18	20	18	19	18	20	19	10	15	21	13

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 724

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6	
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**	
1%-5%	246 12%h	151 13%	42 13%	52 10%	81 16%zh	3 18%	1 59%	9 12%	156 11%	64 11%	83 11%	33 11%	35 15%	29 17% il	37 16%	38 18%z	7 10%	4 27%	1 37%	- -	2 35%	
6%-10%	399 20%hi	236 20%	65 20%	98 19%	128 25%zh	3 19%	- -	18 23%	256 18%	95 16%	135 18%	71 23% il	47 20%	50 31%zi jl	56 25%	51 24%	24 34%z	1 10%	1 22%	1 51%	2 36%	
11%-15%	143 7%	92 8%	23 7%	27 5%	34 7%	1 7%	* 16%	7 8%	102 7%	35 6%	54 7%	29 9%	13 6%	11 7%	12 5%	15 7%	5 6%	2 12%	1 41%	- -	- -	
16%-20%	361 18%	229 19%	56 17%	77 15%	104 21%	5 29%	- -	11 14%	245 17%	92 16%	128 17%	65 21%	48 20%	28 17%	47 21%	44 21%	13 19%	3 19%	- -	- -	1 18%	
21%-25%	168 8%	106 9%	27 8%	35 7%	31 6%	- -	- -	12 16%zd	125 9%	47 8%	62 8%	28 9%	25 11% m	6 4%	15 6%	14 7%	1 2%	2 13%	- -	- -	- -	
26%-30%	120 6%ci	73 6%	27 8%ci	20 4%	37 7%	- -	1 25%	3 3%	80 6%	28 5%	51 7%	13 4%	15 7%	12 7%	15 7%	15 7%	6 9%	- -	- -	1 49%	- -	
31%-35%	16 1%	11 1%	1 *	5 1%	3 1%	1 6%	- -	1 2%	13 1%	2 *	6 1%	4 1%	2 1%	2 1%	1 1%	2 1%	- -	- -	- -	- -	- -	
36%-40%	65 3%	36 3%	14 4%	16 3%	17 3%	- -	- -	1 2%	47 3%	17 3%	26 4%	13 4%	4 2%	5 3%	7 3%	6 3%	4 6%	* 3%	- -	- -	- -	
41%-45%	4 *	4 *	- -	* -	- -	- -	- -	- *	4 *	* *	3 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	
46%-50%	286 14%dm no	154 13%	42 13%	90 18%za	39 8%	2 12%	- -	8 10%	240 17%zd	101 17%zk m	112 15% m	34 11%	27 11%	11 7%	19 9%	16 7%	6 9%	2 17%	- -	- -	- -	
51%-60%	14 1%	7 1%	4 1%	2 *	2 *	- -	- -	1 1%	10 1%	6 1%	4 1%	1 *	1 *	1 1%	1 1%	- -	1 2%	- -	- -	- -	- -	
61%-70%	8 *	5 *	1 *	1 *	- -	1 9%	- -	- *	7 *	1 *	6 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	
71%-80%	8 *a	1 *	1 *	5 1%za	- -	- -	- -	- -	8 1%	7 1%zj	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 724

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
81%-90%	4	*	-	3	-	-	-	-	4	3	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	1%za	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-
91%-100%	189	89	21	80	29	-	-	7	155	83	68	15	15	8	17	10	3	-	-	-	1
	9%adk	7%	6%	16%zab	6%	-	-	9%	11%zd	14%zjk	9%k	5%	7%	5%	8%	5%	4%	-	-	-	11%
MEAN	29.86	27.69	27.37	36.57zab	23.33	22.88	10.56	27.47	32.32	35.76	30.46	24.98	25.70	21.46	24.98	22.12	23.27	20.67	10.20	19.75	19.40
	adklm								zd	zjklmklm											
MEDIAN	20	20	20	20	19	16	1	17	20	24	20	17	19	11	16	18	15	15	8	10	7

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 725

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
1%-5%	246 12%dg	41 17%zd	36 17%zd	44 16%zd	161 11%	245 12%g	137 13%gj	112 10%	217 12%g	233 12%g	82 11%	203 12%g	143 12%g	93 15%zghjk lno	146 11%g	52 11%
6%-10%	399 20% d	68 28%zd	49 24%	72 26%zd	266 18%	394 20%g	225 21%gn	207 18%	370 20%zgin	376 20%	155 20%	336 20%gn	247 21%gn	137 22%gn	236 18%	91 19%
11%-15%	143 7% b	24 10%b	11 5%	14 5%	108 7%	143 7%	82 8%	84 7%	133 7%	137 7%	59 8%	124 7%	90 8%	41 7%	91 7%	38 8%
16%-20%	361 18% b	50 21%	39 19%	59 21%	254 17%	353 18%	181 17%	211 18%	324 18%	338 18%	149 19%	315 19%zei	217 18%	119 19%	229 18%	84 18%
21%-25%	168 8% b	14 6%	12 6%	15 5%	136 9%z	163 8%	75 7%	109 9%efi	149 8%	155 8%	63 8%	151 9%zefhi	110 9% f	53 8%	117 9% f	47 10% f
26%-30%	120 6% b	10 4%	18 9%a	22 8%	83 6%	119 6%	71 7%	71 6%	111 6%	114 6%	45 6%	97 6%	78 6%	39 6%	86 7%	35 7%
31%-35%	16 1% in	1 *	2 1%	2 1%	13 1%	15 1% n	7 1%	11 1% n	12 1%	13 1%	4 1%	16 1% hin	7 1%	2 *	6 *	1 *
36%-40%	65 3% b	8 3%	11 5%	8 3%	48 3%	64 3%	34 3%	36 3%	57 3%	64 3%	25 3%	52 3%	38 3%	24 4%	41 3%	10 2%
41%-45%	4 *	- -	- -	- -	4 *	4 *	* *	4 * l	4 * l	4 * l	- -	4 * l	1 *	3 * l	4 * l	- -
46%-50%	286 14%acklm	18 8%	19 9%	20 7%	242 16%zabc	284 14%klm	136 13%	177 15% ijklm	251 14%km	275 14%klm	99 13%	215 13%	150 13%	70 11%	183 14%km	71 15% m
51%-60%	14 1% el	2 1%	1 1%	* *	11 1%	12 1%	6 1%	8 1%	10 1%	14 1% el	3 *	10 1%	4 *	4 1%	7 1%	4 1%
61%-70%	8 *	- -	- -	- -	8 1%	8 *	5 *	5 *	8 *	8 *	3 *	6 *	4 *	- -	7 1%	1 *
71%-80%	8 * h	- -	- -	- -	8 1%	8 * h	5 *	4 *	5 *	7 *	4 1%	7 *	5 *	3 1%	7 1% h	2 *
81%-90%	4 * k	- -	- -	- -	4 *	4 * k	1 *	2 *	2 *	3 * k	- -	1 *	* *	- -	2 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 725
FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
	189	7	10	21	159	185	87	110	156	171	86	147	103	41	126	36
91%-100%	9%abhim	3%	5%	7%a	11%zab	9%hm	8%	10%m	9%	9%mo	11%fhiklm	9%	9%	7%	10%hnm	8%
MEAN	29.86ab cfhkml	20.06	23.61a	24.42a	32.11zab c	29.80fhk lm	28.20m	31.07zef hiklm	29.03m	29.63fhk m	30.79fhk lm	28.83m	28.50m	26.02	30.70fhi klm	28.75m
MEDIAN	20	13	19	16	20	20	17	20	20	20	18	20	20	19	19	18

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 726

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1983	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
1%-5%	246 12%g	187 12%	16 8%	4 15%	1 4%	10 13%	30 13%	74 9%	79 13%	81 16%zg	5 30%	5 10%	12 10%	19 11%	22 15%	32 10%	32 11%	22 11%	8 11%
6%-10%	399 20%fg	323 22%zf	34 18%	2 8%	3 17%	9 12%	28 13%	140 17%	135 22%	108 21%	4 27%	8 16%	30 23%	34 21%	29 20%	60 20%	47 17%	45 23%	8 10%
11%-15%	143 7%	109 7%	10 5%	6 22%	3 15%	5 6%	11 5%	65 8%	37 6%	37 7%	-	7 14%	11 8%	14 8%	11 8%	25 8%	19 7%	16 8%	6 8%
16%-20%	361 18%gi	267 18%	44 23%zf	3 12%	2 9%	13 17%	33 14%	133 17%	126 21%i	74 15%	-	5 9%	14 11%	28 17%	26 18%	65 21%gi	55 19%	40 20%	20 26%kl
21%-25%	168 8%gi	128 9%	16 9%	3 13%	1 6%	4 5%	16 7%	73 9%gi	55 9%	29 6%	1 4%	5 11%	9 7%	7 5%	11 7%	24 8%	29 10%	20 10%	7 9%
26%-30%	120 6%lm	87 6%	14 8%	1 5%	1 6%	4 6%	12 5%	46 6%	36 6%	26 5%	2 11%	2 4%	5 4%	3 2%	9 6%	17 6%	23 8%lm	12 6%	5 6%
31%-35%	16 1%	16 1%	-	-	-	*	*	7 1%	5 1%	5 1%	-	1 3%mpq	*	-	-	4 1%	-	-	-
36%-40%	65 3%	46 3%	5 3%	-	*	6 7%	9 4%	32 4%	15 2%	17 3%	-	4 7%lq	1 1%	13 8%zloq	6 4%	6 2%	13 5%	2 1%	1 2%
41%-45%	4 *	4 *	-	-	-	-	-	1 *	2 *	1 *	-	-	-	-	-	1 *	-	-	-
46%-50%	286 14%ahn	189 13%	31 16%	4 14%	2 13%	15 19%	45 20%za	120 15%	67 11%	80 16%h	4 24%	6 13%	19 15%	20 12%	12 8%	37 12%	42 15%	21 11%	10 13%
51%-60%	14 1%	10 1%	-	*	-	1 1%	3 1%	6 1%	2 *	5 1%	-	1 2%o	2 1%	1 *	1 1%	-	2 1%	-	-
61%-70%	8 *	4 *	-	-	-	2 3%zab	2 1%	3 *	1 *	3 1%	-	-	*	1 1%	1 1%	2 1%	2 1%	-	-
71%-80%	8 *	5 *	-	-	1 6%	*	2 1%	4 *	2 *	2 *	-	-	4 3%zmno pq	-	-	1 *	1 *	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 726
FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2032	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
81%-90%	4 *a	1 *	* *	- -	- -	- -	3 1%za	4 *	- -	- -	- -	- -	- -	1 1%	1 *	1 *	- -	- -	- -
91%-100%	189 9%a	123 8%	17 9%	2 9%	4 20%	8 10%	35 16%za	99 12%zhi	49 8%	36 7%	1 5%	6 13%	20 15%zp	22 14%p	15 11%	30 10%	17 6%	19 10%	10 14%
MEAN	29.86ah	28.14	30.52	28.88	42.19	34.74a	38.19z ab	33.51z hi	27.11	27.90	24.41	33.42	35.57z pq	32.89	28.76	29.58	28.33	27.64	32.96
MEDIAN	20	19	19	17	23	22	24	20	17	19	9	21	19	20	17	18	19	17	20

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 727

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
1%-5%	246 12%ad	215 11%	31 22%za	10 8%	12 7%	15 9%	26 15% d	34 24%zcd eijlmno	13 13%	20 9%	45 11%	28 17%cd o	13 13%	24 14% d	7 8%	203 12% d	153 12%	91 12%	244 12%	201 12%	45 14%	246 12%
6%-10%	399 20%ac	350 19%	49 35%za	17 13%	41 23% clmn	39 24% clmn	38 22% c	26 18%	16 17%	52 25% clmn	85 20%	37 22% c	13 13%	24 15%	11 13%	351 21% zclm	242 20%	154 20%	396 20%	338 20%	62 18%	399 20%
11%-15%	143 7% s	132 7%	11 8%	10 8%	11 6%	8 5%	10 5%	12 8%	9 9%	15 7%	29 7%	15 9%	4 4%	16 9%	4 5%	119 7%	86 7%	55 7%	141 7%	110 6%	33 10%	143 7% s
16%-20%	361 18% b	343 18%	17 12%	37 28% zfhijklmo	33 19%	33 21%	23 13%	29 20%	12 12%	34 16%	64 15%	26 15%	17 17%	28 16%	27 31% zdfhijklmo	289 17%	215 17%	138 18%	353 18%	305 18%	56 17%	361 18%
21%-25%	168 8% br	162 9% b	5 4%	8 6%	19 11%	9 6%	14 8%	9 6%	13 13%	14 7%	42 10%	10 6%	8 8%	14 8%	9 10%	138 8%	91 7%	71 9%	162 8%	141 8%	27 8%	168 8%
26%-30%	120 6% o	115 6%	5 4%	10 7%	12 7%	9 6%	13 7%	7 5%	8 8%	7 3%	16 4%	7 4%	4 4%	19 11% zijklo	10 11% zij klo	87 5%	64 5%	55 7%	119 6%	95 6%	25 8%	120 6%
31%-35%	16 1%	14 1%	1 1%	- -	- -	2 1%	2 1%	- -	- -	5 2%	3 1%	3 2%	2 2%	- -	- -	14 1%	11 1%	5 1%	16 1%	16 1%	- -	16 1%
36%-40%	65 3%	60 3%	5 4%	4 3%	2 1%	12 8% zdfjlmno	3 2%	4 3%	5 5%	8 4%	10 2%	10 6% zdf	3 3%	4 3%	1 1%	57 3%	37 3%	28 4%	65 3%	53 3%	12 4%	65 3%
41%-45%	4 *	4 *	- -	- -	- -	2 1% zjo	1 1%	- -	- -	- -	- -	* *	- -	1 *	- -	4 *	1 *	3 *	4 *	4 *	- -	4 *
46%-50%	286 14% be	276 15% zb	8 5%	27 21% zejko	27 16% e	13 8%	28 16% e	19 13%	13 13%	29 14%	53 13%	18 11%	22 23% ze gijkmo	23 14%	13 15%	227 14% e	177 14%	103 14%	280 14%	238 14%	48 14%	286 14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 727

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

		ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
51%-60%	14 1%	12 1%	2 1%	3 2%z	2 1%	2 1%	1 *	-	-	1 *	2 *	2 1%	-	-	1 1%	13 1%	9 1%	4 *	13 1%	12 1%	1 *	14 1%
61%-70%	8 *	8 *	- -	- -	1 1%	5 3%zcf ijko	- -	- -	- -	- -	- -	- -	* *	1 *	1 1%j	6 *	4 *	5 1%	8 *	5 *	3 1%	8 *
71%-80%	8 *	8 *	* *	1 1%	- -	2 1%	* *	- -	- -	- -	2 1%	- -	- -	2 1%	- -	6 *	7 1%	1 *	8 *	7 *	1 *	8 *
81%-90%	4 *	4 *	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	- -	3 *	3 *	1 *	4 *	4 *	- -	4 *
91%-100%	189 9%bc egq	181 10%b	7 5%	5 4%	14 8%	8 5%	18 10%cg	5 4%	9 9%	29 13%ce gkn	65 16%zcde gkmno	10 6%	12 12%ceg n	13 8%	3 3%	162 10%ceg	137 11%zqr	49 6%	186 9%q	169 10%zu	20 6%	189 9%
MEAN	29.86 bgkq	30.55 zb	19.75	29.11 g	29.50 g	28.07 g	29.71 g	21.83	29.95 g	32.21 gk	34.02z gko	25.48	35.13 zegkmg no	28.79	27.34	29.79g k	31.24zq r	27.50	29.82q	30.40	27.09	29.86
MEDIAN	20	20	9	19	19	18	18	15	20	19	20	19	22	19	19	20	20	18	20	20	17	20

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Table 728

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
1%-5%	246 12%a	78 10%	171 14%zac deg	220 12%a	246 12%a	187 12%	39 17%ace g	205 12%a	117 14%ae	60 14%a	19 15%	182 12%	5 8%	38 13%	21 16%	187 12%	60 14%	220 12%	26 14%
6%-10%	399 20%ap	129 16%	288 23%zac degj	371 20%a	399 20%a	335 21%zad	44 19%	356 21%zad	192 22%za dj	93 22%aj	17 13%	325 21%zn	10 16%	46 16%	18 14%	335 21%zp	65 15%	371 20%	28 15%
11%-15%	143 7%	57 7%	95 8%	132 7%	143 7%	114 7%	24 10%	125 7%	63 7%	41 10%zde	6 5%	110 7%	4 7%	23 8%	6 5%	114 7%	29 7%	132 7%	10 5%
16%-20%	361 18%	142 18%	234 19%	336 18%	361 18%	295 18%	40 18%	318 18%	155 18%	76 18%	15 12%	286 19%n	9 15%	50 17%	15 12%	295 18%	65 15%	336 18%	24 13%
21%-25%	168 8%	57 7%	112 9%	151 8%	168 8%	132 8%	16 7%	144 8%	67 8%	34 8%	11 9%	127 8%	5 8%	24 8%	13 10%	132 8%	36 9%	151 8%	17 9%
26%-30%	120 6%	52 7%	74 6%	113 6%	120 6%	96 6%	16 7%	105 6%	55 6%	20 5%	6 5%	95 6%	1 1%	18 6%	7 5%	96 6%	24 6%	113 6%	7 4%
31%-35%	16 1%	6 1%	11 1%	14 1%	16 1%	12 1%	3 1%	15 1%	5 1%	1 *	1 1%	11 1%	1 2%	3 1%	1 1%	12 1%	4 1%	14 1%	2 1%
36%-40%	65 3%	29 4%	37 3%	59 3%	65 3%	51 3%	8 3%	53 3%	29 3%	13 3%	5 4%	50 3%	1 2%	9 3%	5 4%	51 3%	14 3%	59 3%	6 3%
41%-45%	4 *	2 *	2 *	4 *	4 *	4 *	- *	4 *	- *	2 1%	- *	4 *	- *	- *	- *	4 *	- *	4 *	- *
46%-50%	286 14%bgik hi	139 17%zb cdefg hi	137 11%	254 14%bg i	286 14%bgi	211 13%b	24 11%	225 13%b	107 12%	43 10%	21 17%	201 13%	10 17%	53 18%zk	22 16%	211 13%	75 17%zo	254 14%	32 16%
51%-60%	14 7%	6 1%	7 1%	10 1%	14 1%	9 1%	* *	10 1%	6 1%	* *	2 2%i	8 1%	1 1%	2 1%	3 2%k	9 1%	5 1%	10 1%	3 2%
61%-70%	8 *	5 1%	5 *	8 *e	8 *	4 *	4 2%zabcd eg	6 *e	5 1%	1 *	1 *	4 *	- *	4 1%zk	1 *	4 *	4 1%	8 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 728

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
71%-80%	8 *ckq	2 *	3 *	5 *	8 *c	7 *c	1 *	7 *c	3 *	3 1%	1 1%	4 *	3 5%zkmn	1 *	1 *	7 *	2 *	5 *	4 2%zq
81%-90%	4 *egko	2 *	-	2 *g	4 *eg	1 *	-	1 *	*	-	1 1%zbcdegh	1 *	-	1 *	1 1%k	1 *	3 1%o	2 *	1 1%
91%-100%	189 9%bcfh q	97 12%zbc defghi	82 7%	158 9%bh	189 9%bcfh	147 9%bfh	11 5%	152 9%bh	54 6%	30 7%	20 i	137 9%	11 18%zkm	21 7%	20 15%zkm	147 9%	42 10%	158 9%	31 16%zq
MEAN	29.86bc fghikq	34.01 zbcde fghi	25.78	29.04 bfhi	29.86b cfghi	29.30b fhi	24.60	28.98b fhi	26.41	25.80	37.19zbcde fghi	28.86	40.62zkm	29.97	36.39zkm	29.30	31.98	29.04	37.70zq
MEDIAN	20	20	19	20	20	20	19	20	19	16	23	20	22	19	22	20	20	20	22

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Table 729

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
1%-5%	246 12%l	101 12%	5 11%	-	1 5%	4 18%	3 5%	-	49 14%l	20 8%	-	-	59 16%zl	3 6%
6%-10%	399 20%a	145 17%	8 17%	-	1 6%	-	15 30%	* 8%	85 25%za	54 21%	2 37%	-	79 22%	8 16%
11%-15%	143 7%	61 7%	4 10%	-	3 11%	-	5 10%	1 33%	26 8%	13 5%	-	1 53%	22 6%	6 11%
16%-20%	361 18%	156 18%	7 15%	-	5 19%	4 20%	9 18%	-	62 18%	41 16%	2 45%	1 47%	67 19%	5 11%
21%-25%	168 8%	65 8%	8 18%zahp	-	1 4%	3 13%	5 10%	-	24 7%	33 13%zahp	-	-	25 7%	5 11%
26%-30%	120 6%	44 5%	3 8%	-	2 6%	-	5 9%	-	22 7%	17 7%	-	-	23 6%	4 9%
31%-35%	16 1%	7 1%	1 1%p	-	-	-	3 7%zahlp	-	3 1%	3 1%	-	-	-	-
36%-40%	65 3%p	26 3%	2 4%	-	1 2%	1 6%	-	-	16 5%p	14 6%zp	-	-	4 1%	1 2%
41%-45%	4 *	3 *	-	-	-	-	-	-	-	-	-	-	* *	- -
46%-50%	286 14%h	136 16%h	5 12%	-	4 16%	8 38%	3 5%	1 27%	29 9%	34 13%	-	-	55 15%h	9 18%
51%-60%	14 1%	5 1%	-	-	1 5%	-	-	1 32%	2 1%	1 1%	-	-	2 1%	1 2%
61%-70%	8 *	4 *	-	-	3 14%	-	-	-	1 *	-	-	-	-	-
71%-80%	8 *	3 *	-	-	1 3%	-	-	-	3 1%	-	-	-	-	1 2%
81%-90%	4 *	3 *	-	-	-	-	-	-	1 *	-	-	-	* *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 729

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
91%-100%	189	101	2	2	2	1	3	-	19	27	1	-	24	6
	9%h	12%zhp	5%	100%	9%	4%	5%	-	6%	10%h	18%	-	7%	12%
MEAN	29.86hp	32.66zhp	26.10	100.00	41.10	33.55	24.12	37.62	24.85	31.24hp	30.73	15.78	26.17	35.32hp
MEDIAN	20	19	19	100	29	24	16	25	19	20	13	12	19	22

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 730

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
1%-5%	246 12%	1 7%	- -	15 10%	- -	- -	1 14%	- -	- -	- -	1 27%	- -	1 100%	21 20%zd
6%-10%	399 20%	2 25%	1 100%	35 23%	- -	- -	2 16%	- -	1 11%	- -	- -	5 31%	- -	29 28%z
11%-15%	143 7%	- -	- -	11 7%	- -	- -	1 8%	- -	1 11%	- -	- -	3 16%	- -	6 5%
16%-20%	361 18%	1 10%	- -	29 19%	- -	- -	1 7%	- -	1 19%	- -	2 73%	4 25%	- -	21 20%
21%-25%	168 8%	1 8%	- -	10 7%	- -	- -	1 11%	- -	1 17%	- -	- -	- -	- -	7 6%
26%-30%	120 6%p	2 16%	- -	10 6%p	- -	- -	1 15%	- -	* 7%	- -	- -	1 5%	- -	- -
31%-35%	16 1%	- -	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	2 11%	- -	1 1%
36%-40%	65 3%	2 20%	- -	6 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 3%
41%-45%	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
46%-50%	286 14%	* 5%	- -	15 10%	- -	- -	1 5%	1 100%	- -	3 100%	- -	1 5%	- -	11 11%
51%-60%	14 1%	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
61%-70%	8 *	- -	- -	- -	- -	- -	- -	- -	1 22%	- -	- -	- -	- -	- -
71%-80%	8 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%

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Table 730

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
1%-5%	246	8	-	1	-	1	19	-	1
	12%	11%	-	59%	-	25%	20%zd	-	7%
6%-10%	399	14	1	-	-	3	15	-	1
	20%	20%	49%	-	-	49%	17%	-	7%
11%-15%	143	4	-	-	-	-	8	-	2
	7%	6%	-	-	-	-	9%	-	20%
16%-20%	361	11	-	-	-	-	18	-	-
	18%	16%	-	-	-	-	20%	-	-
21%-25%	168	7	-	1	2	-	4	-	-
	8%	10%	-	41%	100%	-	4%	-	-
26%-30%	120	2	1	-	-	1	5	-	-
	6%p	3%	51%	-	-	11%	5%p	-	-
31%-35%	16	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
36%-40%	65	-	-	-	-	-	2	-	-
	3%	-	-	-	-	-	2%	-	-
41%-45%	4	-	-	-	-	-	*	-	-
	*	-	-	-	-	-	1%	-	-
46%-50%	286	15	-	-	-	-	15	-	5
	14%	21%d	-	-	-	-	17%	-	57%
51%-60%	14	2	-	-	-	1	-	-	-
	1%	2%	-	-	-	16%	-	-	-
61%-70%	8	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
71%-80%	8	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	9%

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12 Jan 2016

Table 730

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
81%-90%	4	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
91%-100%	189	1	-	22	1	2	2	-	1	-	-	1	-	3
	9%p	9%	-	14%p	100%	100%	16%	-	13%	-	-	6%	-	3%
MEAN	29.86p	30.90	10.00	31.82p	100.00	100.00	32.88	50.00	39.74	50.00	14.83	24.23	1.00	21.15
MEDIAN	20	25	10	18	100	100	22	50	22	50	7	15	1	11

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Table 730

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
81%-90%	4	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
91%-100%	189	8	-	-	-	-	5	1	-
	9%p	12%p	-	-	-	-	5%	100%	-
MEAN	29.86p	33.25p	20.27	13.12	25.00	18.87	24.69	100.00	39.36
MEDIAN	20	19	11	5	25	8	19	100	25

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Table 731

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?
BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1983	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
1%-5%	246 12%	130 11%	117 14% ^c	38 9%	3 8%	1 11%	1 13%	3 7%	-	33 14%	15 8%	-	-	35 15% ^{ac}	2 7%	64 15% ^{acn}	7 18%
6%-10%	399 20%	240 20% ^c	160 19%	70 17%	4 13%	1 8%	-	7 21%	*	61 25% ^{zc}	38 21%	1 32%	-	55 24% ^c	2 7%	101 23% ^c	9 23%
11%-15%	143 7%	88 7%	54 6%	33 8%	4 10%	1 6%	-	3 8%	-	19 8%	10 6%	-	1 100%	14 6%	4 17%	28 6%	-
16%-20%	361 18%	218 18%	143 17%	87 21%	5 14%	2 21%	2 26%	6 17%	-	42 17%	28 16%	2 68%	-	41 18%	3 14%	76 17%	9 22%
21%-25%	168 8%	107 9%	62 7%	33 8%	8 23% ^{zabcjrt}	-	-	5 15%	-	19 8%	24 14% ^{zabct}	-	-	16 7%	2 8%	31 7%	3 6%
26%-30%	120 6% ^b	83 7% ^{zb}	37 4%	22 5%	2 6%	-	-	4 12%	-	21 9% ^b	16 9% ^b	-	-	16 7%	2 7%	38 9% ^{zb}	4 9%
31%-35%	16 1%	8 1%	8 1%	4 1%	-	-	-	1 3%	-	-	3 1%	-	-	-	-	1 *	-
36%-40%	65 3%	40 3% ^r	25 3%	13 3%	2 5%	1 6%	1 9%	-	-	10 4%	11 6% ^r	-	-	2 1%	1 4%	14 3% ^r	1 1%
41%-45%	4 *	3 *	1 *	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	286 14% ^{jt}	154 13% ^{jt}	131 16% ^{jt}	69 16% ^{ajt}	5 16%	3 33%	4 52%	3 8%	-	17 7%	21 12%	-	-	29 13%	4 15%	43 10%	3 8%
51%-60%	14 1%	6 1%	8 1%	1 *	-	* 4%	-	-	1 80%	1 *	1 *	-	-	2 1%	-	3 1%	* 1%
61%-70%	8 *	4 *	4 1%	2 1%	-	1 6%	-	-	-	1 *	-	-	-	-	-	2 *	1 1%
71%-80%	8 *	4 *	4 1%	2 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	-
81%-90%	4 *	1 *	3 *	-	-	-	-	-	-	1 *	-	-	-	* *	-	* *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 731

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundles (u)
Weighted Base	2032	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
91%-100%	189 9%	106 9%	84 10%	46 11%	1 4%	1 6%	- -	3 8%	- -	16 7%	14 8%	- -	- -	19 8%	5 22%	37 9%	4 10%
MEAN	29.86j	29.31j	30.63j	32.51ajrt	27.73	36.78	35.70	27.76	50.06	25.18	29.14	16.80	12.00	26.83	40.58	27.21	27.28
MEDIAN	20	19	20	19	21	35	40	19	29	16	20	13	12	16	23	17	14

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Table 732

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
1%-5%	246 12%gr	31 17%	27 16%	16 32%za b	74 12%	52 11%	18 12%	126 9%	120 19%zg	169 13%	41 11%	21 25%zl	29 11%	81 12%	111 22%zm	54 25%zm	89 24%zm	99 27%zmn	54 9%	104 22%zr	61 26%zr	83 22%zr	92 24%zr
6%-10%	399 20%bg j	26 14%	21 13%	10 21%	129 20%	103 22%	33 22%	240 17%	159 25%zg	318 24%zj	41 11%	13 15%	67 25%	131 20%	175 35%zm	75 35%zm	136 37%zm	141 38%zm	103 18%	174 37%zr	88 38%zr	144 38%zr	143 38%zr
11%-15%	143 7%	13 7%	15 9%	2 4%	38 6%	24 5%	10 7%	104 7%	39 6%	98 7%	23 6%	7 9%	30 11%z	49 7%	41 8%	22 10%q	26 7%	23 6%	41 7%	39 8%	21 9%	29 8%	29 8%
16%-20%	361 18%mn oq	36 20%	34 21%	7 14%	110 17%	81 17%	26 17%	243 17%	118 18%	247 19%	67 17%	19 23%	38 14%	100 15%	71 14%	24 11%	53 15%	47 13%	97 17%	78 17%	31 13%	62 17%	62 16%
21%-25%	168 8%pq suv	22 12%	16 10%	6 11%	66 10%	47 10%	14 9%	126 9%	42 7%	103 8%	37 10%	4 5%	23 9%	46 7%q	31 6%q	13 6%	16 4%	14 4%	40 7%u	22 5%	11 5%	16 4%	20 5%
26%-30%	120 6%no psuv	18 10%z	18 11%z	1 3%	38 6%	26 5%	7 5%	87 6%	33 5%	79 6%	29 8%	3 3%	18 7%	45 7%nopq	16 3%	5 3%	10 3%	13 4%	36 6%su	14 3%v	7 3%	10 3%	6 2%
31%-35%	16 1%h	3 2%	3 2%	1 2%	6 1%	3 1%	1 1%	15 1%	1 *	10 1%	1 *	- -	- -	7 1%	4 1%	2 1%	1 *	3 1%	8 1%	3 1%	2 1%	2 *	2 1%
36%-40%	65 3%ns	7 4%	5 3%	4 9%	20 3%	18 4%	6 4%	51 4%	14 2%	40 3%	14 4%	2 3%	9 3%	23 3%n	7 1%	5 2%	7 2%	6 2%	14 3%	5 1%	2 1%	8 2%sv	4 1%
41%-45%	4 *	- -	- -	- -	- -	2 *	- -	4 *	1 *	3 *	1 *	- -	2 1%	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -
46%-50%	286 14%ah nopqst uv	13 7%	15 9%	2 4%	89 14%	67 14%	24 16%	216 16%zh	69 11%	158 12%	67 17%l	12 15%	30 11%	105 16%nopq	17 4%	5 2%	11 3%	11 3%	103 18%zstu v	11 2%	3 1%	10 3%	9 2%
51%-60%	14 1%	1 *	1 1%	- -	3 1%	3 1%	- -	10 1%	4 1%	8 1%	1 *	* 1%	- -	6 1%	2 *	- -	1 *	2 *	4 1%	1 *	- -	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 732

FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?

BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
61%-70%	8 *	-	-	-	1	-	1	7	1	5	3	-	1	2	2	-	-	2	1	1	-	-	2
		-	-	-	*	-	1%	1%	*	*	1%	-	1%	*	*	-	-	1%	*	*	-	-	1%
71%-80%	8 *	-	-	-	2	1	-	7	1	3	2	-	3	2	-	-	*	*	2	-	-	-	*
		-	-	-	*	*	-	1%	*	*	*	-	1%	*	-	-	*	*	*	-	-	-	*
81%-90%	4 *	-	-	-	1	1	-	3	1	1	1	-	-	1	-	-	-	-	*	-	-	-	-
		-	-	-	*	*	-	*	*	*	*	-	-	*	-	-	-	-	*	-	-	-	-
91%-100%	189 9%h in opqst uv	11	11	-	61	42	10	150	39	79	57	2	18	72	18	9	14	8	64	13	8	11	7
		6%	7%	-	10%	9%	6%	11%zh	6%	6%	15%zi	3%	7%	11%nopq	4%q	4%q	4%q	2%	11%stuv	3%	3%	3%	2%
MEAN	29.86 achikc nopqs tuv	25.19	26.05	16.10	30.08	29.65	27.63	32.62z	23.88	25.68	36.93z	21.77	26.70	31.40n	17.49	17.08	16.70	15.24	32.90z	15.99	15.46	16.13	15.03
			c					h			i			opq	q				stuv				
MEDIAN	20	18	18	9	19	18	18	20	17	19	24	15	16	19	9	9	9	9	20	9	9	9	9

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 733

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	1331	680	651	1	18	99	164	195	279	313	262	19	263	474	575	344	401	244	342	310	652	313
Weighted Base	1338	637	700	1**	20**	113*	173	228	260	296	247	21**	286	488	542	417	361	259	301	267	657	357
[6] Certain to	111 8%in	46 7%	65 9%	1 100%	3 15%	19 17%zgh ijmn	26 15%zghi jmn	18 8%	14 5%	12 4%	19 8%	4 20%	45 16%zghi jmn	32 6%	31 6%	43 10%	30 8%	20 8%	18 6%	23 8%	52 8%	33 9%
[5] Very likely	193 14%jn	85 13%	108 15%	- -	5 26%	33 29%zhi jmn	32 18%jn	41 18%jn	36 14%jn	35 12%jn	11 5%	5 24%	64 23%zfh ijmn	77 16%jn	46 9%j	61 15%	63 17%	31 12%	39 13%	47 18%	92 14%	44 12%
[4] Fairly likely	210 16%jn	105 16%	105 15%	- -	2 12%	20 17%	30 17%	44 19%jn	51 20%ijn	37 12%	26 11%	2 12%	50 17%jn	95 19%zij n	63 12%	72 17%	48 13%	46 18%	44 14%	42 16%	102 16%	57 16%
[3] Fairly unlikely	241 18%jn	119 19%	121 17%	- -	6 32%	20 17%	36 21%j	50 22%j	45 17%	52 18%	31 13%	6 30%	56 19%	95 19%j	83 15%	67 16%	75 21%	41 16%	59 20%	52 19%	122 19%	58 16%
[2] Very unlikely	202 15%efl rs	110 17%z	92 13%	- -	1 4%	7 6%	13 8%	29 13%	56 21%zef gilm	66 22%zef gijn	30 12%	1 4%	20 7%	84 17%efg l	96 18%ze fjl	77 18%r	51 14%	44 17%r	30 10%	29 11%	99 15%	64 18%ss
[1] Certain not to	355 27%egh lm	162 25%	193 28%	- -	1 7%	13 11%	35 20%	42 18%	54 21%	90 31%efg hilm	120 49%zefg hilmn	1 6%	48 17%	95 19%	211 39%ze fghilm	94 23%	91 25%	67 26%	102 34%zo p	64 24%	175 27%	101 28%
MEAN	3.01ij nr	2.97	3.05	6.00	3.96	3.99zf ghijlm n	3.51zh ijmn	3.30zi jn	3.00ij n	2.64jn	2.30	4.07	3.70zf ghijmn	3.14hi jn	2.49j	3.14r	3.08r	2.96	2.80	3.18	2.99	2.93
Don't know	27 2%u	10 2%	17 2%	- -	1 4%	3 3%	1 1%	5 2%	5 2%	3 1%	9 4%	1 3%	4 1%	10 2%	12 2%l	4 1%	5 1%	9 4%o	9 3%	11 4%zu	15 2%u	1 *
Likely [NET]	304 23%ijn	131 21%	173 25%	1 100%	8 41%	52 46%zgh ijmn	58 33%zhi jmn	59 26%ijn	50 19%j	47 16%	30 12%	9 44%	109 38%zgh ijmn	108 22%ijn	77 14%	103 25%	92 26%	51 20%	57 19%	70 26%	144 22%	77 21%
Neutral [NET]	451 34%jn	225 35%	226 32%	- -	9 44%	39 35%j	66 38%jn	94 41%zij n	96 37%jn	89 30%	57 23%	9 42%	105 37%jn	190 39%zij n	146 27%	139 33%	122 34%	87 34%	102 34%	94 35%	224 34%	115 32%
Unlikely [NET]	556 42%efg lms	271 43%	285 41%	- -	2 11%	19 17%	48 28%	70 31%e	109 42%efg lm	157 53%zef ghilm	150 61%zef ghilm	2 10%	68 24%	180 37%egl	307 57%ze fghilm	171 41%	142 39%	111 43%	132 44%	93 35%	274 42%	165 46%ss

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 734

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	1331	65	103	293	69	16	345	116	85	46	6	32	633	68	1093	238	427	92	81	24	4	28	619	56
Weighted Base	1338	82*	124*	321	74*	19**	388	139*	93*	45*	5**	28**	583	57*	1062	275	484	101*	90*	20**	2**	24**	570	46*
[6] Certain to	111 8%lv	6 8%	11 9%	41 13%z	4 5%	2 8%	41 11%l	17 13%l	6 6%	1 2%	3 52%	3 12%	34 6%	6 11%	82 8%	29 11%	52 11%zv	14 14%v	6 7%	- -	- -	3 11%	32 6%	4 9%
[5] Very likely	193 14%ln v	22 27%z	18 15%	66 21%z	14 20%	2 10%	75 19%zl	31 23%zl	16 18%l	7 16%	* 8%	6 22%	50 9%	6 11%	142 13%	51 19%	98 20%zv	18 17%v	15 16%	1 4%	* 17%	3 14%	51 9%	7 15%
[4] Fairly likely	210 16%lv	9 11%	24 20%	57 18%	12 17%	3 15%	68 18%	22 16%	15 17%	9 20%	1 27%	4 14%	79 13%	11 20%	169 16%	41 15%	83 17%	16 16%	15 17%	6 28%	1 55%	3 15%	76 13%	9 19%
[3] Fairly unlikely	241 18%lv	12 14%	32 26%z	65 20%	19 26%	2 8%	85 22%zl	24 17%	21 23%	8 17%	- -	5 18%	90 15%	8 14%	196 18%	44 16%	99 20%	22 22%	15 17%	5 23%	- -	5 20%	89 16%	6 12%
[2] Very unlikely	202 15%g	11 14%	16 13%	36 11%	6 8%	8 45%	53 14%	11 8%	15 16%	4 10%	- -	6 23%	107 18%zg	6 10%	163 15%	39 14%	60 12%	9 9%	20 22%pq	2 12%	- -	6 26%	100 18%zp	4 8%
[1] Certain not to	355 27%bc fp	22 26%	17 14%	51 16%	16 22%	2 9%	61 16%	29 21%	18 19%	16 35%f	1 13%	3 9%	211 36%zf gh	17 29%f	291 27%	64 23%	84 17%	21 21%	17 18%	6 30%	1 28%	3 11%	209 37%zp qr	14 31%p
MEAN	3.01l nv	3.21	3.36z	3.55z	3.21	2.99	3.44z il	3.50z il	3.17l	2.77	4.72	3.53	2.56	3.06l	2.96 n	3.24z n	3.44z v	3.40z v	3.11v	2.63	3.32	3.28	2.56	3.06
Don't know	27 2%	-	4 4%	4 1%	1 2%	1 4%	5 1%	3 2%	2 2%	* 1%	- -	1 2%	13 2%	3 5%	20 2%	7 3%	7 1%	1 1%	2 2%	* 2%	- -	1 3%	13 2%	3 6%p
Likely [NET]	304 23%ln v	28 35%z	29 24%	107 34%z	18 25%	4 19%	116 30%zl	49 35%zi	22 24%l	8 18%	3 60%	9 34%	84 14%	12 22%	224 21%	80 29%zn	151 31%zv	31 31%v	21 23%	1 4%	* 17%	6 25%	83 15%	11 24%
Neutral [NET]	451 34%lv	20 25%	57 46%za	122 38%	32 43%	4 23%	153 39%zl	47 34%	36 39%	17 37%	1 27%	9 32%	168 29%	19 34%	365 34%	85 31%	183 38%v	38 38%	30 34%	10 51%	1 55%	8 35%	165 29%	14 31%
Unlikely [NET]	556 42%bc fgpq	33 40%	34 27%	87 27%	22 30%	10 53%	113 29%	40 29%	32 35%	20 44%	1 13%	9 32%	318 55%zf ghm	23 40%	453 43%	103 37%	144 30%	31 30%	36 41%	9 42%	1 28%	9 37%	309 54%zp qr	18 39%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 735

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	1331	728	208	394	263	5	2	45	1030	465	487	182	98	96	123	94	45	9	1	1	4
Weighted Base	1338	743	212	381	281	5**	1**	50*	1015	453	480	194	112*	96*	127	105*	49*	6**	1**	1**	4**
[6] Certain to	111 8%h	62 8%	24 11%	26 7%	42 15%zh	2 42%	-	5 9%	66 6%	29 6%	32 7%	22 11%	11 10%	16 17%zi	15 12%	18 17%z	8 17%	1 14%	-	1 100%	-
[5] Very likely	193 14%ch i	125 17%zc	30 14%	38 10%	65 23%zh	* 10%	-	6 12%	123 12%	43 9%	72 15%i	38 20%i	22 20%i	17 18%i	27 21%z	26 25%z	10 21%	-	1 100%	-	2 46%
[4] Fairly likely	210 16%	126 17%	35 16%	49 13%	47 17%	-	1 100%	6 11%	159 16%	61 13%	83 17%	30 16%	20 17%	16 17%	20 16%	21 20%	6 11%	3 48%	-	-	1 22%
[3] Fairly unlikely	241 18%cd	146 20%	39 19%	55 15%	52 19%	-	-	7 14%	182 18%	76 17%	90 19%	35 18%	21 19%	19 19%	31 25%o	12 11%	12 25%	-	-	-	-
[2] Very unlikely	202 15%cdn o	118 16%	26 12%	57 15%	19 7%	1 22%	-	14 29%zd	168 17%zd	67 15%	81 17%	29 15%	16 15%	8 8%	8 7%	6 6%	3 7%	1 9%	-	-	-
[1] Certain not to	355 27%ad klm	149 20%	55 26%	150 39%zab	50 18%	1 26%	-	13 25%	297 29%zd	171 38%zj	111 23%	34 17%	19 17%	18 19%	22 17%	18 18%	8 17%	2 29%	-	-	1 31%
MEAN	3.01c hi	3.20z c	3.14c	2.59	3.67zgh	3.74	4.00	2.83	2.84	2.61	3.04i	3.41z ij	3.40z i	3.57z ij	3.53z	3.83z	3.64z	3.23	5.00	6.00	3.52
Don't know	27 2%	18 2%	2 1%	6 2%	7 2%	-	-	-	20 2%	6 1%	11 2%	6 3%	2 2%	2 2%	4 3%	3 3%	* 1%	-	-	-	-
Likely [NET]	304 23%ch i	186 25%zc	54 25%c	64 17%	107 38%zgh	2 53%	-	10 21%	189 19%	72 16%	104 22%i	60 31%zi	33 30%i	33 35%zi	42 33%z	44 42%z	19 38%z	1 14%	1 100%	1 100%	2 46%
Neutral [NET]	451 34%cd	272 37%zc	74 35%	104 27%	99 35%	-	1 100%	13 25%	341 34%	136 30%	173 36%	65 34%	41 37%	35 36%	51 40%	33 32%	18 36%	3 48%	-	-	1 22%
Unlikely [NET]	556 42%ad kmnop	267 36%	82 39%	207 54%zab	69 24%	2 47%	-	27 54%cd	465 46%zd	238 53%zj	192 40%lm	63 32%	35 31%	27 28%	30 24%	25 23%	12 24%	2 38%	-	-	1 31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 736

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1331	133	104	146	1058	1309	650	803	1138	1259	470	1044	700	312	830	249
Weighted Base	1338	139	109*	152	1049	1317	657	808	1170	1266	498	1069	735	356	867	279
[6] Certain to	111 8% _d	23 17% _{zd}	18 16% _{zd}	20 13% _{zd}	68 6%	109 8%	68 10% _{zeik}	63 8%	101 9%	106 8%	47 9%	88 8%	76 10% _{zeghi} k	49 14% _{zeghi} kln	77 9%	34 12% _{zegik}
[5] Very likely	193 14% _d	32 23% _{zd}	24 22% _{zd}	35 23% _{zd}	129 12%	189 14%	105 16%	108 13%	184 16% _{zegin}	183 14%	86 17% _{gn}	159 15%	124 17% _{zegik} n	69 19% _{zegik} n	119 14%	49 17%
[4] Fairly likely	210 16% _g	29 21%	17 16%	25 16%	160 15%	207 16% _g	120 18% _{zeghi} n	104 13%	182 16% _g	196 15% _g	77 16%	183 17% _{zeghi} n	127 17% _{gn}	51 14%	128 15%	40 14%
[3] Fairly unlikely	241 18%	25 18%	19 17%	27 18%	185 18%	235 18%	117 18%	145 18%	224 19% _{ze}	232 18%	87 17%	212 20% _{zein}	151 21% _{zeimn}	57 16%	154 18%	53 19%
[2] Very unlikely	202 15% _{ac}	5 3%	9 9%	11 7%	183 17% _{zabc}	200 15%	90 14%	132 16% _l	180 15%	189 15%	71 14%	169 16% _l	99 14%	43 12%	142 16% _{flm}	51 18% _{lm}
[1] Certain not to	355 27% _{afhk} lo	20 15%	21 19%	31 20%	304 29% _{zac}	351 27% _{fhklo}	145 22%	241 30% _{zefhi} jklmno	278 24% _{klo}	336 27% _{fhklo}	126 25% _{lo}	239 22% _{lo}	146 20%	81 23% _o	233 27% _{fhklo}	47 17%
MEAN	3.01 _d g	3.88 _{zd}	3.64 _{zd}	3.56 _{zd}	2.84	3.01 _g	3.24 _{zegh} ikn	2.87	3.10 _{zegi} n	3.01 _g	3.13 _{gn}	3.11 _{zegi} n	3.29 _{zegh} ijkn	3.38 _{zegh} ijkn	2.99 _g	3.34 _{zeghikn}
Don't know	27 2% _j	5 4%	1 1%	2 2%	20 2%	26 2% _j	12 2% _j	15 2% _j	21 2% _j	25 2% _j	4 1%	20 2% _j	11 2%	7 2%	14 2%	5 2%
Likely [NET]	304 23% _d	55 39% _{zd}	42 39% _{zd}	56 37% _{zd}	197 19%	299 23%	173 26% _{zegik} n	171 21%	285 24% _{zegi}	288 23%	133 27% _{zegik} n	247 23%	200 27% _{zeghi} kn	118 33% _{zefgh} ijkln	195 23%	82 30% _{zegikn}
Neutral [NET]	451 34% _g	54 39%	36 33%	52 34%	345 33%	442 34% _g	236 36% _{gmn}	249 31%	406 35% _g	428 34% _g	164 33%	394 37% _{zeghi} mn	278 38% _{zeghi} jmn	107 30%	282 33%	93 33%
Unlikely [NET]	556 42% _{abcf} hklimo	25 18%	30 27%	42 28%	487 46% _{zabc}	550 42% _{fhklm} o	235 36%	373 46% _{zefhi} jklmo	457 39% _{fl}	525 41% _{fhklm} o	197 40% _l	408 38% _l	245 33%	123 35%	375 43% _{fhklm} o	98 35%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 737

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1331	873	162	18	14	63	201	632	276	354	9	38	97	125	111	208	149	91	31
Weighted Base	1338	922	146	16**	15**	60*	179	608	342	317	11**	36*	88*	123	103*	208	159	116*	43**
[6] Certain to	111 8%g	86 9%	9 6%	2 15%	1 9%	3 5%	9 5%	37 6%	35 10%g	34 11%g	1 5%	4 11%	6 7%	8 7%	5 5%	20 10%	16 10%	14 12%	2 4%
[5] Very likely	193 14%fg	163 18%zbf	15 10%	- -	- -	5 9%	10 5%	59 10%	76 22%zgi	46 14%g	2 21%	3 8%	7 8%	16 13%	13 13%	34 16%	34 21%zl	14 12%	8 18%
[4] Fairly likely	210 16%f	162 18%zf	19 13%	1 8%	4 28%	4 7%	19 11%	93 15%	57 17%	48 15%	1 11%	3 7%	17 19%	18 15%	18 17%	30 15%	26 16%	12 11%	7 15%
[3] Fairly unlikely	241 18%f	177 19%f	33 23%f	3 22%	- -	14 23%f	13 7%	99 16%	73 21%	57 18%	2 15%	6 16%	13 15%	19 15%	18 18%	45 22%	22 14%	29 25%	12 29%
[2] Very unlikely	202 15%h	134 15%	27 18%	2 14%	2 13%	14 23%	23 13%	119 19%zhi	30 9%	43 14%	- -	9 26%l	6 7%	17 14%	15 14%	34 16%l	27 17%l	24 21%l	4 10%
[1] Certain not to	355 27%ah	185 20%	39 27%	6 41%	8 50%	18 30%	99 55%zab	188 31%zh	65 19%	81 26%	5 48%	11 30%	38 44%zop	43 35%zop	34 33%opq	44 21%	31 20%	21 18%	10 24%
MEAN	3.01efgl	3.27zbef	2.80f	2.56	2.42	2.56	2.11	2.71	3.46zg	3.11g	2.73	2.70	2.62	2.76	2.75	3.18lm n	3.33zl mn	3.15l	3.06
Don't know	27 2%	16 2%	4 2%	- -	- -	2 3%	6 3%	14 2%	5 2%	8 2%	- -	* 1%	* 1%	1 1%	- -	1 1%	2 1%	1 1%	- -
Likely [NET]	304 23%fg	249 27%zbf	24 17%	2 15%	1 9%	8 14%	19 11%	96 16%	111 33%zg	80 25%g	3 26%	7 19%	13 15%	25 20%	18 18%	54 26%	50 31%zln	28 24%	9 22%
Neutral [NET]	451 34%f	339 37%zf	52 36%f	5 30%	4 28%	18 31%	32 18%	192 32%	130 38%	105 33%	3 26%	8 23%	30 34%	37 30%	36 35%	76 36%	49 31%	42 36%	19 44%
Unlikely [NET]	556 42%ah	319 35%	66 45%a	9 55%	10 63%	31 53%a	122 68%zab	306 50%zhi	95 28%	124 39%h	5 48%	20 57%op	45 51%op	61 49%	49 48%	77 37%	58 37%	45 39%	15 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 738

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)	
Unweighted Base	1331	1221	107	123	128	131	122	94	41	92	192	122	99	131	56	1045	857	459	1316	1150	181	1331	
Weighted Base	1338	1255	79*	94	113	115	127	103*	56*	127*	274	102	66*	105	56*	1110	841	482	1322	1140	197	1338	
[6] Certain to	111 8%fkp s	105 8%	6 8%	5 6%fk	11 10%fk	19 16%zcf kmo	-	9 9%fk	6 11%fk	19 15%zcf kmo	25 9%fk	-	8 12%fk	4 4%fk	4 7%fk	95 9%fk	59 7%	52 11%zpr	111 8%p	87 8%	25 12% s	111 8% s	
[5] Very likely	193 14%cf	174 14%	18 23%za	8 8%	14 12%	20 17% f	9 7%	30 29%zcd fhijlo	6 12%	16 12%	38 14%	20 20% cfl	6 9%	18 17% cf	10 18% f	159 14% cf	118 14%	75 16%	193 15%	166 15%	27 14%	193 14%	
[4] Fairly likely	210 16%	195 16%	15 19%	21 22% de jl	13 12%	11 10%	22 18%	14 14%	9 16%	22 17%	34 13%	28 27% zde gijlo	6 9%	20 19% el	9 16%	175 16%	133 16%	75 15%	208 16%	188 16%	22 11%	210 16%	
[3] Fairly unlikely	241 18%pr	225 18%	15 19%	21 22%	20 18%	15 13%	33 26% ze ijlo	19 18%	14 25%	16 13%	43 16%	24 24% ei	10 14%	18 17%	9 16%	204 18%	128 15%	107 22% zpr	234 18% p	198 17%	42 22%	241 18%	
[2] Very unlikely	202 15%b	196 16% b	5 6%	13 13%	19 17%	14 12%	17 13%	13 13%	3 6%	23 18%	48 17%	12 12%	14 22% h	15 14%	10 18%	163 15%	124 15%	74 15%	199 15%	164 14%	38 19%	202 15%	
[1] Certain not to	355 27%kq t	335 27%	17 21%	25 26% k	32 28% k	37 32% gk	36 29% k	18 18%	17 30% k	32 25% k	83 30% gk	10 10%	23 34% gk	29 28% k	14 25% k	289 26% k	264 31% zqr	87 18%	351 27% q	318 28% ztu	36 18%	355 27% t	
MEAN	3.01f p	2.99	3.42z a	2.90	2.93	3.16f	2.57	3.49z cd fjlmno	3.07	3.19f	2.90	3.37z cd fjlmno	2.72	2.96	3.05f	3.04f	2.87	3.28zpr	3.02p	2.98	3.21	3.01	
Don't know	27 2%	23 2%	3 4%	2 2%	3 3%	1 1%	10 8% zeg ijlmno	-	-	-	2 1%	6 6% zeg ijlo	-	2 2%	-	25 2%	15 2%	12 2%	27 2%	20 2%	7 3%	27 2%	
Likely [NET]	304 23%cf	279 22%	25 31%	13 14%	25 22% f	38 33% zcf kmo	9 7%	38 37% zcd fjklmo	13 23% f	35 27% cf	63 23% f	20 20% f	14 21% f	22 21% f	14 25% f	255 23% cf	177 21%	127 26% zpr	304 23% p	252 22%	52 26%	304 23%	
Neutral [NET]	451 34%el p	420 33%	30 38%	42 44% zcd ejilo	33 30%	26 22%	55 43% zcd ejlo	33 32%	23 41% e	38 30%	78 28%	52 51% zcd egijlmno	16 24%	38 36% e	18 32%	379 34% el	261 31%	181 38% zpr	442 33% p	386 34%	65 33%	451 34%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 738
FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you
be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

Weighted Base
Unlikely [NET]

TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
1338	1255	79*	94	113	115	127	103*	56*	127*	274	102	66*	105	56*	1110	841	482	1322	1140	197	1338
556	532	21	37	51	51	53	32	20	54	131	23	37	44	24	452	388	161	549	482	74	556
42%bg kq	42%b	27%	40%k	45%gk	44%k	42%k	31%	36%	43%k	48%gko	22%	56%zc ghkmo	41%k	43%k	41%k	46%zqr	33%	42%q	42%	38%	42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 739

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1331	603	684	1156	1331	992	124	1055	505	226	114	943	49	213	126	992	339	1156	175
Weighted Base	1338	590	721	1183	1338	1029	135	1090	530	257	103*	986	43*	197	111	1029	309	1183	155
[6] Certain to	111 8%a	27 5%	83 12%zacdeg	101 9%a	111 8%a	90 9%a	15 11%a	96 9%a	52 10%a	33 13%zacdeg	10 10%a	90 9%l	-	11 6%	10 9%l	90 9%	21 7%	101 9%	10 7%
[5] Very likely	193 14%ajmnp r	52 9%	147 20%zacdegj	184 16%zadj	193 14%aj	167 16%zadj	18 14%	175 16%zadj	96 18%zadj	51 20%zadj	7 6%	165 17%zlmn	2 5%	19 10%	7 6%	167 16%zpj	26 8%	184 16%zr	9 6%
[4] Fairly likely	210 16%	90 15%	124 17%	191 16%	210 16%	168 16%	26 20%	182 17%	100 19%zd	39 15%	11 11%	161 16%	7 16%	30 15%	12 11%	168 16%	42 13%	191 16%	19 12%
[3] Fairly unlikely	241 18%ajnr	112 19%j	137 19%j	227 19%zjd	241 18%j	190 18%j	21 16%	205 19%j	87 16%j	43 17%	9 8%	186 19%n	4 9%	41 21%n	9 8%	190 18%	50 16%	227 19%zr	13 9%
[2] Very unlikely	202 15%bpj	120 20%zbcdeg j	90 12%	183 15%b	202 15%b	166 16%b	17 13%	170 16%b	80 15%	40 16%	11 10%	159 16%	7 16%	24 12%	12 11%	166 16%	36 12%	183 15%	19 12%
[1] Certain not to	355 27%bcegh hikoq	181 31%zbcdeg hi	124 17%	275 23%bghi	355 27%bceghi	229 22%bh	27 20%	242 22%bh	101 19%	48 19%	51 50%zabcde ghi	205 21%	23 54%zkm	70 35%zk	56 50%zkm	229 22%	126 41%zo	275 23%	79 51%zq
MEAN	3.01ajl mnpr	2.65	3.47zacdeg hj	3.11z adj	3.01aj dj	3.15za dj	3.28aj	3.16za dj	3.32z acdeg j	3.42z acdeg j	2.42	3.20zlmn	2.02	2.67l	2.37	3.15zp	2.56	3.11zr	2.27
Don't know	27 2%	8 1%	16 2%	22 2%	27 2%	19 2%	10 7%zabcdeg hi	21 2%	12 2%	3 1%	4 4%	19 2%	-	3 2%	5 4%	19 2%	8 3%	22 2%	5 3%
Likely [NET]	304 23%almp r	79 13%	230 32%zacdeg hj	285 24%zad	304 23%a	257 25%zad	33 24%a	271 25%zad	149 28%zacd j	84 33%zacd degj	17 17%	255 26%zlmn	2 5%	30 15%	17 15%	257 25%zpj	47 15%	285 24%zr	19 12%
Neutral [NET]	451 34%ajnrj	203 34%j	261 36%j	418 35%zjd	451 34%j	358 35%j	48 35%j	387 36%zjd	188 35%j	82 32%j	20 19%	348 35%n	11 25%	71 36%n	21 19%	358 35%	92 30%	418 35%zr	32 21%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 739

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	1338	590	721	1183	1338	1029	135	1090	530	257	103*	986	43*	197	111	1029	309	1183	155
Unlikely [NET]	556	300	214	458	556	395	45	411	181	88	62	364	30	94	68	395	162	458	98
	42%bceghikoq	51%zbcdefghi	30%	39%bh	42%bceghi	38%bh	33%	38%bh	34%b	34%	60%zbcdefghi	37%	70%zkm	47%k	61%zkm	38%	52%zo	39%	64%zq

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Table 740

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1331	580	28	1	27	18	30	2	199	194	3	2	202	39
Weighted Base	1338	601	27**	2**	20**	16**	36**	2**	194	186	4**	2**	205	38*
[6] Certain to	111	37	4	-	3	2	4	-	25	17	-	-	20	-
8%a		6%	13%	-	17%	10%	10%	-	13%zaq	9%	-	-	10%	-
[5] Very likely	193	84	5	-	1	*	7	-	43	28	-	-	21	2
14%		14%	17%	-	5%	3%	21%	-	22%zapq	15%	-	-	10%	6%
[4] Fairly likely	210	95	4	-	-	2	5	-	31	25	1	-	43	3
16%		16%	17%	-	-	11%	15%	-	16%	13%	20%	-	21%z	8%
[3] Fairly unlikely	241	103	6	-	4	2	5	1	28	41	2	1	38	9
18%		17%	22%	-	19%	11%	14%	50%	14%	22%	57%	53%	18%	24%
[2] Very unlikely	202	90	1	-	1	3	7	1	28	30	-	1	29	9
15%		15%	5%	-	3%	16%	20%	50%	15%	16%	-	47%	14%	24%
[1] Certain not to	355	181	5	2	11	8	7	-	35	42	1	-	48	14
27%h		30%zh	17%	100%	55%	50%	20%	-	18%	23%	23%	-	23%	35%h
MEAN	3.01aq	2.87q	3.55	1.00	2.47	2.31	3.28	2.50	3.49zalpq	3.09q	2.75	2.53	3.11q	2.22
Don't know	27	10	3	-	-	-	-	-	4	3	-	-	5	1
2%		2%	9%	-	-	-	-	-	2%	1%	-	-	2%	3%
Likely [NET]	304	121	8	-	4	2	11	-	68	45	-	-	42	2
23%q		20%q	30%	-	22%	13%	31%	-	35%zalpq	24%q	-	-	20%q	6%
Neutral [NET]	451	198	11	-	4	4	10	1	59	66	3	1	81	12
34%		33%	39%	-	19%	22%	29%	50%	30%	35%	77%	53%	40%	31%
Unlikely [NET]	556	272	6	2	12	11	14	1	63	73	1	1	77	23
42%h		45%zh	22%	100%	59%	66%	40%	50%	33%	39%	23%	47%	38%	59%zhlp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 741

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)
Unweighted Base	1331	8	1	96	1	1	5	1	5	1	3	13	57	48
Weighted Base	1338	8**	1**	105*	1**	2**	4**	1**	4**	1**	3**	14**	61*	51*
[6] Certain to	111	1	1	7	-	-	1	-	2	-	-	-	3	6
	8%	9%	100%	6%	-	-	21%	-	41%	-	-	-	5%	12%
[5] Very likely	193	1	-	13	-	-	-	-	1	-	1	4	14	9
	14%	8%	-	12%	-	-	-	-	29%	-	31%	28%	23%	18%
[4] Fairly likely	210	-	-	16	-	-	-	-	-	-	-	2	9	5
	16%	-	-	16%	-	-	-	-	-	-	-	17%	16%	9%
[3] Fairly unlikely	241	3	-	24	-	-	-	-	-	-	1	5	12	14
	18%	46%	-	23%	-	-	-	-	-	-	42%	35%	20%	28%
[2] Very unlikely	202	1	-	13	-	-	2	-	1	1	-	1	7	7
	15%	9%	-	12%	-	-	43%	-	19%	100%	-	10%	12%	14%
[1] Certain not to	355	2	-	29	1	2	1	1	*	-	1	2	13	9
	27%	28%	-	27%	100%	100%	19%	100%	11%	-	27%	11%	21%	18%
MEAN	3.01	2.76	6.00	2.92	1.00	1.00	2.77	1.00	4.39	2.00	3.07	3.41	3.23	3.32
Don't know	27	-	-	4	-	-	1	-	-	-	-	-	2	-
	2%	-	-	3%	-	-	17%	-	-	-	-	-	3%	-
Likely [NET]	304	1	1	20	-	-	1	-	3	-	1	4	17	16
	23%	17%	100%	19%	-	-	21%	-	70%	-	31%	28%	28%	30%
Neutral [NET]	451	3	-	40	-	-	-	-	-	-	1	7	22	19
	34%	46%	-	38%	-	-	-	-	-	-	42%	51%	36%	37%
Unlikely [NET]	556	3	-	42	1	2	3	1	1	1	1	3	20	17
	42%	38%	-	40%	100%	100%	62%	100%	30%	100%	27%	21%	33%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 741

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1331	1	1	1	3	50	1	7
Weighted Base	1338	1**	1**	2**	3**	56*	1**	7**
[6] Certain to	111	-	-	-	-	4	-	1
	8%	-	-	-	-	6%	-	9%
[5] Very likely	193	-	-	-	1	5	-	-
	14%	-	-	-	43%	8%	-	-
[4] Fairly likely	210	1	-	-	-	12	-	-
	16%	100%	-	-	-	21%	-	-
[3] Fairly unlikely	241	-	-	-	-	14	-	-
	18%	-	-	-	-	24%	-	-
[2] Very unlikely	202	-	1	2	-	9	1	5
	15%	-	100%	100%	-	17%	100%	64%
[1] Certain not to	355	-	-	-	1	10	-	2
	27%	-	-	-	18%	18%	-	27%
MEAN	3.01	4.00	2.00	2.00	3.84	3.03	2.00	2.10
Don't know	27	-	-	-	1	3	-	-
	2%	-	-	-	40%	5%	-	-
Likely [NET]	304	-	-	-	1	8	-	1
	23%	-	-	-	43%	15%	-	9%
Neutral [NET]	451	1	-	-	-	25	-	-
	34%	100%	-	-	-	45%	-	-
Unlikely [NET]	556	-	1	2	1	20	1	7
	42%	-	100%	100%	18%	35%	100%	91%

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Table 742

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1331	746	585	273	22	13	5	18	1	135	132	1	1	127	18	248	26
Weighted Base	1338	760	578	289	22**	10**	4**	22**	1**	132	128	2**	1**	129	19**	249	27**
[6] Certain to	111 8%	69 9%c	42 7%	17 6%	2 8%	2 19%	1 20%	4 16%	- -	21 16%zabcn	9 7%	- -	- -	15 11%	- -	39 16%zab cn	7 25%
[5] Very likely	193 14%b	125 17%zb	67 12%	47 16%	5 20%	- -	- -	3 16%	- -	32 24%zab	19 15%	- -	- -	18 14%	2 9%	51 20%zbr	1 5%
[4] Fairly likely	210 16%	130 17%	79 14%	58 20%b	4 20%	- -	1 23%	3 14%	- -	18 14%	18 14%	- -	- -	27 21%	1 4%	44 18%	4 15%
[3] Fairly unlikely	241 18%	137 18%	104 18%	50 17%	5 22%	2 23%	1 15%	- -	1 100%	21 16%	26 21%	2 100%	1 100%	21 17%	7 35%	37 15%	3 12%
[2] Very unlikely	202 15%	123 16%	79 14%	52 18%	1 3%	- -	- -	6 26%	- -	19 15%	24 18%	- -	- -	18 14%	4 21%	36 14%	5 17%
[1] Certain not to	355 27%ajt	167 22%jt	187 32%zacjrt	64 22%	4 17%	6 58%	2 41%	6 29%	- -	20 15%	31 25%	- -	- -	28 22%t	6 30%	39 16%	7 27%
MEAN	3.01b	3.17zb	2.80	3.08b	3.51	2.42	3.02	3.11	3.00	3.65zabcn	2.96	3.00	3.00	3.26b	2.41	3.61za bcnr	3.28
Don't know	27 2%a	8 1%	19 3%zac	2 1%	2 8%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	2 1%	- -	3 1%	- -
Likely [NET]	304 23%b	194 26%zb	110 19%	64 22%	6 28%	2 19%	1 20%	7 32%	- -	53 40%zabcnr	27 21%	- -	- -	33 25%	2 9%	90 36%zab cnr	8 30%
Neutral [NET]	451 34%	267 35%	183 32%	108 37%	9 42%	2 23%	2 38%	3 14%	1 100%	39 29%	44 35%	2 100%	1 100%	49 38%	7 40%	81 33%	7 26%
Unlikely [NET]	556 42%ajt	290 38%jt	266 46%zajt	116 40%t	5 21%	6 58%	2 41%	12 54%	- -	39 30%	55 43%jt	- -	- -	46 36%	10 51%	75 30%	12 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 743

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	1331	106	88	21	416	282	79	1028	303	744	302	43	147	437	246	102	188	183	380	245	108	188	191
Weighted Base	1338	106*	97*	24**	447	306	86*	1032	306	767	305	49*	162	432	269	108*	195	189	386	264	120*	211	202
[6] Certain to	111 8%g	10 9%	7 7%	4 17%	33 7%	22 7%	9 11%	65 6%	46 15%zg	73 9%	20 6%	9 18%z	19 12%	53 12%z	68 25%zm	28 25%zm	55 28%zm	60 32%zmn	48 12%z	72 27%zr	30 25%zr	58 28%zr	57 28%zr
[5] Very likely	193 14%gj	19 18%	20 21%	13 56%	65 15%	54 18%	17 19%	130 13%	63 21%zg	147 19%zj	29 10%	10 20%	35 21%z	64 15%	97 36%zm	45 42%zm	74 38%zm	72 38%zm	68 18%	111 42%zr	57 48%zr	85 40%zr	87 43%zr
[4] Fairly likely	210 16%cr	17 16%	16 16%	3 12%	63 14%	40 13%	16 18%	152 15%	58 19%	144 19%zj	38 12%	5 9%	29 18%	59 14%	47 17%	16 15%	31 16%	30 16%	41 11%	40 15%	18 15%	40 19%r	30 15%
[3] Fairly unlikely	241 18%mn opqrs tuv	24 23%	24 24%	1 5%	83 18%	61 20%	15 18%	197 19%	43 14%	159 21%z	54 18%	9 18%	24 15%	58 14%npq	20 7%q	8 7%	10 5%	7 4%	50 13%stuv	17 6%	7 6%	10 5%	9 4%
[2] Very unlikely	202 15%chi nopqs tuv	14 13%	11 11%	-	85 19%z	60 19%z	11 13%	169 16%zh	32 10%	100 13%	61 20%zi	4 9%	28 17%	67 15%nopq	12 4%q	4 3%	6 3%	3 2%	73 19%zstu v	11 4%tv	1 1%	6 3%	4 2%
[1] Certain not to	355 27%eh ilnop qstuv	19 18%	17 18%	2 9%	110 25%e	61 20%	16 18%	292 28%zh	63 20%	125 16%	100 33%zi	11 22%	26 16%	123 29%nopq	25 9%	7 7%	17 9%	15 8%	103 27%stuv	13 5%	7 6%	11 5%	15 8% s
MEAN	3.01g j	3.31	3.33	4.58	2.97	3.11	3.39d	2.85	3.54zg	3.41zj	2.65	3.52	3.47z	3.08	4.43z m	4.59zm	4.58zm	4.71zm n	3.11	4.66z r	4.73zr	4.69zr	4.69zr
Don't know	27 2%hnr s	2 2%	2 2%	-	8 2%	9 3%	2 2%	26 2%zh	1 *	19 2%	2 1%	2 3%	1 1%	7 2%	1 *	1 1%	2 1%	2 1%	2 1%	-	-	1 *	-
Likely [NET]	304 23%gj	29 27%	27 28%	17 73%	99 22%	76 25%	26 30%	195 19%	109 36%zg	220 29%zj	49 16%	19 38%z	53 33%z	118 27%z	165 61%zm	73 67%zm	129 66%zm	132 70%zmn	117 30%z	183 69%zr	88 73%zr	143 68%zr	144 71%zr
Neutral [NET]	451 34%mn opqrs tuv	42 39%	39 40%	4 18%	145 32%	101 33%	31 36%	350 34%	101 33%	304 40%zj	92 30%	13 27%	53 33%	118 27%q	67 25%q	24 22%	42 21%	37 20%	92 24%	57 21%	25 21%	50 24%	39 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 743

FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	1338	106*	97*	24**	447	306	86*	1032	306	767	305	49*	162	432	269	108*	195	189	386	264	120*	211	202
Unlikely [NET]	556 42%ab hilno pqstu v	33 31%	28 29%	2 9%	195 44%f	120 39%	27 32%	461 45%zh	95 31%	225 29%	161 53%zi	15 31%	54 33%	190 44%nop q	36 14%	11 10%	23 12%	18 10%	176 46%stuv	25 9%	8 7%	17 8%	19 9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 744

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	792	425	367	-	9	47	104	119	171	200	142	9	151	290	342	227	284	131	150	154	387	222
Weighted Base	836	426	411	-**	10**	62*	116*	148*	167	192	141	10**	178	315	333	289	262	150	135	138	396	274
[6] Certain to	50 6%irt	20 5%	30 7%	-	2 21%	7 11%hi	13 11%zhim n	7 5%	5 3%	5 3%	11 8%i	2 21%	20 11%zhim n	12 4%	16 5%i	27 9%zr	14 6%	6 4%	2 2%	6 5%	14 3%	28 10%zt
[5] Very likely	85 10%jn	44 10%	40 10%	-	-	13 20%zij n	17 15%jn	18 12%jn	18 11%j	14 7%	5 4%	-	30 17%zij n	36 11%jn	19 6%	28 10%	30 11%	14 9%	13 10%	17 12%	43 11%	23 8%
[4] Fairly likely	154 18%ijn	90 21%	64 16%	-	3 32%	15 24%n	31 27%zij n	34 23%ijn	30 18%	25 13%	15 11%	3 32%	46 26%zij n	65 20%ijn	40 12%	48 16%	39 15%	43 29%zo p	25 18%	24 18%	76 19%	51 19%
[3] Fairly unlikely	168 20%ju	84 20%	84 20%	-	2 25%	17 28%j	23 20%	38 26%j	31 19%	40 21%jn	16 11%	2 25%	40 23%j	69 22%j	56 17%j	52 18%	55 21%	21 14%	39 29%zo q	34 25%u	86 22%u	37 14%
[2] Very unlikely	149 18%l	84 20%	65 16%	-	1 9%	6 10%	13 11%	23 15%	39 23%zfl	42 22%fl	25 18%	1 9%	19 11%	62 20%l	67 20%fl	57 20%	49 19%	26 18%	17 12%	24 18%	62 16%	61 22%
[1] Certain not to	220 26%efl	99 23%	120 29%	-	1 14%	2 4%	19 17%el	28 19%e	42 25%el	64 33%zef glm	64 45%zef ghilmn	1 14%	22 12%e	70 22%el	127 38%ze fghil m	75 26%	73 28%	37 25%	35 26%	29 21%	110 28%	72 26%
MEAN	2.86ij n	2.89	2.82	-	3.57	3.82zg hijmn	3.45zh ijmn n	3.09ij	2.74jn	2.46	2.32	3.57	3.58zg hijmn	2.91hi jn	2.40	2.93	2.80	2.91	2.77	2.96	2.79	2.91
Don't know	12 1%	5 1%	7 2%	-	-	2 4%	-	1 1%	1 1%	3 2%	4 3%	-	2 1%	2 1%	7 2%	3 1%	2 1%	3 2%	4 3%	3 2%	7 2%	1 1%
Likely [NET]	134 16%in	64 15%	70 17%	-	2 21%	19 31%zhi jmn	30 26%zhi jmn	25 17%	23 14%	19 10%	16 12%	2 21%	49 28%zhi jmn	48 15%	35 11%	55 19%	44 17%	20 13%	15 11%	23 17%	56 14%	51 19%
Neutral [NET]	322 38%jnu	174 41%	148 36%	-	6 57%	32 52%ijn	54 47%ijn	72 49%zij n	61 37%j	65 34%jn	32 22%	6 57%	86 48%zij n	134 42%hjn	96 29%j	100 34%	94 36%	64 43%	64 47%zo p	58 42%	161 41%	88 32%
Unlikely [NET]	369 44%efg l	183 43%	186 45%	-	2 22%	8 14%	32 28%	50 34%e	81 49%efg lm	106 55%zef ghlm	89 63%zef ghilm	2 22%	41 23%	132 42%efg l	194 58%ze fglm	131 46%	122 46%	63 42%	52 39%	53 38%	172 43%	133 49%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 745

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLOYED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLOYED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	792	44	78	168	43	12	216	74	55	17	6	15	376	33	662	130	260	59	53	8	3	14	366	29
Weighted Base	836	60*	100*	186	46*	14**	256	90*	61*	18**	6**	15**	359	31**	681	155	311	64*	62*	8**	3**	14**	349	25**
[6] Certain to	50 6%n	6 11%	7 7%	11 6%	- -	2 11%	10 4%	14 16%zf	2 3%	- -	2 40%	- -	18 5%	3 11%	32 5%	18 11%zn	19 6%	7 11%	2 3%	- -	- -	- -	18 5%	3 12%
[5] Very likely	85 10%lv	7 12%	10 10%	32 17%z	5 11%	2 14%	36 14%zl	13 15%li	7 12%	1 8%	2 26%	3 18%	19 5%	4 12%	71 10%	13 9%	42 14%zv	10 16%v	7 11%	- -	* 16%	3 19%	19 5%	4 14%
[4] Fairly likely	154 18%lv	10 17%	28 28%z	46 24%z	10 21%	2 14%	71 28%zl	14 15%	12 19%	3 19%	- -	4 28%	45 13%	5 17%	127 19%	26 17%	75 24%zv	11 18%	13 21%	3 34%	- -	3 24%	44 12%	5 18%
[3] Fairly unlikely	168 20%	9 15%	18 18%	48 26%	15 31%	2 13%	58 23%	17 19%	16 27%	5 31%	2 35%	5 33%	61 17%	3 10%	146 21%z	21 14%	63 20%	17 27%	14 22%	3 39%	2 84%	5 35%	61 17%	3 11%
[2] Very unlikely	149 18%c	12 19%	19 19%	22 12%	5 21%	2 13%	42 16%	11 12%	7 12%	- -	- -	3 21%	80 22%z	6 18%	123 18%	26 16%	51 16%	8 12%	12 20%	- -	- -	3 22%	73 21%	3 10%
[1] Certain not to	220 26%cf pq	15 24%	16 16%	27 14%	11 23%	5 35%	38 15%	20 22%	16 26%	8 43%	- -	- -	128 36%zf	10 32%	172 25%	48 31%	59 19%	9 14%	13 22%	2 27%	- -	- -	127 36%zp	9 35%
MEAN	2.86l v	3.05	3.17	3.37z	2.86	2.91	3.21z	3.36z	2.87	2.48	4.71	3.43	2.43	2.89	2.85	2.90	3.16z	3.43z	2.89	2.79	3.31	3.40	2.44	3.03
Don't know	12 1%	1 1%	1 1%	1 1%	1 2%	- -	2 1%	1 1%	1 1%	- -	- -	- -	8 2%	- -	9 1%	3 2%	2 1%	1 2%	1 1%	- -	- -	- -	8 2%	- -
Likely [NET]	134 16%lv	14 23%	17 17%	43 23%z	5 11%	4 25%	46 18%l	28 31%zf	9 14%	1 8%	4 65%	3 18%	37 10%	7 22%	103 15%	31 20%	61 20%v	17 27%zv	9 14%	- -	* 16%	3 19%	37 11%	7 26%
Neutral [NET]	322 38%lv	19 32%	46 46%	93 50%za	24 52%	4 27%	128 50%zg	31 34%	28 46%l	9 49%	2 35%	9 61%	106 30%	8 27%	274 40%z	48 31%	138 44%zv	29 45%v	27 43%	6 73%	2 84%	8 59%	105 30%	7 29%
Unlikely [NET]	369 44%cf pq	26 44%c	36 36%	49 26%	16 35%	7 48%	80 31%	31 34%	23 38%	8 43%	- -	3 21%	209 58%zf	16 51%	296 43%	73 47%	110 35%	17 26%	25 41%	2 27%	- -	3 22%	200 57%zp	11 45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 746

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	792	448	117	225	157	4	-	29	611	277	294	92	74	54	72	64	22	2	1	1	2
Weighted Base	836	478	128*	228	177	5**	-.**	34**	629	284	302	106*	88*	56*	81*	76*	23**	1**	1**	1**	2**
[6] Certain to	50 6%hi	31 6%	10 7%	9 4%	19 11%zh	3 51%	-	2 5%	28 4%	13 5%	15 5%	5 5%	10 12%i	5 10%	2 2%	14 18%zn	3 12%	-	-	-	1 58%
[5] Very likely	85 10%hi	54 11%	9 7%	21 9%	29 16%zh	-	-	5 13%	52 8%	20 7%	26 9%	21 19%zij	7 8%	11 20%zi	17 21%zo	5 7%	6 25%	-	1 100%	-	-
[4] Fairly likely	154 18%il	98 21%	23 18%	32 14%	43 24%	1 25%	-	3 7%	110 17%	37 13%	63 21%il	21 19%	24 28%i	8 15%	23 28%z	19 25%	3 13%	-	-	-	1 42%
[3] Fairly unlikely	168 20%ci	100 21%	32 25%ci	35 15%	43 25%	-	-	6 18%	118 19%	57 20%	50 17%	20 19%	22 25%	18 33%zi	16 19%	19 25%	9 39%	1 55%	-	-	-
[2] Very unlikely	149 18%dm	84 18%	18 14%	47 21%	14 8%	-	-	9 27%	126 20%zd	54 19%im	65 21%im	16 15%	11 12%	3 6%	7 9%	5 7%	2 7%	-	-	-	-
[1] Certain not to	220 26%ad	104 22%	35 27%	80 35%za	29 16%	1 24%	-	10 30%	184 29%zd	98 34%zj	78 26%	23 21%	12 14%	9 17%	17 21%	12 16%	1 4%	1 45%	-	1 100%	-
MEAN	2.86c hi	3.01z c	2.86	2.54	3.48zh	4.30	-	2.62	2.68	2.52	2.79	3.15i	3.38z ij	3.45z ij	3.27z	3.55z	3.82	2.10	5.00	1.00	5.16
Don't know	12 1%	7 1%	2 1%	3 1%	1 1%	-	-	- 2%	11	5 2%	5 2%	1 1%	1 1%	-	-	1 1%	-	-	-	-	-
Likely [NET]	134 16%hi	85 18%	19 15%	31 13%	47 27%zh	3 51%	-	6 18%	80 13%	33 12%	40 13%	26 24%zi	17 20%	17 30%zi	19 23%	19 25%	8 36%	-	1 100%	-	1 58%
Neutral [NET]	322 38%chi	199 42%ci	55 43%ci	67 29%	86 49%zh	1 25%	-	9 26%	228 36%	94 33%	114 38%	41 39%	46 53%zi	26 47%	38 47%	38 50%	12 52%	1 55%	-	-	1 42%
Unlikely [NET]	369 44%ad lmno	188 39%	53 41%	127 56%zab	43 24%	1 24%	-	19 56%	311 49%zd	151 53%zk lm	143 47%lm	39 37%	23 26%	13 23%	24 29%	18 24%	3 11%	1 45%	-	1 100%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 747

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	792	71	64	91	630	779	390	484	690	755	298	649	451	191	507	160
Weighted Base	836	79*	73*	101*	654	823	408	518	745	802	326	696	497	228	554	183
[6] Certain to	50 6% ^d	9 12% ^d	11 16% ^{zd}	11 11% ^d	31 5%	50 6%	30 7%	30 6%	47 6%	47 6%	28 9% ^{zei}	45 6%	34 7%	22 9% ^{zi}	37 7%	16 9%
[5] Very likely	85 10% ^d	12 15%	10 14%	17 17% ^{zd}	56 9%	84 10%	35 9%	51 10%	80 11%	80 10%	34 11%	73 10%	53 11%	31 14% ^{fn}	51 9%	21 12%
[4] Fairly likely	154 18% ^d	24 30% ^{zd}	18 25%	20 20%	109 17%	152 18%	84 21% ⁿ	89 17%	139 19%	149 19%	62 19%	137 20% ⁿ	106 21% ^{zeghi} n	51 22% ⁿ	93 17%	33 18%
[3] Fairly unlikely	168 20% ^j	22 27%	19 25%	23 23%	124 19%	165 20% ^j	82 20% ^j	94 18%	159 21% ^{zegij}	160 20% ^j	47 14%	151 22% ^{zegij}	103 21% ^j	38 16%	106 19% ^j	35 19%
[2] Very unlikely	149 18% ^{abc}	7 8%	4 5%	8 8%	135 21% ^{zabc}	147 18%	66 16%	105 20%	142 19% ^{ze}	145 18%	62 19%	126 18%	87 18%	36 16%	113 20% ^{zefi}	41 22% ^{lm}
[1] Certain not to	220 26% ^{abhkl} o	7 8%	10 14%	20 20% ^a	188 29% ^{zab}	216 26% ^{hklo}	106 26% ^{kl}	141 27% ^{hklo}	170 23%	211 26% ^{hklo}	91 28% ^{hklo}	155 22%	108 22%	51 22%	148 27% ^{hklo}	36 20%
MEAN	2.86 ^d	3.69 ^{zd}	3.66 ^{zd}	3.39 ^{zd}	2.69	2.86	2.92	2.79	2.94 ^{zegi} n	2.85	2.91	2.97 ^{zegi} n	3.02 ^{zegi} n	3.18 ^{zefg} hijn	2.82	3.06 ^{gn}
Don't know	12 1% ^{ej}	- -	1 1%	1 1%	11 2%	10 1%	3 1%	7 1% ^j	9 1% ^j	10 1% ^j	1 *	9 1% ^j	6 1%	- -	6 1%	1 *
Likely [NET]	134 16% ^d	21 26% ^{zd}	21 29% ^{zd}	28 28% ^{zd}	87 13%	133 16%	66 16%	81 16%	126 17%	127 16%	63 19%	117 17%	87 17%	53 23% ^{zefgh} ikln	89 16%	37 20%
Neutral [NET]	322 38% ^{dgj}	45 57% ^{zd}	36 50% ^d	44 43%	233 36%	317 38% ^{gj}	167 41% ^{jn}	183 35%	298 40% ^{zegij} n	309 39% ^{gj}	109 33%	288 41% ^{zegij} n	209 42% ^{zegij} n	88 39%	199 36%	68 37%
Unlikely [NET]	369 44% ^{abch} kl	13 17%	14 19%	28 28%	323 49% ^{zabc}	363 44% ^{hkl}	172 42%	246 47% ^{zehkl} m	312 42%	356 44% ^{hkl}	154 47% ^{hkln}	281 40%	195 39%	87 38%	261 47% ^{zefhkl} lm	77 42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 748

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	792	544	103	14	8	30	93	387	188	179	5	14	43	65	73	124	113	68	24
Weighted Base	836	604	94*	12**	8**	30**	87*	381	242	172	9**	13**	41*	72*	68*	131	121*	88*	33**
[6] Certain to	50	42	3	2	-	1	2	18	19	8	1	1	3	5	1	7	10	4	6
6%		7%	3%	19%	-	3%	2%	5%	8%	5%	17%	6%	6%	7%	1%	6%	8%	4%	17%
[5] Very likely	85	78	3	*	-	2	2	33	30	18	-	2	2	1	5	11	16	8	5
10%bfm		13%zbf	3%	3%	-	5%	2%	9%	12%	11%	-	17%	6%	1%	8%	13% _m	9%	9%	14%
[4] Fairly likely	154	125	14	-	2	3	10	56	65	27	4	2	10	6	12	29	21	18	1
18%g		21%z	15%	-	19%	9%	12%	15%	27%zgi	16%	41%	13%	24%	9%	18%	23% _m	18%	21%	2%
[3] Fairly unlikely	168	127	24	3	2	4	8	62	43	51	-	2	10	12	23	29	19	15	8
20%fg		21%f	26%f	27%	21%	13%	9%	16%	18%	29%zgh	-	19%	23%	16%	33%zmp q	23%	16%	17%	24%
[2] Very unlikely	149	100	22	1	1	8	16	90	33	24	-	5	2	17	7	22	25	25	6
18%l		17%	23%	12%	12%	25%	19%	24%zhi	13%	14%	-	39%	4%	24% _l	11%	17%	21% _l	28%zln	17%
[1] Certain not to	220	124	28	5	4	13	46	116	50	40	4	1	14	30	19	31	28	17	9
26%ah		21%	30% _a	40%	48%	41%	53% _{zab}	31%zh	21%	23%	41%	6%	35%	42% _{zop} q	29%	24%	23%	20%	26%
MEAN	2.86bf _{gm}	3.10zbf	2.46f	2.71	2.11	2.17	1.93	2.61	3.20zg	2.89	3.10	3.13	2.80	2.23	2.69	2.90 _m	3.02 _m	2.85 _m	3.13
Don't know	12	8	-	-	-	1	3	6	2	4	-	-	1	-	-	-	2	1	-
1%		1%	-	-	-	3%	3%	2%	1%	2%	-	-	2%	-	-	-	2%	1%	-
Likely [NET]	134	120	6	3	-	2	4	51	49	26	1	3	5	6	6	18	26	12	10
16%bf		20%zbf	6%	22%	-	8%	4%	13%	20%	15%	17%	23%	12%	8%	9%	14%	21% _{mn}	13%	31%
Neutral [NET]	322	252	38	3	3	7	18	118	108	77	4	4	19	18	35	59	40	33	9
38%fg_m		42%zf	41%f	27%	40%	22%	21%	31%	44%g	45%g	41%	32%	47% _{gm}	25%	51%zmp	45% _m	33%	37%	26%
Unlikely [NET]	369	225	50	6	5	20	62	206	83	65	4	6	16	48	27	54	53	42	14
44%ah		37%	53% _a	51%	60%	67%	72% _{zab}	54%zhi	34%	38%	41%	45%	39%	67%zln op	40%	41%	44%	48%	42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 749

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	792	733	56	70	72	66	70	47	22	67	151	74	49	75	29	639	495	285	780	676	116	792
Weighted Base	836	788	45*	54*	63*	59*	74*	55*	28**	98*	216	65*	33*	62*	29**	713	511	313	824	704	132*	836
[6] Certain to	50 6%fps	49 6%	1 2%	1 2%	3 5%	2 3%	- -	2 3%	3 10%	10 11%fk	21 10%ztko	* 1%	3 8%fk	2 3%	2 7%	43 6%fk	22 4%	27 8%pr	49 6%p	34 5%	15 12%zsu	50 6%ss
[5] Very likely	85 10%ga	73 9%	11 25%za	5 10%	4 7%	6 11%	9 12%	9 16%	3 12%	8 8%	14 7%	12 19%zdj o	2 7%	8 14%	2 7%	72 10%	50 10%	34 11%	84 10%	75 11%	9 7%	85 10%
[4] Fairly likely	154 18%l	149 19%	5 11%	14 26%dj l	7 11%	8 14%	21 29%zd ejl	17 30%zdj l	4 15%	20 20%l	31 14%	17 26%dj l	2 5%	10 16%	3 10%	139 20%l	90 18%	61 20%	151 18%	128 18%	26 20%	154 18%
[3] Fairly unlikely	168 20%ai	153 19%	15 34%za	12 22%	12 19%	10 17%	15 20%	10 18%	7 23%	10 10%	40 19%	20 30%zi o	10 30%ai	11 18%	11 38%	136 19%	96 19%	68 22%	164 20%	142 20%	26 20%	168 20%
[2] Very unlikely	149 18%	143 18%	4 9%	7 13%	13 20%	14 23%	13 17%	9 16%	1 3%	21 21%	46 21%	11 17%	3 8%	11 18%	2 7%	133 19%	94 18%	52 17%	147 18%	125 18%	24 18%	149 18%
[1] Certain not to	220 26%gk q	211 27%	7 17%	13 25%k	23 36%fg ko	19 33%gk	15 20%k	6 10%	10 34%	28 29%gk	61 28%gk	3 5%	13 40%zf gko	19 31%gk	9 31%	179 25%gk	153 30%zqr	65 21%	218 26%q	192 27%	28 21%	220 26%
MEAN	2.86d p	2.84	3.26	2.89	2.46	2.55	2.95	3.39zd ejlmo	2.99	2.89	2.79	3.39z cdejl mo	2.56	2.73	2.76	2.89d	2.72	3.08zpr	2.86p	2.82	3.08	2.86
Don't know	12 1%	10 1%	1 2%	2 3%	1 2%	- -	1 1%	3 5%z	1 3%	- -	2 1%	1 2%	1 2%	- -	- -	11 2%	6 1%	6 2%	12 1%	8 1%	4 3%	12 1%
Likely [NET]	134 16%	122 15%	12 27%za	6 12%	7 12%	8 14%	9 12%	11 20%	6 22%	18 19%	36 17%	13 20%	5 15%	11 17%	4 14%	115 16%	72 14%	61 19%	133 16%	110 16%	25 19%	134 16%
Neutral [NET]	322 38%	302 38%	20 45%	26 48%dj	19 30%	18 31%	37 49%de ij	27 49%	11 38%	30 31%	71 33%	37 56%zd ejlm o	11 35%	21 34%	14 48%	276 39%	186 36%	129 41%	315 38%	270 38%	52 39%	322 38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 749
FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	836	788	45*	54*	63*	59*	74*	55*	28**	98*	216	65*	33*	62*	29**	713	511	313	824	704	132*	836
Unlikely [NET]	369	355	11	20	35	33	28	14	10	49	107	14	16	30	11	312	247	118	365	316	52	369
	44%bg kq	45%b	25%	38%	56%zc fgko	56%gk	38%	26%	37%	50%gk	49%gk	22%	47%gk	49%gk	38%	44%gk	48%zqr	38%	44%q	45%	40%	44%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 750

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	792	361	424	700	792	618	78	663	308	143	51	585	33	115	59	618	174	700	92
Weighted Base	836	375	470	755	836	670	85*	716	327	169	45*	639	30**	116*	51*	670	167	755	81*
[6] Certain to	50	14	37	48	50	41	8	45	19	12	*	39	8	2	*	41	9	48	2
	6%a	4%	8%zade	6%a	6%a	6%a	10%a	6%a	6%	7%	1%	6%	5%	7%	1%	6%	5%	6%	2%
[5] Very likely	85	18	70	81	85	71	8	80	34	26	3	70	1	11	3	71	14	81	3
	10%a	5%	15%zac	11%a	10%a	11%a	10%	11%a	11%a	15%zad	6%	11%	3%	10%	5%	11%	8%	11%	4%
[4] Fairly likely	154	52	109	141	154	132	15	141	73	35	8	128	4	14	9	132	22	141	13
	18%a	14%	23%zac	19%a	18%a	20%a	18%	20%a	22%zad	21%	17%	20%	13%	12%	17%	20%	13%	19%	15%
[3] Fairly unlikely	168	76	96	160	168	137	15	148	67	26	3	133	4	27	4	137	31	160	8
	20%jnr	20%j	20%j	21%j	20%j	21%j	18%	21%j	20%	15%	8%	21%n	13%	23%n	8%	21%	18%	21%r	10%
[2] Very unlikely	149	93	72	144	149	125	10	130	59	36	2	122	3	22	2	125	24	144	5
	18%jnr	25%zb	15%	19%zb	18%j	19%bj	12%	18%bj	18%j	21%j	5%	19%n	10%	19%n	5%	19%	14%	19%zr	6%
[1] Certain not to	220	117	81	173	220	157	24	165	70	31	26	140	17	33	30	157	63	173	47
	28%bceg	31%zb	17%	23%b	26%bce	23%b	29%b	23%b	21%b	18%	58%zabce	22%	56%	29%	58%zkm	23%	38%zo	23%	57%zq
MEAN	2.86ajn	2.47	3.27za	2.94z	2.86aj	2.94za	2.96aj	2.96za	3.00a	3.15z	2.05	2.98zn	2.12	2.76n	2.02	2.94zp	2.54	2.94zr	2.06
	pr		cdeghj	adj		dj	dj		j	adj									
Don't know	12	4	5	8	12	8	3	9	4	4	2	8	-	1	3	8	4	8	3
	1%	1%	1%	1%	1%	1%	4%bce	1%	1%	2%	5%zabce	1%	-	1%	7%zkm	1%	2%	1%	4%zq
Likely [NET]	134	32	108	129	134	112	16	124	54	38	3	109	2	20	3	112	23	129	5
	16%anr	9%	23%zac	17%za	16%a	17%a	19%a	17%zad	16%a	22%aj	6%	17%n	8%	17%	6%	17%	14%	17%zr	6%
Neutral [NET]	322	129	204	301	322	269	30	289	140	61	11	261	8	40	13	269	53	301	21
	38%anr	34%	44%zac	40%za	38%a	40%a	36%	40%zad	43%aj	36%	25%	41%zn	27%	35%	25%	40%	32%	40%zr	25%
			dj	d			j												

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 750
FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

Weighted Base
Unlikely [NET]

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
836	375	470	755	836	670	85*	716	327	169	45*	639	30**	116*	51*	670	167	755	81*
369	210	153	317	369	282	35	295	129	66	28	262	20	55	32	282	87	317	52
44%bceg koq	56%zb cdefg hi	33%	42%b	44%bce	42%b	41%	41%b	40%b	39%	63%zbcdefg hi	41%	66%	48%	63%zk	42%	52%zo	42%	64%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 751

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	792	363	17	1	7	10	17	1	117	124	2	2	102	25
Weighted Base	836	396	16**	2**	6**	9**	24**	1**	115	120	2**	2**	113*	26**
[6] Certain to	50	24	1	-	-	1	2	-	10	2	-	-	10	-
	6%l	6%	5%	-	-	10%	6%	-	9%l	2%	-	-	9%l	-
[5] Very likely	85	36	4	-	-	1	1	-	13	18	-	-	7	4
	10%	9%	25%	-	-	8%	6%	-	12%	15%	-	-	6%	14%
[4] Fairly likely	154	73	2	-	1	-	2	1	22	21	1	-	28	1
	18%	18%	12%	-	14%	-	10%	100%	19%	18%	43%	-	25%	5%
[3] Fairly unlikely	168	72	3	-	1	2	2	-	31	28	-	1	20	7
	20%	18%	17%	-	26%	20%	10%	-	27%a	24%	-	53%	18%	27%
[2] Very unlikely	149	72	3	-	1	2	11	-	13	26	-	1	16	6
	18%h	18%	17%	-	20%	17%	45%	-	11%	21%h	-	47%	14%	22%
[1] Certain not to	220	115	3	2	2	4	6	-	26	24	1	-	27	8
	26%	29%	19%	100%	40%	44%	23%	-	22%	20%	57%	-	24%	32%
MEAN	2.86	2.78	3.25	1.00	2.13	2.40	2.49	4.00	3.14za	2.90	2.30	2.53	3.04	2.48
Don't know	12	5	1	-	-	-	-	-	-	1	-	-	5	-
	1%	1%	5%	-	-	-	-	-	-	1%	-	-	4%zh	-
Likely [NET]	134	60	5	-	-	2	3	-	24	19	-	-	18	4
	16%	15%	30%	-	-	18%	12%	-	20%	16%	-	-	15%	14%
Neutral [NET]	322	144	5	-	2	2	5	1	54	50	1	1	49	8
	38%	36%	29%	-	40%	20%	20%	100%	46%	42%	43%	53%	43%	32%
Unlikely [NET]	369	187	6	2	3	5	17	-	38	50	1	1	42	14
	44%h	47%h	36%	100%	60%	62%	68%	-	33%	42%	57%	47%	38%	54%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 752

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)
Unweighted Base	792	2	62	5	3	1	5	36	32	1	1	1	1	26
Weighted Base	836	1**	75*	4**	2**	1**	6**	40*	35**	1**	1**	2**	1**	28**
[6] Certain to	50	-	7	1	-	-	-	3	2	-	-	-	-	1
	6%	-	9%	33%	-	-	-	8%	6%	-	-	-	-	4%
[5] Very likely	85	-	7	1	-	-	-	4	5	-	-	-	-	1
	10%	-	9%	32%	-	-	-	11%	15%	-	-	-	-	5%
[4] Fairly likely	154	-	17	-	-	-	2	8	5	1	-	-	-	7
	18%	-	23%	-	-	-	41%	20%	15%	100%	-	-	-	25%
[3] Fairly unlikely	168	-	16	-	-	-	1	11	11	-	-	-	-	11
	20%	-	21%	-	-	-	21%	29%	32%	-	-	-	-	38%
[2] Very unlikely	149	1	9	1	1	1	1	6	6	-	1	2	-	4
	18%	59%	12%	16%	48%	100%	25%	14%	17%	-	100%	100%	-	13%
[1] Certain not to	220	*	20	1	1	-	1	6	5	-	-	-	1	4
	26%	41%	26%	19%	52%	-	14%	15%	15%	-	-	-	100%	14%
MEAN	2.86	1.59	3.03	4.09	1.48	2.00	2.88	3.26	3.14	4.00	2.00	2.00	1.00	3.08
Don't know	12	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-
Likely [NET]	134	-	14	3	-	-	-	8	7	-	-	-	-	3
	16%	-	18%	65%	-	-	-	20%	20%	-	-	-	-	10%
Neutral [NET]	322	-	32	-	-	-	4	20	17	1	-	-	-	18
	38%	-	43%	-	-	-	62%	49%	47%	100%	-	-	-	64%
Unlikely [NET]	369	1	29	1	2	1	2	11	11	-	1	2	1	8
	44%	100%	39%	35%	100%	100%	38%	29%	32%	-	100%	100%	100%	27%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 752

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	bundle (FX02B)	
		Zen (B)	Other (C)
Unweighted Base	792	1	5
Weighted Base	836	1**	6**
[6] Certain to	50	-	-
	6%	-	-
[5] Very likely	85	-	1
	10%	-	12%
[4] Fairly likely	154	-	-
	18%	-	-
[3] Fairly unlikely	168	-	-
	20%	-	-
[2] Very unlikely	149	1	3
	18%	100%	52%
[1] Certain not to	220	-	2
	26%	-	36%
MEAN	2.86	2.00	2.01
Don't know	12	-	-
	1%	-	-
Likely [NET]	134	-	1
	16%	-	12%
Neutral [NET]	322	-	-
	38%	-	-
Unlikely [NET]	369	1	5
	44%	100%	88%

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Table 753

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	792	471	321	186	13	4	2	12	1	87	87	1	1	62	15	142	14
Weighted Base	836	500	337	204	12**	3**	2**	16**	1**	87*	84*	1**	1**	71*	16**	145	16**
[6] Certain to	50	27	22	10	-	-	1	2	-	6	2	-	-	7	-	12	2
	6%	5%	7%	5%	-	-	58%	9%	-	7%	2%	-	-	10%	-	8%	11%
[5] Very likely	85	53	32	22	3	-	-	1	-	10	12	-	-	5	1	13	-
	10%	11%	9%	11%	22%	-	-	8%	-	11%	14%	-	-	7%	5%	9%	-
[4] Fairly likely	154	96	57	41	2	1	-	-	1	17	16	-	-	19	-	42	4
	18%	19%	17%	20%	16%	23%	-	-	100%	20%	18%	-	-	26%	-	29%zab j	27%
[3] Fairly unlikely	168	98	70	37	3	1	1	1	-	23	17	-	1	8	6	22	1
	20%	20%	21%	18%	22%	45%	42%	8%	-	26%rt	21%	-	100%	11%	39%	15%	8%
[2] Very unlikely	149	94	55	41	1	-	-	7	-	10	20	-	-	12	4	25	4
	18%	19%	16%	20%	8%	-	-	40%	-	12%	23%	-	-	17%	24%	17%	27%
[1] Certain not to	220	124	95	53	3	1	-	6	-	21	17	1	-	17	5	28	3
	26%	25%	28%	26%	25%	32%	-	35%	-	25%	21%	100%	-	24%	32%	20%	20%
MEAN	2.86	2.88	2.82	2.85	3.04	2.60	4.73	2.36	4.00	3.00	2.88	1.00	3.00	3.07	2.22	3.16za	2.92
Don't know	12	6	5	1	1	-	-	-	-	-	1	-	-	4	-	2	1
	1%	1%	2%	1%	7%	-	-	-	-	-	1%	-	-	5%zact	-	1%	7%
Likely [NET]	134	80	54	32	3	-	1	3	-	15	14	-	-	12	1	25	2
	16%	16%	16%	16%	22%	-	58%	18%	-	18%	16%	-	-	17%	5%	18%	11%
Neutral [NET]	322	194	128	78	5	2	1	1	1	40	33	-	1	26	6	65	5
	38%	39%	38%	38%	38%	68%	42%	8%	100%	46%	39%	-	100%	37%	39%	45%	34%
Unlikely [NET]	369	219	150	93	4	1	-	12	-	32	37	1	-	29	9	53	7
	44%	44%	45%	46%	33%	32%	-	75%	-	37%	44%	100%	-	41%	56%	37%	48%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 754

FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	792	67	62	8	274	183	49	644	148	437	190	28	89	250	124	56	97	79	223	109	49	95	93
Weighted Base	836	66*	64*	7**	301	206	55*	670	167	473	208	31**	106*	256	139*	59*	105*	86*	234	117*	52*	103*	100*
[6] Certain to	50 6%	2 3%	2 4%	-	11 4%	6 3%	3 5%	35 5%	15 9%	34 7%	8 4%	5 15%	4 4%	24 9%z	29 21%zm	15 26%zm	27 25%zm	24 28%zm	24 10%z	29 25%zr	16 31%zr	23 22%zr	24 24%zr
[5] Very likely	85 10%	6 10%	6 9%	1 11%	29 10%	28 14%	6 11%	61 9%	24 14%	63 13%zj	15 7%	5 16%	18 17%	32 13%	45 32%zm	20 34%zm	39 37%zm	36 42%zmn	27 11%	45 39%zr	23 43%zr	37 36%zr	40 40%zr
[4] Fairly likely	154 18%mq r	15 22%	15 24%	2 31%	61 20%	45 22%	22 39%zde	119 18%	35 21%	102 21%z	31 15%	6 19%	19 18%	27 11%	33 24%mp q	12 21%mq	15 14%	8 9%	28 12%	22 19%	5 11%	24 24%rt	19 19%
[3] Fairly unlikely	168 20%mn opqrs tuv	21 32%z	21 33%z	2 32%	59 20%	43 21%	9 16%	130 19%	38 23%	113 24%z	35 17%	2 7%	20 18%	39 15%n	9 7%	5 9%	9 8%	7 8%	26 11%	8 7%	3 7%	6 6%	6 6%
[2] Very unlikely	149 18%no pqstu v	10 15%	8 12%	1 10%	65 22%	41 20%	6 10%	123 18%	26 15%	78 17%	49 23%z	5 14%	26 25%	57 22%znop q	8 6%	3 4%	5 5%	6 6%	61 26%zstu v	6 5%	2 4%	6 6%	6 6%
[1] Certain not to	220 26%hi lnopq stuv	12 18%	12 18%	1 16%	69 23%	42 21%	10 18%	192 29%zh	28 17%	76 16%	71 34%zi	7 21%	17 16%	75 29%nop q	14 10%	3 6%	10 9%	5 6%	66 28%stuv	6 5%	2 5%	6 5%	6 6%
MEAN	2.86g j	2.99	3.04	3.11	2.83	2.97	3.29d	2.75	3.27zg	3.21zj	2.48	3.42	3.07	2.83 m	4.24z	4.50zm	4.42zm	4.60zm n	2.83 r	4.58z	4.75zr	4.46zr	4.53zr
Don't know	12 7%	-	-	-	6 2%	1 1%	-	10 2%	1 1%	6 1%	-	2 7%	2 2%	1 *	1 1%	-	1 1%	1 1%	2 1%	1 1%	-	1 1%	1 1%
Likely [NET]	134 16%gj	8 13%	8 13%	1 11%	40 13%	34 16%	9 16%	96 14%	38 23%zg	97 21%zj	23 11%	10 31%	22 21%	56 22%z	73 53%zm	35 60%zm	66 62%zmn	60 70%zmn	51 22%z	75 64%zr	39 74%zru	60 58%zr	63 63%zr
Neutral [NET]	322 38%jm pqrst v	36 54%z	36 57%z	5 63%	121 40%	88 43%	31 56%zd	249 37%	73 44%	215 46%zj	66 32%	8 26%	39 37%	66 26%	42 30%pq	18 30%q	24 23%	14 17%	54 23%	30 26%	9 17%	30 29%t	25 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 754
FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	836	66*	64*	7**	301	206	55*	670	167	473	208	31**	106*	256	139*	59*	105*	86*	234	117*	52*	103*	100*
Unlikely [NET]	369	22	20	2	135	83	16	315	54	155	120	11	43	132	22	6	15	11	127	12	5	12	11
	44%bf	33%	31%	26%	45%f	40%	29%	47%zh	32%	33%	58%zi	36%	41%	52%zno	16%	10%	14%	12%	54%zst	10%	9%	12%	11%
	hinop													pq					uv				
	qstuv																						

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 755

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	317	164	153	-	1	18	40	51	72	74	61	1	58	123	135	105	108	47	57	74	134	92
Weighted Base	358	182	176	**	1**	21**	48*	67*	75*	82*	64*	1**	69*	142	146	139*	101*	63*	55*	65*	149	127*
[6] Certain to	20	5	15	-	-	3	6	1	1	3	6	-	9	2	9	8	6	4	2	4	7	9
6%am	3%	8%a	-	-	12%	13%hm	2%	1%	3%	9%lm	-	13%zhm	2%	6%	6%	6%	6%	3%	6%	4%	7%	
[5] Very likely	41	22	18	-	-	4	10	10	8	8	1	-	14	18	9	21	8	5	6	9	16	14
11%jn	12%	10%	-	-	18%	21%jn	15%j	10%	9%	2%	-	20%jn	13%j	6%	15%	8%	9%	10%	10%	14%	11%	11%
[4] Fairly likely	60	32	28	-	1	4	11	18	14	10	2	1	14	32	12	16	11	22	11	12	23	22
17%jn	18%	16%	-	100%	17%	22%jn	27%jn	19%j	13%	3%	100%	20%jn	23%zjn	9%j	11%	11%	35%zo	20%	18%	15%	17%	
[3] Fairly unlikely	71	40	31	-	-	8	5	18	15	14	11	-	13	32	25	34	21	11	6	10	34	23
20%	22%	18%	-	-	37%	11%	27%	20%	17%	17%	17%	-	19%f	23%	17%	24%	20%	17%	10%	15%	23%	18%
[2] Very unlikely	55	33	22	-	-	2	9	6	13	14	10	-	11	19	24	16	24	7	8	12	22	17
15%	18%	13%	-	-	12%	18%	9%	18%	17%	16%	-	16%	14%	16%	11%	23%zo	11%	15%	19%	15%	13%	
[1] Certain not to	108	51	57	-	-	1	7	12	24	34	31	-	8	35	65	44	30	14	20	16	45	41
30%fgl	28%	33%	-	-	5%	15%	17%	32%l	41%zfg	49%zfgl	-	12%	25%	44%zfglm	32%	30%	22%	37%	25%	30%	32%	
MEAN	2.80ij	2.77	2.83	-	4.00	3.67	3.54zhijn	3.20hijn	2.62	2.43	2.19	4.00	3.58zhijn	2.89hijn	2.33	2.85	2.60	3.17	2.59	2.96	2.74	2.84
Don't know	4	-	4	-	-	-	-	2	*	-	2	-	-	2	2	-	2	-	3	2	2	-
1%	-	2%	-	-	-	-	-	3%	*	-	4%	-	-	1%	2%	-	2%	-	5%zo	3%	2%	-
Likely [NET]	60	27	33	-	-	6	16	11	9	10	7	-	23	20	18	30	14	10	7	13	23	24
17%	15%	19%	-	-	30%	34%zhijn	17%	12%	12%	12%	-	-	33%zhijn	14%	12%	21%	14%	15%	13%	20%	15%	19%
Neutral [NET]	131	72	59	-	1	11	16	36	29	25	13	1	27	65	38	50	32	33	16	21	57	46
36%jn	39%	33%	-	100%	54%	33%	54%zjijn	38%j	30%	20%	100%	39%j	46%zjijn	26%	36%	31%	52%zpn	30%	33%	38%	36%	
Unlikely [NET]	163	83	80	-	-	4	16	18	37	47	41	-	20	55	89	60	54	21	28	28	67	58
45%gl	46%	45%	-	-	16%	33%	27%	49%glm	57%zfglm	64%zfglm	-	28%	39%g	61%zfglm	43%	53%q	33%	52%	44%	45%	46%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 756

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	317	22	38	62	15	4	93	29	19	7	2	6	147	14	262	55	110	26	22	1	2	6	140	10
Weighted Base	358	27**	47*	74*	18**	7**	116*	32**	26**	9**	2**	7**	156	11**	290	68*	136*	28**	28**	1**	2**	7**	149	8**
[6] Certain to	20	2	2	4	-	-	3	5	-	-	-	-	10	2	17	2	5	4	-	-	-	-	9	2
	6%	9%	4%	5%	-	-	3%	16%	-	-	-	-	6%	16%	6%	3%	4%	14%	-	-	-	-	6%	23%
[5] Very likely	41	5	7	9	5	-	15	6	5	-	-	3	10	1	33	8	17	5	5	-	-	3	9	1
	11%lv	18%	15%	13%	29%	-	13%	19%	21%	-	-	43%	7%	7%	11%	12%	13%	19%	19%	-	-	43%	6%	10%
[4] Fairly likely	60	5	11	18	3	-	29	5	3	2	1	-	17	3	47	13	35	3	5	-	1	-	13	2
	17%lv	20%	24%	24%	17%	-	25%zl	15%	12%	17%	50%	-	11%	30%	16%	19%	26%zv	13%	17%	-	50%	-	9%	30%
[3] Fairly unlikely	71	3	14	13	5	-	27	3	5	3	-	4	27	2	59	12	31	4	5	-	-	4	26	*
	20%	11%	31%	17%	26%	-	23%	10%	19%	35%	-	50%	17%	20%	20%	17%	23%	15%	19%	-	-	50%	18%	5%
[2] Very unlikely	55	*	6	15	2	1	19	3	3	2	1	*	25	1	43	12	21	3	4	-	1	*	26	1
	15%	2%	12%	21%	9%	17%	16%	8%	11%	25%	50%	7%	16%	9%	15%	17%	15%	10%	14%	-	50%	7%	17%	8%
[1] Certain not to	108	11	6	15	3	4	22	10	8	2	-	-	64	2	87	21	27	8	7	1	-	-	63	2
	30%bf	40%	14%	20%	19%	60%	19%	32%	30%	22%	-	-	41%zf	17%	30%	31%	20%	30%	25%	100%	-	-	42%zp	24%
MEAN	2.80l	3.00	3.27	3.04	3.28	1.22	3.05l	3.28	2.80	2.47	3.00	3.79	2.43	3.51	2.82	2.73	3.07z	3.23	2.92	1.00	3.00	3.79	2.37	3.65
Don't know	4	-	-	-	-	2	-	-	2	-	-	-	3	-	4	-	-	-	2	-	-	-	3	-
	1%	-	-	-	-	24%	-	-	7%	-	-	-	2%	-	2%	-	-	-	6%	-	-	-	2%	-
Likely [NET]	60	7	9	14	5	-	18	11	5	-	-	3	20	3	50	10	22	9	5	-	-	3	18	3
	17%	27%	19%	18%	29%	-	16%	35%	21%	-	-	43%	13%	24%	17%	15%	16%	33%	19%	-	-	43%	12%	34%
Neutral [NET]	131	8	26	30	8	-	56	8	8	5	1	4	44	6	106	25	66	7	10	-	-	4	40	3
	36%lv	31%	55%z	41%	43%	-	49%zl	25%	31%	53%	50%	50%	28%	50%	36%	36%	49%zv	27%	36%	-	50%	50%	27%	35%
Unlikely [NET]	163	11	12	31	5	6	41	13	11	4	1	*	89	3	130	33	48	11	11	1	1	*	88	2
	45%bf	42%	26%	41%	28%	76%	36%	40%	42%	47%	50%	7%	57%zf	26%	45%	48%	35%	40%	39%	100%	50%	7%	59%zp	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 757

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	317	177	43	97	66	3	-	14	241	113	105	47	32	20	24	29	14	-	1	-	1
Weighted Base	358	206	47*	105*	80*	3**	-.**	20**	264	122*	114*	66*	38**	18**	31**	37**	13**	-.**	1**	-.**	1**
[6] Certain to	20 6%h	9 4%	2 4%	9 9%	8 10%	2 62%	-	2 10%	10 4%	7 6%	4 3%	5 7%	2 5%	2 11%	2 6%	6 16%	1 8%	-	-	-	-
[5] Very likely	41 11%hi	28 13%	7 14%	6 6%	17 22%zh	1 38%	-	4 19%	19 7%	8 6%	10 9%	11 17%	8 21%	4 22%	5 16%	10 26%	3 23%	-	-	-	-
[4] Fairly likely	60 17%ci	41 20%ci	11 22%ci	8 8%	16 20%	-	-	4 21%	40 15%	12 10%	18 15%	15 23%	12 31%	3 16%	7 22%	7 19%	1 6%	-	1 100%	-	1 100%
[3] Fairly unlikely	71 20%	42 21%	13 28%	15 14%	15 19%	-	-	- 21%	55 21%	25 20%	27 23%	13 20%	4 9%	3 15%	9 27%	5 13%	2 17%	-	-	-	-
[2] Very unlikely	55 15%	32 16%	2 5%	20 19%	12 15%	-	-	3 16%	41 15%	18 15%	17 15%	9 14%	6 17%	4 25%	2 6%	5 14%	5 38%	-	-	-	-
[1] Certain not to	108 30%cd	54 26%	11 23%	43 41%za	11 14%	-	-	7 34%	93 35%zd	48 40%zk	39 34%	12 18%	7 17%	2 11%	7 23%	5 13%	1 9%	-	12 -	-	-
MEAN	2.80c hi	2.91c	3.11c	2.44	3.50zh	5.62	-	3.03	2.55	2.44	2.60	3.28z ij	3.36	3.48	3.21	3.78	3.17	-	4.00	-	4.00
Don't know	4 1%	-	2 4%a	3 3%	-	-	-	-	4 2%	4 3%	*	-	-	-	-	-	-	-	-	-	-
Likely [NET]	60 17%h	36 18%	8 18%	16 15%	25 32%zh	3 100%	-	6 28%	30 11%	15 12%	14 12%	16 24%	10 26%	6 34%	7 22%	15 42%	4 30%	-	-	-	-
Neutral [NET]	131 36%ci	84 41%ci	24 50%ci	23 22%	31 39%	-	-	4 21%	96 36%	37 31%	44 39%	28 43%	15 40%	6 31%	16 49%	12 31%	3 22%	-	1 100%	-	1 100%
Unlikely [NET]	163 45%bd	86 42%	13 28%	63 60%zab	23 29%	-	-	10 50%	134 51%zd	66 54%zk	56 49%	21 33%	13 34%	6 36%	9 29%	10 27%	6 47%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 758

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	317	30	31	40	249	309	158	187	289	305	109	271	170	72	190	66
Weighted Base	358	35**	32**	46*	276	349	171	214	330	345	124*	311	204	91*	218	80*
[6] Certain to	20 6% ^d	5 14%	3 8%	3 6%	11 4%	20 6%	10 6%	12 5%	17 5%	20 6%	7 5%	19 6%	18 9% ^z ehi	9 10%	17 8% ^h	3 4%
[5] Very likely	41 11% ^{di}	9 26%	9 27%	8 18%	23 8%	40 11% ⁱ	21 12%	20 9%	40 12% ⁱ	35 10%	11 9%	37 12% ⁱ	23 11%	15 17%	23 10%	14 18% ^{gij}
[4] Fairly likely	60 17%	7 20%	7 22%	9 18%	44 16%	60 17%	40 23% ^z ehik n	38 18%	55 17%	59 17%	26 21%	52 17%	39 19%	20 22%	35 16%	18 22%
[3] Fairly unlikely	71 20%	8 22%	3 10%	8 17%	55 20%	69 20%	27 16%	42 20%	67 20%	71 21%	20 16%	67 22% ^f	43 21%	16 17%	44 20%	12 15%
[2] Very unlikely	55 15%	4 10%	8 25%	8 16%	43 16%	54 15%	31 18%	27 13%	53 16% ⁱ	50 14%	16 13%	48 15%	28 14%	13 15%	32 15%	15 19%
[1] Certain not to	108 30% ^f km	3 8%	3 9%	11 24%	95 34% ^z	103 29% ^f lm	40 24%	74 35% ^e fhkl mo	96 29% ^f	107 31% ^e fhkl m	45 36% ^f klmo	86 28%	51 25%	18 19%	68 31% ^f m	17 21%
MEAN	2.80 ^d	3.89	3.57	3.09	2.60	2.82	3.00 ^z gij	2.70	2.82	2.78	2.70	2.88 ⁱ	3.05 ^z egh ij	3.31 ^z egh ijkn	2.83	3.09 ^j
Don't know	4 1% ^h hk	-	-	-	4 2%	4 1% ^h hk	2 1%	2 1%	2 1%	4 1% ^h hk	-	2 1%	2 1%	-	-	-
Likely [NET]	60 17% ^{di}	14 40%	11 35%	11 24%	34 12%	60 17% ⁱ	31 18%	31 15%	57 17%	54 16%	18 14%	56 18% ⁱ	41 20% ⁱ	24 27% ^z eghi j	40 18%	18 22%
Neutral [NET]	131 36%	15 42%	10 31%	16 35%	100 36%	128 37%	67 39%	80 37%	123 37%	130 38% ^z	46 37%	119 38%	82 40%	36 39%	78 36%	30 37%
Unlikely [NET]	163 45% ^l m	6 18%	11 34%	19 40%	138 50% ^z	157 45% ^l	71 42%	101 47% ^l lm	149 45% ^l	157 45% ^l	60 49% ^l m	134 43%	79 39%	31 34%	100 46% ^l m	32 40%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 759

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	317	221	45	4	2	11	34	152	89	54	3	8	11	26	28	38	41	27	16
Weighted Base	358	264	43*	4**	2**	13**	33**	161	120*	54*	5**	9**	11**	31**	28**	48**	44*	31**	25**
[6] Certain to	20	18	2	-	-	-	-	7	4	9	-	-	-	3	4	3	4	1	2
6%		7%	4%	-	-	-	-	4%	3%	17%zgh	-	-	-	9%	15%	6%	9%	2%	7%
[5] Very likely	41	38	2	-	-	-	1	11	24	5	-	1	-	3	2	5	3	3	7
11%g		15%z	4%	-	-	-	2%	7%	20%zg	9%	-	9%	-	9%	6%	10%	8%	9%	26%
[4] Fairly likely	60	50	6	-	-	2	2	20	24	12	*	1	3	2	5	10	7	9	1
17%		19%	13%	-	-	17%	6%	13%	20%	23%	9%	17%	28%	8%	17%	21%	16%	30%	4%
[3] Fairly unlikely	71	58	7	1	1	3	1	31	22	9	4	1	5	7	4	8	6	7	4
20%		22%	17%	19%	44%	26%	3%	19%	19%	17%	74%	7%	42%	24%	15%	16%	14%	24%	16%
[2] Very unlikely	55	34	9	2	-	4	5	34	13	4	-	3	1	2	2	8	10	2	6
15%		13%	22%	56%	-	30%	15%	21%z	11%	8%	-	35%	8%	6%	8%	17%	24%	7%	22%
[1] Certain not to	108	64	17	1	1	3	22	57	31	13	1	3	2	14	11	14	13	9	6
30%ai		24%	40%	25%	56%	24%	66%	35%	26%	23%	17%	28%	22%	44%	40%	29%	30%	29%	23%
MEAN	2.80bg	3.07zb	2.34	1.94	1.88	2.37	1.51	2.46	3.06g	3.38z	2.75	2.40	2.75	2.58	2.85	2.83	2.74	2.89	3.14
Don't know	4	2	-	-	-	*	2	1	2	1	-	*	-	-	-	-	-	-	-
1%		1%	-	-	-	3%	7%	1%	1%	3%	-	4%	-	-	-	-	-	-	-
Likely [NET]	60	56	4	-	-	-	1	18	28	14	-	1	-	5	6	7	7	3	9
17%g		21%z	8%	-	-	-	2%	11%	23%g	26%g	-	9%	-	18%	20%	16%	16%	11%	36%
Neutral [NET]	131	107	13	1	1	5	3	51	46	22	4	2	8	10	9	18	13	17	5
36%		41%z	30%	19%	44%	43%	10%	32%	39%	40%	83%	24%	70%	32%	32%	38%	30%	54%	19%
Unlikely [NET]	163	99	27	3	1	7	27	91	44	17	1	6	3	16	13	22	24	11	11
45%ai		37%	62%za	81%	56%	54%	82%	57%zhi	37%	31%	17%	64%	30%	51%	48%	47%	53%	35%	45%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 760

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	317	285	29	18	30	25	32	18	5	19	74	30	14	35	17	251	209	104	313	272	45	317
Weighted Base	358	332	24**	16**	28**	22**	36**	21**	8**	30**	119*	25**	10**	27*	17**	305	230	123*	353	303	55*	358
[6] Certain to	20	18	2	-	2	3	-	-	2	1	10	-	-	2	-	18	15	5	20	15	4	20
6%	5%	8%	-	8%	12%	-	-	-	25%	3%	8%	-	-	7%	-	6%	6%	4%	6%	5%	8%	6%
[5] Very likely	41	34	7	1	4	2	5	4	2	3	18	1	-	-	1	40	29	12	41	36	4	41
11%	10%	29%	5%	15%	9%	13%	17%	26%	11%	15% ^m	5%	-	-	6%	13% ^m	13%	9%	12%	12%	8%	11%	
[4] Fairly likely	60	55	4	3	5	3	4	3	1	9	14	6	1	7	3	48	32	27	59	52	8	60
17%	17%	18%	15%	19%	13%	11%	16%	18%	30%	12%	24%	9%	28% ^j	18%	16%	14%	22%	17%	17%	14%	17%	
[3] Fairly unlikely	71	69	2	5	3	4	10	2	2	3	29	2	1	5	4	60	45	24	69	57	14	71
20%	21%	8%	34%	11%	16%	28%	10%	21%	9%	25%	8%	15%	20%	24%	20%	20%	19%	19%	20%	19%	26%	20%
[2] Very unlikely	55	48	4	2	2	5	7	5	-	5	13	9	1	2	3	48	33	20	54	46	8	55
15%	15%	17%	10%	8%	25%	20%	21%	-	16%	11%	37%	13%	8%	18%	16%	15%	15%	17%	15%	15%	15%	15%
[1] Certain not to	108	103	4	6	11	6	10	7	1	9	32	5	6	10	6	86	72	35	107	92	16	108
30%	31%	18%	36%	38%	25%	28%	35%	10%	31%	27%	18%	63%	37%	35%	28%	31%	28%	30%	30%	29%	30%	30%
MEAN	2.80	2.76	3.47	2.42	2.90	2.94	2.60	2.59	4.24	2.83	3.03	2.56	1.69	2.68	2.41	2.87	2.81	2.80	2.81	2.80	2.81	2.80
Don't know	4	4	*	-	-	-	-	-	-	-	2	2	-	-	-	4	4	-	4	4	-	4
1%	1%	1%	1%	-	-	-	-	-	-	2%	8%	-	-	-	-	1%	2%	-	1%	1%	-	1%
Likely [NET]	60	52	9	1	6	5	5	4	4	4	28	1	-	2	1	58	44	17	60	52	9	60
17%	16%	37%	5%	23%	21%	13%	17%	50%	14%	24%	5%	-	7%	6%	19%	19%	14%	17%	17%	16%	17%	
Neutral [NET]	131	124	6	8	9	6	14	6	3	12	43	8	2	13	7	109	77	51	128	109	22	131
36%	38%	26%	49%	31%	29%	39%	26%	39%	39%	36%	32%	23%	47%	41%	36%	33%	41%	36%	36%	40%	36%	
Unlikely [NET]	163	151	8	8	13	11	17	12	1	14	45	14	7	12	9	134	105	55	161	138	24	163
45%	46%	35%	46%	46%	50%	48%	56%	10%	47%	38%	55%	77%	45%	53%	44%	46%	46%	45%	45%	46%	44%	45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 761

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	317	137	184	290	317	258	30	273	140	64	17	251	7	39	20	258	59	290	27
Weighted Base	358	148	218	332	358	298	36**	314	158	80*	17**	291	7**	41*	19**	298	60*	332	26**
[6] Certain to	20 6%	4 3%	17 8%	20 6%a	20 6%	20 7%a	3 7%	20 6%	9 6%	6 8%	-	20 7%	-	-	-	20 7%	-	20 6%	-
[5] Very likely	41 11%amp	9 6%	36 16%zac dg	40 12%a	41 11%a	40 13%zac	7 20%	40 13%a	18 12%	18 23%zac degh	1 3%	40 14%zm	-	-	1 3%	40 13%zp	1 1%	40 12%	1 2%
[4] Fairly likely	60 17%a	16 11%	45 21%a	57 17%a	60 17%a	51 17%a	5 14%	56 18%a	34 22%za d	14 18%	2 10%	50 17%	1 16%	7 16%	2 9%	51 17%	9 14%	57 17%	3 11%
[3] Fairly unlikely	71 20%	32 21%	44 20%	68 21%	71 20%	58 19%	8 23%	61 19%	32 21%	16 20%	-	56 19%	2 34%	13 31%	-	58 19%	13 21%	68 21%	2 9%
[2] Very unlikely	55 15%	29 19%	30 14%	53 16%	55 15%	45 15%	5 14%	50 16%	27 17%	12 15%	2 10%	45 16%	-	8 18%	2 9%	45 15%	9 15%	53 16%	2 7%
[1] Certain not to	108 30%bcgh ikq	58 39%zb cdegh i	44 20%	92 28%bi	108 30%bcg hi	83 28%bi	8 22%	85 27%bi	37 24%	13 16%	11 63%	79 27%	3 50%	13 30%	13 67%	83 28%	25 42%	92 28%	16 62%
MEAN	2.80ap	2.34	3.23za cdegh	2.88z ad	2.80a d	2.93za d	3.18	2.93za d	2.98a	3.39z acdeg h	1.62	2.95zm	2.17	2.35	1.55	2.93zp	2.11	2.88z	1.73
Don't know	4 1%cegko q	-	2 1%e	2 1%e	4 1%ceg	*	-	2 1%e	-	-	2 14%	*	-	2 4%k	2 12%	*	4 7%zo	2 1%	2 9%
Likely [NET]	60 17%amp	13 9%	53 24%zac degh	60 18%a	60 17%a	60 20%zac	10 27%	60 19%zac	27 17%a	25 31%zac degh	1 3%	60 21%zm	-	-	1 3%	60 20%zp	1 1%	60 18%	1 2%
Neutral [NET]	131 36%	47 32%	89 41%	125 38%	131 36%	109 37%	13 37%	117 37%	67 42%a	30 38%	2 10%	106 36%	4 50%	20 47%	2 9%	109 37%	21 35%	125 38%	5 20%
Unlikely [NET]	163 45%bcgi q	87 59%zb cdegh i	74 34%	145 44%bi	163 45%bcg i	128 43%b	13 36%	134 43%b	64 40%	25 31%	12 73%	125 43%	3 50%	20 48%	15 76%	128 43%	35 57%	145 44%	18 69%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 762

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	317	123	10	1	3	3	7	47	62	1	50	9
Weighted Base	358	148	11**	2**	3**	2**	7**	51*	62*	1**	60*	10**
[6] Certain to	20	5	-	-	1	-	1	5	5	-	2	1
	6%	3%	-	-	28%	-	9%	10%	8%	-	4%	8%
[5] Very likely	41	18	2	-	-	-	-	5	5	-	10	-
	11%	12%	19%	-	-	-	-	10%	9%	-	16%	-
[4] Fairly likely	60	28	3	-	-	-	1	9	9	-	11	*
	17%	19%	27%	-	-	-	10%	17%	14%	-	18%	4%
[3] Fairly unlikely	71	30	1	-	1	-	3	9	12	1	12	3
	20%	20%	6%	-	51%	-	35%	17%	19%	100%	20%	28%
[2] Very unlikely	55	16	3	-	-	1	2	11	13	-	6	3
	15%	11%	25%	-	-	38%	27%	21%	21%	-	11%	34%
[1] Certain not to	108	50	2	2	1	1	1	13	18	-	17	3
	30%	33%	23%	100%	22%	62%	18%	25%	29%	-	28%	25%
MEAN	2.80	2.75	2.96	1.00	3.39	1.38	2.74	2.95	2.77	3.00	2.96	2.45
Don't know	4	2	-	-	-	-	-	-	-	-	2	-
	1%	2%	-	-	-	-	-	-	-	-	3%	-
Likely [NET]	60	23	2	-	1	-	1	10	10	-	12	1
	17%	16%	19%	-	28%	-	9%	20%	17%	-	20%	8%
Neutral [NET]	131	57	4	-	1	-	3	17	20	1	23	3
	36%	39%	33%	-	51%	-	45%	33%	33%	100%	38%	33%
Unlikely [NET]	163	66	5	2	1	2	3	24	31	-	23	6
	45%	44%	48%	100%	22%	100%	45%	46%	50%	-	38%	59%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 763

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)											
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	317	1	22	2	1	1	1	3	7	15	1	18	2
Weighted Base	358	***	27**	2**	1**	1**	1**	3**	7**	17**	1**	23**	3**
[6] Certain to	20	-	-	-	1	-	-	-	-	2	-	-	-
	6%	-	-	-	100%	-	-	-	-	12%	-	-	-
[5] Very likely	41	-	3	1	-	-	-	-	-	5	-	6	-
	11%	-	13%	67%	-	-	-	-	-	28%	-	28%	-
[4] Fairly likely	60	-	8	-	-	1	-	1	2	2	-	7	-
	17%	-	31%	-	-	100%	-	25%	33%	9%	-	28%	-
[3] Fairly unlikely	71	-	2	-	-	-	-	1	2	4	-	5	2
	20%	-	9%	-	-	-	-	23%	35%	24%	-	21%	70%
[2] Very unlikely	55	-	4	1	-	-	1	1	1	3	-	3	-
	15%	-	13%	33%	-	-	100%	52%	14%	16%	-	14%	-
[1] Certain not to	108	*	9	-	-	-	-	-	1	2	1	2	1
	30%	100%	34%	-	-	-	-	-	18%	11%	100%	9%	30%
MEAN	2.80	1.00	2.75	4.00	6.00	4.00	2.00	2.74	2.83	3.60	1.00	3.52	2.41
Don't know	4	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	60	-	3	1	1	-	-	-	-	7	-	6	-
	17%	-	13%	67%	100%	-	-	-	-	39%	-	28%	-
Neutral [NET]	131	-	11	-	-	1	-	1	5	6	-	11	2
	36%	-	40%	-	-	100%	-	48%	68%	33%	-	49%	70%
Unlikely [NET]	163	*	13	1	-	-	1	1	2	5	1	5	1
	45%	100%	47%	33%	-	-	100%	52%	32%	28%	100%	23%	30%

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Table 764

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	317	202	115	72	7	1	1	4	36	45	1	28	7	64	3
Weighted Base	358	232	127*	89*	8**	1**	***	5**	40**	46*	1**	32**	9**	68*	3**
[6] Certain to	20	17	3	3	-	-	-	1	5	5	-	2	1	8	-
	6%	7%	2%	3%	-	-	-	15%	12%	11%b	-	8%	9%	12%zb	-
[5] Very likely	41	24	17	11	1	-	-	-	5	2	-	4	-	8	-
	11%	10%	13%	13%	10%	-	-	-	13%	5%	-	13%	-	11%	-
[4] Fairly likely	60	35	25	16	3	-	-	-	5	7	-	5	-	12	-
	17%	15%	19%	18%	38%	-	-	-	12%	15%	-	14%	-	18%	-
[3] Fairly unlikely	71	51	19	20	1	1	-	3	6	8	1	9	3	10	-
	20%	22%	15%	23%	8%	100%	-	56%	15%	17%	100%	27%	32%	15%	-
[2] Very unlikely	55	35	20	10	1	-	-	-	10	9	-	2	3	16	-
	15%	15%	16%	11%	13%	-	-	-	24%	20%	-	6%	39%	24%ac	-
[1] Certain not to	108	69	39	29	2	-	*	1	9	15	-	10	2	13	3
	30%	30%	31%	33%	31%	-	100%	29%	23%	32%	-	31%	19%	20%	100%
MEAN	2.80	2.84	2.74	2.77	2.82	3.00	1.00	2.86	3.06	2.76	3.00	2.96	2.51	3.14	1.00
Don't know	4	*	4	-	-	-	-	-	-	-	-	*	-	-	-
	1%a	*	3%a	-	-	-	-	-	-	-	-	1%	-	-	-
Likely [NET]	60	41	19	14	1	-	-	1	10	8	-	7	1	16	-
	17%	18%	15%	16%	10%	-	-	15%	26%	16%	-	21%	9%	24%	-
Neutral [NET]	131	87	44	36	4	1	-	3	11	15	1	13	3	22	-
	36%	37%	35%	40%	46%	100%	-	56%	27%	32%	100%	41%	32%	33%	-
Unlikely [NET]	163	103	59	39	4	-	*	1	19	24	-	12	5	30	3
	45%	45%	47%	43%	44%	-	100%	29%	47%	51%	-	37%	58%	44%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 765

FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to international numbers on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	317	25	20	6	111	70	28	256	61	197	65	11	45	108	53	22	39	37	88	56	27	46	42
Weighted Base	358	28**	25**	7**	128*	76*	31**	287	71*	228	69*	13**	55*	121*	60*	25**	46*	43*	99*	68*	34**	55*	52*
[6] Certain to	20	-	-	-	8	3	2	16	4	14	4	2	4	11	8	4	7	7	3	10	8	9	8
	6%	-	-	-	6%	4%	6%	6%	5%	6%	5%	20%	7%	9%	14%z	16%	16%z	17%z	3%	15%zr	24%	16%zr	16%zr
[5] Very likely	41	4	4	1	10	5	-	32	8	34	4	3	10	11	19	13	14	16	12	25	16	21	21
	11%	14%	16%	17%	8%	7%	-	11%	12%	15%z	6%	23%	19%	9%	31%zm	50%	31%zm	37%zm	12%	37%zr	47%	38%zr	40%zr
[4] Fairly likely	60	4	5	3	24	18	11	46	14	49	5	1	12	16	17	4	6	10	14	13	4	11	11
	17%	15%	20%	35%	19%	23%	36%	16%	19%	22%z	8%	8%	22%	13%	29%zm	17%	14%	23%	15%	20%	11%	21%	20%
															p								
[3] Fairly unlikely	71	8	8	1	23	12	6	52	18	50	12	1	12	17	6	1	10	3	8	9	4	6	6
	20%nr	31%	30%	14%	18%	16%	21%	18%	26%	22%	17%	8%	22%	14%	10%	4%	21%nr	7%	8%	13%	12%	11%	11%
[2] Very unlikely	55	7	6	2	25	15	5	41	14	35	15	4	8	25	5	2	2	2	20	5	1	4	3
	15%p	24%	24%	33%	19%	19%	17%	14%	19%	15%	22%	33%	14%	20%nrp	8%	9%	4%	5%	20%su	7%	3%	6%	5%
[1] Certain not to	108	4	2	-	37	23	7	96	12	45	28	1	9	39	4	1	7	3	42	4	1	4	4
	30%hi	16%	9%	-	29%	31%	21%	33%zh	17%	20%	40%i	8%	16%	32%nrp	6%	4%	14%nr	6%	42%zsu	6%	3%	7%	7%
	uv																						
MEAN	2.80j	2.88	3.09	3.37	2.75	2.69	2.93	2.74	3.04	3.15zj	2.31	3.64	3.35z	2.74	4.16z	4.50	3.89zm	4.35zm	2.45	4.24z	4.66	4.25zr	4.28zr
	r													m					r				
Don't know	4	-	-	-	-	-	-	3	2	*	2	-	-	3	2	-	-	2	-	2	-	-	-
	1%i	-	-	-	-	-	-	1%	2%	*	3%	-	-	2%	3%	-	-	4%	-	3%	-	-	-
Likely [NET]	60	4	4	1	18	8	2	49	12	48	7	5	14	22	27	17	21	23	15	35	24	30	29
	17%	14%	16%	17%	14%	11%	6%	17%	17%	21%z	11%	43%	26%	18%	45%zm	67%	46%zm	54%zm	16%	52%zr	71%	54%zr	56%zr
Neutral [NET]	131	13	13	4	47	30	18	99	32	100	17	2	25	33	23	5	16	13	22	22	8	18	17
	36%mr	46%	51%	49%	37%	39%	56%	34%	45%	44%zj	25%	16%	45%	27%	38%	21%	35%	30%	22%	32%	23%	32%	32%
Unlikely [NET]	163	11	8	2	62	38	12	137	26	81	43	5	16	63	8	3	9	5	61	9	2	7	6
	45%il	40%	33%	33%	49%	50%	38%	48%	36%	35%	62%zi	41%	30%	52%nrp	14%	13%	19%	12%	62%zsu	13%	7%	14%	12%
	npqsuv													v					v				

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 766

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	385	218	167	-	6	38	81	69	72	86	33	6	119	141	119	101	151	60	73	99	191	76
Weighted Base	401	216	185	**	6**	44*	87*	79*	67*	85*	33**	6**	131*	146	118*	119*	147	69*	66*	86*	205	91*
[6] Certain to	17 4%	11 5%	6 3%	-	-	3 6%	7 8%	2 2%	2 4%	1 1%	2 6%	-	10 8%	4 3%	3 3%	5 4%	8 5%	2 2%	3 5%	2 2%	5 3%	5 6%
[5] Very likely	49 12%in	21 10%	28 15%	-	1 19%	10 22%in	9 11%	14 18%in	8 12%i	2 2%	4 12%	1 19%	19 15%in	23 15%in	6 5%i	14 11%	15 10%	10 14%	10 16%	13 15%	23 11%	11 12%
[4] Fairly likely	67 17%p	38 18%	29 16%	-	-	11 26%	16 19%	13 17%	12 18%	14 16%	1 3%	-	27 21%	25 17%	15 12%	21 18%	16 11%	17 24%p	13 20%	17 20%	38 18%	13 14%
[3] Fairly unlikely	106 26%	62 29%	44 24%	-	2 39%	12 28%	17 20%	26 33%	18 28%	23 27%	7 20%	2 39%	30 23%	44 30%	30 25%	30 26%	49 33%zr	15 22%	12 18%	18 21%	58 28%	24 27%
[2] Very unlikely	80 20%e	48 22%	32 17%	-	2 42%	2 4%	23 26%el	13 17%	14 21%e	21 25%e	4 12%	2 42%	24 18%e	28 19%e	25 21%e	21 17%	28 19%	18 26%	12 19%	18 21%	44 22%	17 19%
[1] Certain not to	77 19%gm	36 17%	41 22%	-	-	4 9%	14 16%	8 10%	11 17%	24 28%zeg lm	15 47%	-	18 14%	19 13%	39 33%ze fghlm	28 24%	28 19%	7 11%	13 20%	17 20%	32 15%	22 24%
MEAN	2.96in	2.97	2.94	-	2.96	3.69zh imn	3.07in	3.25in	2.98in	2.43	2.40	2.96	3.27zi n	3.12in	2.42	2.88	2.90	3.12	3.06	2.95	2.96	2.88
Don't know	5 1%	-	5 3%a	-	-	2 5%n	* *	3 3%	-	-	-	-	2 2%f	3 2%	-	-	3 2%	-	2 3%	* *	5 2%	-
Likely [NET]	66 16%in	32 15%	34 18%	-	1 19%	12 28%in	17 19%in	16 21%in	11 16%i	3 3%	6 18%	1 19%	29 22%in	27 18%in	9 8%i	18 15%	23 16%	12 17%	13 20%	15 17%	28 14%	16 17%
Neutral [NET]	174 43%	100 46%	74 40%	-	2 39%	24 54%	34 39%	39 49%	30 46%	37 43%	8 23%	2 39%	57 44%	70 48%	44 38%	52 43%	65 44%	32 46%	25 38%	35 41%	95 47%	37 41%
Unlikely [NET]	156 39%egm	84 39%	72 39%	-	2 42%	6 13%	37 42%el	21 27%	26 39%e	45 53%zeg lm	19 59%	2 42%	42 32%e	47 32%e	65 55%ze ghlm	49 41%	56 38%	26 37%	26 39%	36 42%	76 37%	39 42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 767

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	385	25	46	103	30	11	140	34	41	10	3	8	134	15	316	69	166	27	33	7	3	6	128	15
Weighted Base	401	30**	55*	111*	32**	14**	155	41**	46*	9**	2**	9**	128	11**	318	83*	188	33**	33**	5**	2**	6**	122	12**
[6] Certain to	17	3	2	6	2	-	9	3	2	-	-	-	4	*	15	2	11	2	2	-	-	-	3	*
	4%	11%	3%	6%	6%	-	6%	6%	4%	-	-	-	3%	3%	5%	2%	6%	5%	5%	-	-	-	2%	2%
[5] Very likely	49	9	6	14	4	4	24	5	8	1	-	2	7	2	40	9	26	3	8	1	-	2	8	2
	12%lv	30%	11%	13%	12%	30%	15%l	13%	17%l	11%	-	22%	5%	16%	13%	11%	14%	8%	25%	18%	-	33%	6%	15%
[4] Fairly likely	67	3	15	21	9	*	35	5	9	1	1	1	15	1	51	16	38	3	10	1	1	1	13	1
	17%v	9%	28%	19%	27%	2%	22%zl	12%	20%	11%	47%	14%	12%	8%	16%	20%	20%v	8%	31%	17%	47%	20%	11%	7%
[3] Fairly unlikely	106	4	16	27	13	2	36	11	15	3	*	3	33	5	83	23	44	11	9	1	*	2	34	4
	26%	14%	29%	24%	40%	14%	23%	26%	32%	32%	22%	39%	26%	41%	26%	28%	24%	34%	26%	27%	22%	38%	28%	33%
[2] Very unlikely	80	4	9	26	5	5	27	12	10	-	-	*	29	1	65	15	38	10	4	-	-	*	26	1
	20%	13%	17%	23%	16%	33%	17%	29%	21%	-	-	6%	23%	9%	20%	18%	20%	31%	13%	-	-	8%	21%	8%
[1] Certain not to	77	4	7	16	-	3	22	5	3	4	1	-	39	2	61	15	29	4	-	2	1	-	39	2
	19%h	15%	13%	14%	-	20%	14%	12%	6%	46%	32%	-	31%zf	22%	19%	19%	15%	12%	-	38%	32%	-	32%zp	20%
MEAN	2.96l	3.65	3.16	3.10	3.52	2.88	3.24z	3.03	3.32l	2.41	2.83	3.65	2.47	2.96	2.97	2.93	3.14z	2.82	3.84	2.76	2.83	3.78	2.46	2.96
Don't know	5	3	-	1	-	-	3	1	-	-	-	2	-	*	4	2	3	1	-	-	-	-	-	2
	1%	9%	-	1%	-	-	2%	2%	-	-	-	19%	-	2%	1%	2%	1%	2%	-	-	-	-	-	15%
Likely [NET]	66	12	8	21	6	4	32	8	10	1	-	2	11	2	55	11	36	4	10	1	-	2	11	2
	16%lv	41%	14%	18%	17%	30%	21%l	19%	21%l	11%	-	22%	8%	19%	17%	13%	19%v	13%	30%	18%	-	33%	9%	17%
Neutral [NET]	174	7	31	48	21	2	71	15	24	4	1	4	48	5	134	40	82	14	19	2	1	3	47	5
	43%	23%	56%	44%	67%	16%	46%	38%	51%	43%	68%	52%	38%	49%	42%	48%	44%	42%	58%	44%	68%	58%	38%	40%
Unlikely [NET]	156	8	16	42	5	8	49	17	13	4	1	*	69	3	126	30	67	14	4	2	1	*	64	3
	39%l	27%	30%	37%	16%	54%	32%	41%	27%	46%	32%	6%	54%zf	30%	40%	37%	36%	43%	13%	38%	32%	8%	53%zp	28%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 768

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	385	228	64	93	107	4	-	11	267	108	129	55	58	35	40	52	11	3	1	1	1
Weighted Base	401	235	64*	102*	118*	4**	-.**	10**	272	114*	131	56*	64*	36**	39*	63*	12**	5**	***	1**	1**
[6] Certain to	17 4%h	10 4%	4 7%	3 3%	10 8%h	1 28%	-	-	6 2%	4 3%	3 3%	2 3%	5 7%	4 10%	5 14%z	5 8%	-	-	-	-	-
[5] Very likely	49 12%hi	29 12%	9 14%	11 10%	21 18%	-	-	2 22%	27 10%	8 7%	18 14%	7 12%	11 18%i	4 12%	10 26%z	7 11%	3 28%	-	-	-	-
[4] Fairly likely	67 17%	48 20%z	8 12%	11 11%	25 21%	3 72%	-	2 18%	39 14%	14 12%	18 13%	11 20%	18 28%zi	6 18%	5 13%	17 28%	2 16%	-	*	-	1
[3] Fairly unlikely	106 26%	66 28%	16 25%	24 23%	25 21%	-	-	3 32%	78 29%	28 25%	40 31%	16 28%	12 18%	10 29%	11 28%	11 17%	1 10%	2 48%	-	-	-
[2] Very unlikely	80 20%	45 19%	13 21%	21 21%	24 20%	-	-	2 19%	55 20%	23 20%	24 18%	15 27%	10 16%	8 21%	6 15%	13 20%	3 28%	2 52%	-	-	-
[1] Certain not to	77 19%ad	36 15%	11 17%	29 29%za	13 11%	-	-	1 10%	63 23%zd	36 31%zj	25 19%	5 9%	7 11%	3 10%	1 4%	9 14%	2 17%	-	-	1	-
MEAN	2.96c hi	3.08c	3.06	2.61	3.39zh	4.56	-	3.21	2.74	2.52	2.93i	3.08i	3.47z	3.32	3.85z	3.28	3.10	2.48	4.00	1.00	4.00
Don't know	5 1%a	1 *	2 3%	3 3%	1 1%	-	-	-	4 2%	2 1%	3 2%	-	1 1%	-	-	1 1%	-	-	-	-	-
Likely [NET]	66 16%hi	39 17%	13 21%	14 13%	31 26%zh	1 28%	-	2 22%	33 12%	12 10%	22 17%	9 15%	16 25%i	8 22%	16 40%z	12 20%	3 28%	-	-	-	-
Neutral [NET]	174 43%	115 49%zc	24 38%	35 34%	50 42%	3 72%	-	5 49%	117 43%	42 37%	58 44%	27 48%	30 46%	17 47%	16 41%	28 45%	3 26%	2 48%	*	-	1
Unlikely [NET]	156 39%an	81 34%	25 38%	51 50%za	37 31%	-	-	3 29%	117 43%z	59 51%zj	48 37%	20 36%	18 27%	11 31%	7 19%	21 34%	5 45%	2 52%	-	1	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 769

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	385	50	50	59	277	383	202	220	365	367	146	338	248	122	271	122
Weighted Base	401	58*	54*	65*	281	399	205	229	380	383	158	349	264	140	283	137
[6] Certain to	17 4%di	3 6%	5 9% d	7 10% z d	7 2%	17 4%i	10 5%	8 3%	15 4%	14 4%	6 4%	15 4%	12 5%	10 7%i	12 4%	5 3%
[5] Very likely	49 12% d n	8 14%	11 21%	12 18%	28 10%	49 12% n	28 14% n	26 11%	47 12% n	45 12%	19 12%	44 12% n	33 13%	24 17% i n	27 9%	20 15% n
[4] Fairly likely	67 17% g	11 18%	8 15%	19 29% z b d	43 15%	67 17% g	41 20% g o	30 13%	64 17% g	62 16%	24 15%	64 18% g i	47 18%	29 21% g o	51 18% g	18 13%
[3] Fairly unlikely	106 26% e f	13 22%	10 19%	12 18%	81 29%	104 26% f	44 21%	70 30% e f m	102 27% f	102 27% f	37 24%	98 28% e f	74 28% f	29 21%	75 26%	47 34% z e f i j m
[2] Very unlikely	80 20%	17 29% c	12 22%	8 13%	55 20%	80 20%	36 18%	45 20%	74 19%	80 21% h k	34 21%	66 19%	55 21%	26 19%	58 21%	30 22%
[1] Certain not to	77 19% l o	6 11%	7 13%	7 11%	64 23% z	77 19% k l o	41 20% o	50 22% k l m o	72 19% l o	75 20% k l o	38 24% k l m o	61 18%	42 16%	19 14%	60 21% k l m o	18 13%
MEAN	2.96 d g i	3.14	3.39 d	3.62 z d	2.77	2.96 g i	3.05 j n	2.83	2.96 g i	2.91	2.80	3.02 z e g i j n	3.05 g i j n	3.32 z e f g h i j k l n	2.87	3.05
Don't know	5 1% g k n	* *	1 2%	1 1%	4 2%	5 1% g k n	4 2% k l	* *	5 1% g k n	5 1% g k n	- -	2 1%	- -	1 *	1 *	- -
Likely [NET]	66 16% d i n	12 20%	16 30% z d	19 29% z d	34 12%	66 17% i n	38 19% n	34 15%	63 16% i n	59 15%	25 16%	58 17% n	46 17%	35 25% z e g h i j k n	39 14%	25 18%
Neutral [NET]	174 43%	23 40%	18 34%	30 47%	123 44%	171 43%	85 42%	100 44%	166 44%	164 43%	61 39%	161 46% z e h i j	121 46%	59 42%	126 44%	65 47%
Unlikely [NET]	156 39% c k	23 39%	18 34%	15 24%	119 42% z c	156 39% k	77 38%	95 42% k	146 38% k	154 40% z h k	72 45% f h k l m o	127 36%	97 37%	46 33%	118 42% k m	48 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	385	310	42	4	1	9	19	148	119	94	3	8	12	29	40	68	60	39	14
Weighted Base	401	327	41*	4**	***	10**	18**	141	138	97*	4**	8**	11**	28**	36**	64*	65*	45*	19**
[6] Certain to	17	15	1	-	-	1	1	4	5	3	-	1	-	1	2	2	5	1	1
4%		5%	2%	-	-	5%	5%	3%	3%	3%	-	10%	-	2%	6%	3%	7%	2%	4%
[5] Very likely	49	38	7	-	-	1	2	11	18	18	-	1	5	3	2	6	12	7	3
12%		12%	18%	-	-	10%	11%	8%	13%	18%g	-	14%	40%	12%	4%	9%	18%	17%	14%
[4] Fairly likely	67	63	4	-	-	1	*	20	31	16	-	1	3	2	9	12	14	9	-
17%		19%z	9%	-	-	6%	2%	14%	22%	17%	-	15%	30%	6%	25%	18%	22%	21%	-
[3] Fairly unlikely	106	92	8	1	-	2	3	37	33	27	1	1	1	8	10	21	8	10	5
26%cp		28%	20%	35%	-	21%	15%	26%	24%	28%	37%	14%	11%	29%	27%	32%p	12%	23%	25%
[2] Very unlikely	80	63	8	*	*	5	3	30	26	22	2	2	-	5	9	9	17	10	5
20%		19%	20%	8%	100%	47%	15%	21%	19%	23%	42%	29%	-	17%	26%	14%	26%	23%	28%
[1] Certain not to	77	51	13	2	-	1	9	39	23	8	1	1	2	8	4	15	10	6	5
19%ai		16%	31%a	57%	-	10%	51%	27%zi	17%	8%	21%	18%	18%	28%	12%	24%	15%	14%	28%
MEAN	2.96g	3.06z	2.70	1.78	2.00	2.77	2.25	2.64	3.06g	3.24g	2.16	3.05	3.74	2.62	3.01	2.84	3.24	3.08	2.55
Don't know	5	5	-	-	-	-	-	-	3	2	-	-	-	2	-	-	-	-	-
1%		2%	-	-	-	-	-	-	2%	3%	-	-	-	6%	-	-	-	-	-
Likely [NET]	66	53	8	-	-	2	3	16	22	21	-	2	5	4	4	8	16	8	3
16%g		16%	20%	-	-	16%	17%	11%	16%	22%	-	23%	40%	14%	10%	12%	25%	19%	18%
Neutral [NET]	174	154	12	1	-	3	3	57	64	44	1	2	5	10	18	32	22	20	5
43%		47%zb	29%	35%	-	28%	18%	41%	46%	45%	37%	30%	41%	35%	52%	50%	34%	44%	25%
Unlikely [NET]	156	115	21	3	*	6	12	68	49	30	3	4	2	13	14	24	27	17	11
39%a		35%	51%	65%	100%	57%	66%	48%zi	36%	31%	63%	47%	18%	45%	38%	38%	41%	38%	57%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Table 771
FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you
be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	385	327	57	31	41	40	26	20	1	15	84	57	17	34	19	315	238	140	378	327	58	385
Weighted Base	401	357	42*	26**	39*	38*	30**	21**	1**	21**	117*	49*	13**	27*	19**	342	245	148	393	339	62*	401
[6] Certain to	17 4%a	12 3%	6 13%za	- -	2 5%	1 2%	1 2%	1 3%	- -	* 1%	6 5%	2 3%	- -	1 3%	5 26%	11 3%	9 4%	8 6%	17 4%	13 4%	5 8%	17 4%
[5] Very likely	49 12%a	37 10%	12 27%za	3 11%	6 15%	5 13%	1 3%	7 30%	- -	3 12%	11 10%	9 19% m	1 10%	1 3%	2 11%	45 13%	31 13%	16 11%	47 12%	39 11%	10 16%	49 12%
[4] Fairly likely	67 17%	63 18%	4 10%	8 32%	8 21%	8 22%	5 17%	1 5%	- -	3 14%	12 10%	14 29% zj	2 19%	5 19%	- -	60 17% j	42 17%	23 16%	65 16%	61 18%	7 11%	67 17%
[3] Fairly unlikely	106 26%	96 27%	10 24%	7 26%	11 28%	11 30%	6 21%	3 15%	- -	3 13%	36 31%	14 28%	3 24%	5 20%	6 32%	92 27%	57 23%	46 31%	103 26%	95 28%	12 18%	106 26%
[2] Very unlikely	80 20% s	73 20%	5 12%	2 8%	7 10%	4 10%	7 23%	5 25%	- -	8 37%	29 25%	7 15%	3 22%	7 26%	- -	70 20%	50 20%	30 20%	80 20%	61 18%	19 30% s	80 20% s
[1] Certain not to	77 19% k	72 20%	5 11%	6 22%	5 12%	6 17%	7 24%	5 21%	1 100%	5 23%	23 20%	3 6%	3 26%	8 29% k	6 32%	60 17% k	51 21%	25 17%	77 20%	66 20%	10 16%	77 19%
MEAN	2.96a	2.87	3.73z a	3.04	3.26m	3.12	2.52	3.07	1.00	2.61	2.80	3.49z jmo	2.66	2.51	3.37	2.98	2.90	3.00	2.94	2.95	3.03	2.96
Don't know	5 1%	4 1%	1 2%	* 1%	- -	2 6% zj	3 9%	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	5 2%	- -	5 1%	5 2%	- -	5 1%
Likely [NET]	66 16% a	49 14%	17 41% za	3 11%	8 21%	6 15%	1 5%	7 33%	- -	3 14%	17 14%	11 22%	1 10%	2 6%	7 37%	56 16%	40 16%	24 16%	64 16%	51 15%	15 24%	66 16%
Neutral [NET]	174 43% t	159 45%	14 34%	15 58%	19 49%	20 52%	12 39%	4 21%	- -	6 27%	48 41%	28 57% z	6 42%	10 39%	6 32%	152 44%	99 40%	69 47%	167 43%	155 46% ztu	18 29%	174 43% t
Unlikely [NET]	156 39% bk	145 41% b	10 23%	8 29%	12 30%	10 27%	14 48%	10 46%	1 100%	13 60%	52 44% k	10 21%	6 47%	15 55% de	6 32%	129 38% k	101 41%	55 37%	156 40% z	127 38%	29 47%	156 39%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 772

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	385	173	256	371	385	333	55	356	181	89	8	327	6	44	8	333	52	371	14
Weighted Base	401	184	265	389	401	341	60*	368	185	97*	8**	337	4**	52*	8**	341	60*	389	12**
[6] Certain to	17 4%	8 4%	12 5%	17 4%	17 4%	16 5%	3 5%	16 4%	9 5%	5 5%	-	16 5%	-	2 3%	-	16 5%	2 3%	17 4%	-
[5] Very likely	49 12%	19 11%	39 15%	47 12%	49 12%	45 13%	11 17%	46 13%	29 16%	18 19%	1 7%	45 13%	1 18%	3 6%	1 7%	45 13%	3 6%	47 12%	1 10%
[4] Fairly likely	67 17%a	23 12%	57 22%zac deg	66 17%a	67 17%a	61 18%a	9 15%	67 18%zac d	39 21%a	18 19%	* 5%	60 18%	1 19%	6 11%	* 5%	61 18%	6 10%	66 17%	1 9%
[3] Fairly unlikely	106 26%	54 29%	67 25%	105 27%h	106 26%	86 25%	19 31%	96 26%	40 22%	26 27%	1 8%	85 25%	1 19%	19 38%	1 8%	86 25%	20 33%	105 27%	1 11%
[2] Very unlikely	80 20%	44 24%	46 17%	78 20%	80 20%	67 20%	13 21%	71 19%	30 16%	17 18%	2 24%	67 20%	-	10 20%	2 24%	67 20%	12 20%	78 20%	2 16%
[1] Certain not to	77 19%bcfq	36 20%f	40 15%f	70 18%bf	77 19%bcf	63 19%bf	3 6%	66 18%bf	33 18%f	12 13%	5 57%	61 18%	2 45%	9 17%	5 57%	63 19%	13 22%	70 18%	6 53%
MEAN	2.96	2.83	3.18za cdeg	2.99	2.96	3.01	3.34a d	3.01za ad	3.15z acd	3.28z acd	1.80	3.02	2.64	2.78	1.80	3.01	2.64	2.99	2.06
Don't know	5 1%eko	-	5 2%e	5 1%e	5 1%e	2 1%	3 4%ae	5 1%e	5 3%ae	1 1%	-	2 1%	-	3 5%k	-	2 1%	3 4%o	5 1%	-
Likely [NET]	66 16%	27 15%	51 19%	65 17%	66 16%	61 18%	14 23%	62 17%	38 21%	23 23%	1 7%	60 18%	1 18%	5 9%	1 7%	61 18%	5 9%	65 17%	1 10%
Neutral [NET]	174 43%	77 42%	124 47%	171 44%	174 43%	147 43%	28 46%	163 44%	79 42%	44 45%	1 13%	146 43%	1 37%	25 49%	1 13%	147 43%	26 44%	171 44%	2 20%
Unlikely [NET]	156 39%bg hi	80 43%bf	85 32%	148 38%b	156 39%bg	131 38%b	16 27%	137 37%b	64 34%	30 30%	7 81%	129 38%	2 45%	19 37%	7 81%	131 38%	26 43%	148 38%	8 70%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 773

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	Landline provider (FX01A)									
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	385	147	12	1	2	7	1	86	59	60	10
Weighted Base	401	158	11**	2**	2**	10**	***	84*	58*	63*	12**
[6] Certain to	17	3	-	-	-	-	-	8	2	4	-
	4%	2%	-	-	-	-	-	9%za	4%	7%	-
[5] Very likely	49	13	1	-	-	1	*	17	9	7	-
	12%	8%	12%	-	-	14%	100%	20%za	15%	12%	-
[4] Fairly likely	67	29	3	-	-	1	-	15	9	10	1
	17%	18%	26%	-	-	14%	-	18%	16%	16%	7%
[3] Fairly unlikely	106	49	3	-	1	2	-	16	13	16	6
	26%	31%	26%	-	47%	20%	-	18%	23%	25%	55%
[2] Very unlikely	80	35	2	-	-	2	-	14	13	13	1
	20%	22%	15%	-	-	18%	-	17%	22%	20%	8%
[1] Certain not to	77	30	2	2	1	3	-	14	12	8	4
	19%	19%	22%	100%	53%	34%	-	17%	20%	13%	30%
MEAN	2.96	2.80	2.90	1.00	1.94	2.56	5.00	3.35za	2.95	3.13	2.38
Don't know	5	-	-	-	-	-	-	1	-	5	-
	1%	-	-	-	-	-	-	1%	-	7%za	-
Likely [NET]	66	16	1	-	-	1	*	25	11	12	-
	16%a	10%	12%	-	-	14%	100%	29%za	19%	18%	-
Neutral [NET]	174	78	6	-	1	3	-	30	23	26	7
	43%	49%	51%	-	47%	34%	-	36%	39%	41%	61%
Unlikely [NET]	156	65	4	2	1	5	-	28	25	21	5
	39%	41%	37%	100%	53%	52%	-	34%	42%	33%	39%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 774

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)										
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	385	1	28	2	2	1	18	14	1	1	10	2
Weighted Base	401	2**	31**	2**	3**	1**	17**	19**	1**	1**	11**	2**
[6] Certain to	17	-	-	-	-	-	2	2	-	-	1	-
	4%	-	-	-	-	-	13%	11%	-	-	5%	-
[5] Very likely	49	-	2	1	-	-	1	3	-	-	1	-
	12%	-	7%	67%	-	-	7%	15%	-	-	9%	-
[4] Fairly likely	67	-	7	-	-	-	4	3	-	-	2	-
	17%	-	24%	-	-	-	25%	15%	-	-	18%	-
[3] Fairly unlikely	106	2	10	1	1	1	4	6	-	-	1	-
	26%	100%	32%	33%	55%	100%	22%	33%	-	-	14%	-
[2] Very unlikely	80	-	4	-	1	-	3	5	-	-	3	-
	20%	-	12%	-	45%	-	17%	26%	-	-	27%	-
[1] Certain not to	77	-	8	-	-	-	3	-	1	1	3	2
	19%	-	26%	-	-	-	16%	-	100%	100%	26%	100%
MEAN	2.96	3.00	2.74	4.34	2.55	3.00	3.30	3.51	1.00	1.00	2.72	1.00
Don't know	5	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	66	-	2	1	-	-	4	5	-	-	2	-
	16%	-	7%	67%	-	-	20%	26%	-	-	15%	-
Neutral [NET]	174	2	17	1	1	1	8	9	-	-	3	-
	43%	100%	56%	33%	55%	100%	47%	48%	-	-	32%	-
Unlikely [NET]	156	-	12	-	1	-	6	5	1	1	6	2
	39%	-	38%	-	45%	-	33%	26%	100%	100%	54%	100%

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Table 775

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	385	270	115	78	10	7	1	69	51	46	8	102	8
Weighted Base	401	273	128*	81*	9**	10**	***	67*	50*	46*	10**	104*	8**
[6] Certain to	17	11	6	-	-	-	-	6	2	4	-	9	-
	4%	4%	5%	-	-	-	-	8%c	5%	8%c	-	9%zac	-
[5] Very likely	49	38	10	6	-	1	*	16	7	7	-	18	-
	12%	14%	8%	8%	-	14%	100%	24%zabc	14%	16%	-	17%	-
[4] Fairly likely	67	45	22	19	3	1	-	11	6	5	1	20	1
	17%	17%	17%	23%	31%	14%	-	16%	11%	12%	8%	19%	13%
[3] Fairly unlikely	106	71	36	23	2	2	-	13	12	12	6	22	3
	26%	26%	28%	28%	24%	20%	-	19%	24%	27%	64%	21%	43%
[2] Very unlikely	80	56	23	20	2	2	-	10	13	10	1	19	*
	20%	21%	18%	24%	19%	18%	-	14%	25%	22%	10%	19%	6%
[1] Certain not to	77	49	28	14	2	3	-	11	11	5	2	14	3
	19%	18%	22%	17%	26%	34%	-	17%	21%	12%	18%	13%	38%
MEAN	2.96	3.01	2.85	2.80	2.60	2.56	5.00	3.41zabc	2.85	3.24	2.61	3.36za bc	2.31
Don't know	5	2	3	-	-	-	-	1	-	2	-	2	-
	1%	1%	2%	-	-	-	-	1%	-	4%	-	2%	-
Likely [NET]	66	50	16	6	-	1	*	22	9	11	-	27	-
	16%c	18%c	13%	8%	-	14%	100%	32%zabc	19%	24%c	-	26%zabc	-
Neutral [NET]	174	116	58	42	5	3	-	24	17	17	7	41	4
	43%	42%	45%	51%	55%	34%	-	35%	35%	38%	72%	40%	56%
Unlikely [NET]	156	105	51	33	4	5	-	21	23	15	3	33	3
	39%	38%	40%	41%	45%	52%	-	31%	47%	33%	28%	32%	44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 776

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	385	37	30	6	140	109	38	263	122	275	70	14	62	141	91	44	64	66	124	92	43	68	65
Weighted Base	401	38*	31**	7**	148	114*	40*	278	123	290	72*	16**	65*	152	92*	45*	63*	64*	135	89*	42*	67*	67*
[6] Certain to	17	2	2	1	6	8	4	6	11	15	1	3	1	10	13	7	11	10	9	13	6	9	9
	4%g	6%	8%	11%	4%	7%	10%	2%	9%zg	5%	1%	19%	1%	7%	14%zm	16%zm	17%zm	16%zm	7%	15%zr	15%z	13%z	14%z
[5] Very likely	49	8	7	5	12	11	1	25	24	40	7	3	12	18	30	25	29	30	22	34	24	30	28
	12%g	22%	22%	78%	8%	9%	4%	9%	20%zg	14%	9%	18%	19%	12%	33%zm	55%zmn	46%zmn	46%zmn	16%	39%zr	58%zrs uv	45%zr	42%zr
[4] Fairly likely	67	9	7	-	32	29	15	42	26	50	13	2	12	16	19	7	8	10	9	14	4	9	9
	17%mr	23%	22%	-	22%	25%z	39%zd	15%	21%	17%	18%	13%	19%	11%	21%mp	16%	12%	15%	7%	15%r	8%	14%	13%
[3] Fairly unlikely	106	5	4	-	35	25	7	74	32	83	16	4	19	36	10	*	4	7	25	10	2	4	7
	26%no pqrst uv	12%	12%	-	24%	22%	17%	27%	26%	29%	22%	23%	30%	24%nop q	11%o	1%	6%	11%o	18%tu	12%u	6%	7%	11%
[2] Very unlikely	80	9	8	1	28	17	6	67	13	62	12	3	13	35	14	4	9	6	36	11	4	9	8
	20%hg	23%	26%	10%	19%	15%	15%	24%zh	10%	22%	17%	17%	20%	23%oq	15%	9%	14%	9%	26%zst uv	12%	11%	13%	13%
[1] Certain not to	77	5	3	-	35	25	7	61	15	35	24	1	7	37	5	1	3	2	34	4	1	4	3
	19%hi nopqs tuv	13%	11%	-	24%	22%	16%	22%h	12%	12%	33%zi	6%	11%	24%nopq	5%	2%	5%	3%	25%stuv	5%	2%	7%	5%
MEAN	2.96j	3.38	3.41	4.80	2.83	3.06d	3.27	2.71	3.54zg	3.14zj	2.57	3.80	3.19	2.82 m	4.06z n	4.61zm	4.31zm	4.38zm n	2.83 r	4.17z u	4.55zr	4.20zr	4.18zr
Don't know	5	1	-	-	-	-	-	3	2	5	-	1	-	-	2	-	-	*	-	2	-	2	2
	1%	2%	-	-	-	-	-	1%	2%	2%	-	4%	-	-	2%	-	-	*	-	2%	-	2%	2%
Likely [NET]	66	11	9	6	18	19	5	31	35	54	7	6	13	28	43	32	40	40	31	47	30	39	37
	16%g	28%	29%	90%	12%	16%	13%	11%	29%zg	19%	10%	37%	20%	18%	47%zm	71%zmn	63%zmn	61%zmn	23%z	54%zr	73%zrs uv	58%zr	56%zr
Neutral [NET]	174	13	11	-	67	54	22	116	57	133	29	6	31	52	29	8	11	17	34	24	6	14	16
	43%mn opqrs tuv	35%	34%	-	45%	47%	56%	42%	47%	46%	40%	36%	48%	34%op	31%op	17%	18%	26%	25%	27%tu	14%	20%	24%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 776

FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Weighted Base	401	38*	31**	7**	148	114*	40*	278	123	290	72*	16**	65*	152	92*	45*	63*	64*	135	89*	42*	67*	67*
Unlikely [NET]	156	13	12	1	63	42	12	128	28	98	36	4	20	72	18	5	12	8	70	15	5	13	12
	39%hi	35%	37%	10%	43%	36%	31%	46%zh	23%	34%	50%l	23%	31%	47%zno	20%	11%	19%	12%	52%zst	17%	13%	19%	18%
	nopqs													pq					uv				
	tuv																						

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 777

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	195	112	83	-	3	17	35	39	42	39	20	3	52	81	59	53	84	24	34	49	84	50
Weighted Base	213	119*	93*	..	2**	21**	43**	46*	38*	43*	20**	2**	64*	84*	62*	67*	82*	35**	29**	41*	98*	61*
[6] Certain to	5	3	2	-	-	1	1	-	1	1	2	-	1	1	3	2	2	-	1	1	1	3
	2%	3%	2%	-	-	3%	2%	-	3%	1%	10%	-	2%	1%	4%	3%	3%	-	2%	1%	1%	5%
[5] Very likely	22	15	8	-	1	4	6	5	4	1	-	1	11	10	1	7	7	7	1	7	9	5
	11% _n	12%	8%	-	50%	21%	15%	11%	11%	3%	-	50%	16% _n	11%	2%	10%	9%	20%	5%	17%	10%	8%
[4] Fairly likely	30	20	10	-	-	4	9	7	7	2	1	-	13	14	3	4	8	10	8	6	15	9
	14% _n	17%	10%	-	-	19%	22%	16%	17% _n	4%	5%	-	21% _n	16% _n	4%	6%	10%	29%	27%	16%	15%	14%
[3] Fairly unlikely	56	32	25	-	-	4	11	17	10	11	2	-	15	27	14	21	27	5	4	6	28	16
	27%	27%	26%	-	-	20%	25%	37%	27%	27%	12%	-	24%	32%	22%	31%	32%	13%	14%	15%	28%	25%
[2] Very unlikely	50	24	26	-	1	4	12	9	9	13	3	1	16	17	16	14	24	9	4	10	29	10
	24%	20%	28%	-	50%	20%	27%	18%	23%	30%	17%	50%	25%	20%	26%	20%	29%	26%	14%	24%	30%	16%
[1] Certain not to	49	25	24	-	-	3	4	8	7	15	11	-	8	15	26	20	14	4	11	11	16	19
	23% _l	21%	26%	-	-	17%	10%	18%	19%	36% _l	55%	-	12%	18%	42% _z hlm	30%	17%	12%	39%	27%	16%	31%
MEAN	2.72 _n	2.87	2.53	-	3.51	3.15	3.09	2.85 _n	2.87 _n	2.13	2.08	3.51	3.11 _z	2.86 _n	2.11	2.55	2.74	3.19	2.50	2.74	2.76	2.66
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	18	9	-	1	5	7	5	5	2	2	1	12	10	4	9	10	7	2	7	11	8
	13%	15%	10%	-	50%	24%	16%	11%	14%	4%	10%	50%	19%	12%	6%	13%	12%	20%	7%	18%	11%	13%
Neutral [NET]	86	52	34	-	-	8	20	24	17	13	4	-	28	41	17	25	35	15	12	13	42	24
	40% _n	44%	37%	-	-	39%	47%	52% _n	45%	31%	18%	-	44%	49% _n	27%	37%	43%	42%	41%	31%	43%	40%
Unlikely [NET]	99	49	50	-	1	8	16	17	16	28	14	1	24	32	42	33	38	13	15	21	45	29
	47%	41%	53%	-	50%	37%	37%	36%	42%	65% _z m	72%	50%	37%	39%	67% _z hlm	50%	46%	38%	53%	51%	46%	47%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 778

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	195	6	27	55	14	3	70	18	17	5	3	1	74	7	148	47	87	17	11	2	2	1	70	5
Weighted Base	213	6**	35**	67*	16**	5**	85*	22**	20**	4**	2**	1**	73*	5**	158	55*	104*	22**	12**	1**	1**	1**	69*	4**
[6] Certain to	5	-	-	1	-	-	1	-	-	-	1	-	3	-	5	-	1	-	-	-	1	-	3	-
	2%	-	-	1%	-	-	1%	-	-	-	33%	-	5%	-	3%	-	1%	-	-	-	60%	-	5%	-
[5] Very likely	22	1	5	9	2	-	11	4	2	*	1	1	3	-	16	6	17	1	1	*	*	1	2	-
	11%lv	15%	14%	13%	14%	-	13%	18%	11%	10%	67%	100%	4%	-	10%	12%	16%zv	5%	11%	46%	40%	100%	2%	-
[4] Fairly likely	30	*	1	19	2	-	17	4	2	2	-	-	4	2	24	6	20	2	2	*	-	-	4	2
	14%lv	7%	3%	29%z	10%	-	20%l	16%	7%	39%	-	-	6%	28%	15%	10%	19%v	10%	13%	54%	-	-	6%	43%
[3] Fairly unlikely	56	-	15	12	8	-	21	5	8	2	-	-	18	2	35	21	26	7	5	-	-	-	18	*
	27%h	-	42%	17%	50%	-	25%	21%	38%	51%	-	-	25%	36%	22%	39%zn	25%	30%	41%	-	-	-	27%	13%
[2] Very unlikely	50	2	7	16	4	3	17	7	7	-	-	-	19	*	42	8	18	10	4	-	-	-	18	-
	24%	29%	19%	23%	24%	64%	20%	32%	33%	-	-	-	26%	8%	27%	14%	18%	46%	32%	-	-	-	26%	-
[1] Certain not to	49	3	7	11	*	2	18	3	2	-	-	-	25	2	36	13	22	2	*	-	-	-	24	2
	23%	49%	21%	16%	3%	36%	21%	12%	10%	-	-	-	34%z	28%	23%	25%	21%	8%	4%	-	-	-	34%z	44%
MEAN	2.72lv	2.10	2.70	3.04	3.07	1.64	2.86l	2.96	2.74	3.59	5.33	5.00	2.35	2.63	2.73	2.70	2.94v	2.59	2.95	4.46	5.60	5.00	2.32	2.55
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	1	5	10	2	-	12	4	2	*	2	1	7	-	21	6	18	1	1	*	1	1	5	-
	13%	15%	14%	15%	14%	-	14%	18%	11%	10%	100%	100%	9%	-	13%	12%	17%	5%	11%	46%	100%	100%	7%	-
Neutral [NET]	86	*	16	31	9	-	39	8	9	4	-	-	23	3	59	27	46	9	6	*	-	-	23	2
	40%	7%	45%	46%	59%	-	45%	38%	46%	90%	-	-	31%	64%	37%	49%	44%	41%	53%	54%	-	-	33%	56%
Unlikely [NET]	99	4	14	26	4	5	35	10	9	-	-	-	44	2	78	21	40	12	4	-	-	-	41	2
	47%	78%	40%	39%	27%	100%	41%	44%	44%	-	-	-	60%zf	36%	49%	39%	39%	54%	36%	-	-	-	60%zp	44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 779

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	195	115	31	49	50	-	-	8	139	59	72	23	28	13	17	24	7	-	2	-	1
Weighted Base	213	131*	32**	50*	57*	..*	..*	10**	147	61*	78*	25**	33**	14**	17**	31**	8**	..*	2**	..*	1**
[6] Certain to	5	2	2	1	-	-	-	-	5	2	3	-	-	-	-	-	-	-	-	-	-
	2%	2%	8%	1%	-	-	-	-	3%	4%	3%	-	-	-	-	-	-	-	-	-	-
[5] Very likely	22	16	4	3	11	-	-	-	11	4	4	5	8	1	9	4	-	-	-	-	-
	11%	12%	11%	5%	19%h	-	-	-	8%	7%	5%	18%	24%	10%	52%	12%	-	-	-	-	-
[4] Fairly likely	30	24	2	3	9	-	-	5	17	2	15	3	8	2	1	5	-	-	2	-	1
	14%i	19%z	6%	7%	16%	-	-	48%	12%	3%	19%i	13%	24%	13%	7%	17%	-	-	100%	-	100%
[3] Fairly unlikely	56	40	6	11	17	-	-	1	38	15	23	4	9	7	4	9	4	-	-	-	-
	27%	30%	18%	22%	30%	-	-	14%	26%	24%	29%	14%	27%	46%	22%	28%	57%	-	-	-	-
[2] Very unlikely	50	25	10	15	12	-	-	1	37	18	16	11	3	2	2	9	1	-	-	-	-
	24%	19%	32%	30%	21%	-	-	7%	25%	29%	21%	42%	10%	15%	12%	29%	13%	-	-	-	-
[1] Certain not to	49	24	8	17	8	-	-	3	38	20	18	3	5	2	1	4	2	-	-	-	-
	23%	18%	25%	35%a	14%	-	-	31%	26%	33%	23%	13%	16%	16%	7%	14%	30%	-	-	-	-
MEAN	2.72c	2.92z	2.68	2.22	3.06	-	-	2.78	2.60	2.35	2.73	2.81	3.28	2.84	3.83	2.85	2.27	-	4.00	-	4.00
	i	c																			
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	18	6	3	11	-	-	-	16	7	7	5	8	1	9	4	-	-	-	-	-
	13%	14%	19%	7%	19%	-	-	-	11%	11%	9%	18%	24%	10%	52%	12%	-	-	-	-	-
Neutral [NET]	86	64	8	14	26	-	-	6	55	17	37	7	17	8	5	14	4	-	2	-	1
	40%i	49%zc	24%	29%	46%	-	-	62%	38%	27%	48%i	27%	50%	59%	29%	46%	57%	-	100%	-	100%
Unlikely [NET]	99	49	18	32	20	-	-	4	75	38	34	14	9	4	3	13	3	-	-	-	-
	47%a	37%	57%	65%za	35%	-	-	38%	51%	62%z	44%	55%	26%	31%	19%	42%	43%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 780

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	195	24	20	27	145	190	102	107	185	188	76	170	131	61	137	69
Weighted Base	213	28**	24**	31**	155	210	106*	119*	202	205	85*	185	147	74*	157	80*
[6] Certain to	5 2%i	-	-	-	5 3%	5 2%i	1 1%	4 4%	4 2%	4 2%	1 2%	4 2%	3 2%	1 2%	5 3%	1 1%
[5] Very likely	22 11% ^{dgi}	5 16%	4 16%	7 24%	10 6%	21 10% ^{gi}	15 15% ^{gin}	6 5%	21 10% ^{gi}	17 8%	7 9%	22 12% ^{gin}	17 11% ^g	9 12%	13 8%	7 8%
[4] Fairly likely	30 14%	4 13%	5 21%	6 21%	21 14%	29 14%	17 16%	20 16%	28 14%	30 15%	15 17%	26 14%	20 14%	16 22% ^o	24 15%	8 10%
[3] Fairly unlikely	56 27%	10 36%	6 25%	8 26%	39 25%	56 27%	24 23%	37 31%	56 28%	56 28%	21 25%	52 28%	45 30% ^f	16 21%	44 28%	29 36% ^{fm}
[2] Very unlikely	50 24%	6 23%	7 28%	3 11%	38 25%	50 24%	26 25%	24 20%	47 23%	50 24% ^k	19 22%	40 22%	32 22%	17 23%	37 24%	18 22%
[1] Certain not to	49 23%	3 11%	2 10%	6 18%	41 27%	49 23%	22 21%	28 23%	46 23%	48 24%	21 25%	40 22%	30 21%	15 20%	34 22%	18 22%
MEAN	2.72 ^{di}	3.01	3.04	3.22	2.58	2.71 ⁱ	2.81	2.72	2.72 ⁱ	2.64	2.68	2.80 ^{ei}	2.81 ⁱ	2.89	2.74	2.63
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27 13% ^{di}	5 16%	4 16%	7 24%	15 10%	26 12% ⁱ	16 15% ⁱ	11 9%	26 13% ⁱ	20 10%	9 10%	26 14% ^{gi}	20 14% ⁱ	11 14%	18 11%	8 9%
Neutral [NET]	86 40%	14 50%	11 46%	14 47%	61 39%	85 41%	41 39%	57 48% ^{ze}	84 41%	86 42% ^z	36 42%	79 43%	65 44%	31 43%	67 43%	37 46%
Unlikely [NET]	99 47% ^k	9 34%	9 38%	9 29%	79 51% ^z	99 47% ^k	48 46%	52 43%	93 46%	98 48% ^{zhkl}	40 47%	80 43%	62 42%	32 43%	71 46%	36 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)

12 Jan 2016

Table 781

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY	REGULAR - AT LEAST ONCE A WEEK	INFREQUENT - AT LEAST ONCE A MONTH	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	NEVER - BUT DO HAVE ACCESS	NEVER - AND DO NOT HAVE ACCESS	OWNED OUT- RIGHT BY HOUS- EHOLD	BEING BOUGHT ON A MORT- GAGE	RENTED	OTHER	UP TO £6499	£6500 - £9499	£9500 - £13499	£13500 - £17499	£17500 - £29999	£30000 - £49999	£50000 - £99999	£100000 PLUS
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted Base	195	150	24	1	-	6	14	75	60	45	1	3	7	13	18	26	36	21	9
Weighted Base	213	165	23**	1**	.*	9**	14**	70*	77*	51*	1**	3**	6**	15**	16**	27**	40*	24**	13**
[6] Certain to	5	4	1	-	-	-	1	3	1	-	-	1	-	-	1	-	2	-	-
2%	2%	3%	-	-	-	-	4%	5%	2%	-	-	22%	-	-	8%	-	5%	-	-
[5] Very likely	22	19	*	-	-	1	2	3	9	9	-	-	3	-	-	1	8	4	1
11%	12%	2%	-	-	-	16%	11%	5%	11%	18%	-	-	52%	-	5%	20%	16%	7%	
[4] Fairly likely	30	26	2	-	-	1	*	9	14	6	-	1	*	2	3	5	7	3	-
14%	16%	9%	-	-	-	17%	3%	13%	19%	12%	-	41%	8%	12%	18%	20%	17%	11%	-
[3] Fairly unlikely	56	46	8	-	-	-	3	16	21	13	-	-	-	4	4	9	8	9	4
27%	28%	34%	-	-	-	-	20%	22%	27%	26%	-	-	-	25%	24%	33%	19%	38%	30%
[2] Very unlikely	50	38	6	-	-	5	2	13	19	15	-	-	1	4	6	7	7	3	4
24%	23%	24%	-	-	-	55%	11%	19%	25%	30%	-	-	15%	24%	35%	24%	18%	12%	32%
[1] Certain not to	49	33	7	1	-	1	7	25	13	7	1	1	2	6	2	5	9	6	4
23%	20%	28%	100%	-	-	12%	52%	36%zhi	16%	14%	100%	37%	25%	39%	15%	18%	21%	23%	31%
MEAN	2.72	2.82	2.43	1.00	-	2.71	2.20	2.47	2.89	2.89	1.00	3.34	3.47	2.11	2.79	2.71	3.10	2.85	2.20
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	23	1	-	-	1	2	7	10	9	-	1	3	-	1	1	10	4	1
13%	14%	5%	-	-	-	16%	14%	10%	13%	18%	-	22%	52%	-	8%	25%z	16%	7%	
Neutral [NET]	86	71	10	-	-	1	3	25	35	19	-	1	*	6	7	14	14	12	4
40%	43%	43%	-	-	-	17%	22%	35%	45%	38%	-	41%	8%	38%	43%	53%	36%	49%	30%
Unlikely [NET]	99	71	12	1	-	6	9	38	32	23	1	1	2	9	8	11	16	8	8
47%	43%	52%	100%	-	-	67%	63%	55%	41%	44%	100%	37%	40%	62%	49%	42%	40%	35%	63%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 782
FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you
be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	195	175	19	10	20	21	13	8	2	10	50	19	12	18	12	153	112	77	189	159	36	195
Weighted Base	213	196	15**	8**	18**	20**	14**	9**	3**	17**	76*	14**	9**	12**	12**	180	114*	93*	206	170	43*	213
[6] Certain to	5 2%	4 2%	1 5%	1 8%	- -	- -	- -	- -	- -	- -	4 5%	1 4%	- -	- -	- -	5 3%	2 2%	3 3%	5 2%	3 2%	2 5%	5 2%
[5] Very likely	22 11%	18 9%	4 26%	* 5%	1 7%	2 11%	1 7%	1 16%	- -	- -	6 7%	3 22%	3 36%	3 26%	1 8%	15 8%	12 11%	10 11%	22 11%	17 10%	5 12%	22 11%
[4] Fairly likely	30 14% _o p	27 14%	3 19%	1 16%	5 28%	7 36%	- -	2 19%	1 46%	4 22%	4 6%	2 15%	- -	3 22%	- -	27 15% _o j	8 7%	21 22% _z p	29 14% _o p	21 12%	9 20%	30 14%
[3] Fairly unlikely	56 27% _{pr}	54 28%	2 16%	3 32%	3 18%	5 27%	2 14%	1 17%	- -	2 13%	26 34%	3 20%	2 20%	2 17%	7 58%	46 25%	23 20%	28 30%	51 25%	44 26%	12 28%	56 27%
[2] Very unlikely	50 24%	47 24%	1 8%	1 11%	5 27%	3 13%	3 24%	4 48%	2 54%	5 29%	20 26%	4 25%	1 9%	2 16%	1 8%	46 26%	33 29%	17 18%	50 24%	42 25%	8 19%	50 24%
[1] Certain not to	49 23% _o q	45 23%	4 26%	2 28%	4 20%	3 13%	8 55%	- -	- -	6 36%	16 22%	2 15%	3 36%	2 19%	3 25%	41 23%	35 31% _z q	14 15%	49 24% _o q	42 25%	7 16%	49 23%
MEAN	2.72 _p	2.69	3.26	2.83	2.75	3.19	1.79	3.02	2.92	2.21	2.66	3.15	2.92	3.20	2.58	2.69	2.44	3.04 _z p	2.71 _p	2.64	3.06	2.72
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27 13%	23 12%	5 31%	1 13%	1 7%	2 11%	1 7%	1 16%	- -	- -	9 12%	4 26%	3 36%	3 26%	1 8%	20 11%	14 13%	13 14%	27 13%	20 12%	7 17%	27 13%
Neutral [NET]	86 40% _{pr}	81 41%	5 35%	4 48%	8 45%	13 63%	2 14%	3 36%	1 46%	6 35%	30 40%	5 34%	2 20%	5 39%	7 58%	73 40%	31 28%	48 52% _z p	80 39% _p	65 39%	21 48%	86 40%
Unlikely [NET]	99 47% _o q	92 47%	5 34%	3 39%	9 47%	5 26%	11 79%	4 48%	2 54%	11 65%	36 48%	6 40%	4 44%	4 35%	4 33%	87 48%	68 60% _z q	31 34%	99 48% _o q	84 50%	15 35%	99 47%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 783

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	195	102	122	188	195	164	18	170	97	41	6	163	1	25	6	164	31	188	7
Weighted Base	213	107*	133	207	213	178	19**	183	105*	47*	6**	178	***	29**	6**	178	34**	207	6**
[6] Certain to	5 2%	2 2%	2 2%	4 2%	5 2%	4 2%	-	4 2%	1 1%	1 1%	1 10%	4 2%	-	-	1 10%	4 2%	1 2%	4 2%	1 9%
[5] Very likely	22 11%	7 7%	21 16%zac de	22 11%	22 11%	21 12%a	-	22 12%a	18 17%zac cd	9 18%a	-	21 12%	-	2 5%	-	21 12%	2 4%	22 11%	-
[4] Fairly likely	30 14%a	7 7%	25 19%zac d	29 14%a	30 14%a	29 16%zac d	3 15%	29 16%a	19 18%a	8 17%	* 7%	29 16%z	-	-	* 7%	29 16%z	* 1%	29 14%	* 7%
[3] Fairly unlikely	56 27%	39 36%zb cdegh	29 22%	56 27%be g	56 27%	43 24%	8 42%	46 25%	26 24%	18 39%beg h	-	43 24%	-	13 45%	-	43 24%	13 38%	56 27%	-
[2] Very unlikely	50 24%	26 24%	31 23%	50 24%h	50 24%	41 23%	6 32%	43 23%	18 17%	7 15%	-	41 23%	-	9 31%	-	41 23%	9 26%	50 24%	-
[1] Certain not to	49 23%ciq	26 24%ci	25 18%	44 21%ci	49 23%ci	39 22%ci	2 11%	39 21%ci	23 22%ci	4 9%	5 83%	39 22%	*	5 18%	5 83%	39 22%	10 29%	44 21%	5 84%
MEAN	2.72a	2.53	2.96za cde	2.75a	2.72a	2.80a	2.61	2.82za d	2.94z ad	3.25z acdeg	1.69	2.80	1.00	2.43	1.69	2.80	2.31	2.75	1.65
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27 13%	9 9%	23 18%zac d	27 13%	27 13%	25 14%a	-	27 15%a	19 18%a	9 20%	1 10%	25 14%	-	2 5%	1 10%	25 14%	2 6%	27 13%	1 9%
Neutral [NET]	86 40%	46 43%	55 41%	86 41%	86 40%	73 41%	11 57%	75 41%	44 42%	27 57%zbd eg	* 7%	73 41%	-	13 45%	* 7%	73 41%	13 39%	86 41%	* 7%
Unlikely [NET]	99 47%ci	52 49%ci	55 41%ci	94 46%ci	99 47%ci	80 45%ci	8 43%	82 45%ci	41 39%ci	11 24%	5 83%	80 45%	*	14 49%	5 83%	80 45%	19 55%	94 46%	5 84%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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Table 784

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	Landline provider (FX01A)								
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	195	86	3	1	2	5	30	34	29	4
Weighted Base	213	93*	4**	2**	1**	7**	32**	36**	31**	5**
[6] Certain to	5	3	-	-	-	-	1	1	1	-
	2%	3%	-	-	-	-	2%	3%	2%	-
[5] Very likely	22	5	-	-	-	-	5	4	7	1
	11%a	5%	-	-	-	-	15%	12%	22%	16%
[4] Fairly likely	30	8	3	-	-	-	5	9	4	1
	14%a	8%	75%	-	-	-	15%	25%	14%	14%
[3] Fairly unlikely	56	30	-	-	-	-	8	9	6	3
	27%	32%	-	-	-	-	25%	24%	20%	54%
[2] Very unlikely	50	25	1	-	1	3	9	5	6	-
	24%	27%	25%	-	67%	51%	29%	12%	19%	-
[1] Certain not to	49	23	-	2	*	3	4	9	7	1
	23%	24%	-	100%	33%	49%	13%	24%	23%	16%
MEAN	2.72	2.51	3.50	1.00	1.67	1.51	2.97	2.97	3.00	3.14
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	7	-	-	-	-	6	5	7	1
	13%	8%	-	-	-	-	17%	15%	24%	16%
Neutral [NET]	86	38	3	-	-	-	13	18	11	4
	40%	41%	75%	-	-	-	41%	49%	35%	68%
Unlikely [NET]	99	48	1	2	1	7	14	13	13	1
	47%	51%	25%	100%	100%	100%	42%	36%	42%	16%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 785

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)								
		AOL (b)	BT (d)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Virgin Media (y)	Other (C)
Unweighted Base	195	1	12	1	1	5	13	1	4	1
Weighted Base	213	1**	13**	1**	1**	4**	17**	1**	4**	1**
[6] Certain to	5	-	-	-	-	-	2	-	1	-
	2%	-	-	-	-	-	12%	-	16%	-
[5] Very likely	22	-	*	-	-	-	2	-	1	1
	11%	-	3%	-	-	-	11%	-	33%	100%
[4] Fairly likely	30	1	1	-	-	2	2	-	-	-
	14%	100%	5%	-	-	55%	9%	-	-	-
[3] Fairly unlikely	56	-	3	1	-	1	7	-	-	-
	27%	-	26%	100%	-	17%	42%	-	-	-
[2] Very unlikely	50	-	1	-	1	1	5	-	2	-
	24%	-	9%	-	100%	28%	27%	-	51%	-
[1] Certain not to	49	-	7	-	-	-	-	1	-	-
	23%	-	57%	-	-	-	-	100%	-	-
MEAN	2.72	4.00	1.87	3.00	2.00	3.28	3.39	1.00	3.64	5.00
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	-	*	-	-	-	4	-	2	1
	13%	-	3%	-	-	-	22%	-	49%	100%
Neutral [NET]	86	1	4	1	-	3	9	-	-	-
	40%	100%	30%	100%	-	72%	51%	-	-	-
Unlikely [NET]	99	-	8	-	1	1	5	1	2	-
	47%	-	66%	-	100%	28%	27%	100%	51%	-

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Table 786

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	195	133	62	48	3	1	4	24	26	24	3	50	3
Weighted Base	213	146	67*	49*	4**	***	6**	27**	28**	27**	4**	55*	2**
[6] Certain to	5 2%	2 1%	3 5%	-	-	-	-	1 3%	1 3%	-	-	1 1%	-
[5] Very likely	22 11%	16 11%	6 9%	4 9%	-	-	-	5 18%	2 8%	5 18%	-	10 19%	-
[4] Fairly likely	30 14%	24 16%	6 9%	6 12%	3 75%	-	-	4 17%	6 20%	4 16%	1 16%	10 19%	* 25%
[3] Fairly unlikely	56 27%	39 27%	18 26%	17 36%	-	-	-	6 22%	6 22%	6 23%	3 64%	10 19%	* 24%
[2] Very unlikely	50 24%	32 22%	18 27%	11 22%	1 25%	-	3 45%	8 31%	5 16%	5 19%	-	13 24%	-
[1] Certain not to	49 23%	33 23%	16 24%	11 22%	-	*	3 55%	3 11%	9 31%	6 23%	1 19%	9 17%	1 51%
MEAN	2.72	2.75	2.65	2.64	3.50	1.00	1.45	3.09	2.68	2.88	2.78	3.03	2.22
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27 13%	18 12%	9 14%	4 9%	-	-	-	6 21%	3 11%	5 18%	-	11 20%	-
Neutral [NET]	86 40%	63 43%	23 35%	23 47%	3 75%	-	-	10 38%	12 42%	11 40%	4 81%	21 38%	1 49%
Unlikely [NET]	99 47%	65 45%	34 51%	21 44%	1 25%	*	6 100%	11 41%	13 47%	12 42%	1 19%	23 41%	1 51%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 787

FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	195	22	17	9	73	58	22	136	59	140	40	10	28	74	43	19	30	32	64	48	22	38	33
Weighted Base	213	25**	22**	11**	84*	62*	24**	150	63*	149	45*	8**	33**	87*	40*	17**	29**	34**	73*	46*	20**	35*	34**
[6] Certain to	5	1	1	1	1	1	1	3	1	2	-	-	1	3	1	1	1	1	3	2	1	1	1
	2%	3%	3%	6%	1%	1%	3%	2%	2%	2%	-	-	2%	4%	4%	4%	5%	2%	5%	5%	7%	4%	2%
[5] Very likely	22	7	6	4	9	6	3	11	11	21	1	4	5	4	16	11	14	13	10	20	12	14	14
	11%_m	27%	29%	33%	11%	10%	14%	8%	17%	14% _z	3%	44%	15%	5%	40% _{zm}	63%	48%	40%	13%	43% _{zr}	60%	40% _{zr}	41%
[4] Fairly likely	30	5	5	4	14	10	5	20	10	22	8	1	5	6	7	2	5	3	3	6	1	5	3
	14%_{mr}	20%	24%	33%	17%	16%	22%	13%	16%	15%	17%	12%	16%	7%	17%	10%	16%	8%	4%	13% _{fr}	6%	15%	8%
[3] Fairly unlikely	56	6	5	3	19	14	3	38	18	38	13	2	14	21	7	-	2	5	15	6	1	3	6
	27%_{su}	23%	21%	25%	23%	23%	12%	26%	29%	26%	29%	23%	42%	24%	18%	-	7%	16%	20%	14%	5%	7%	18%
[2] Very unlikely	50	6	5	*	17	12	4	39	11	42	6	2	6	28	6	4	5	6	26	7	3	8	5
	24%	22%	23%	4%	20%	18%	16%	26%	17%	28% _z	13%	20%	17%	32% _n	15%	21%	17%	17%	36% _{zs}	15%	16%	24% _s	15%
[1] Certain not to	49	1	-	-	25	20	8	37	12	24	17	-	2	25	2	*	2	6	16	5	1	4	6
	23%_{ins}	6%	-	-	29%	31%	32%	25%	19%	16%	38% _{zi}	-	7%	29% _n	6%	3%	7%	17%	23%	10%	6%	10%	17%
MEAN	2.72 _m	3.49	3.67	4.12	2.63	2.59	2.79	2.60	3.02	2.88 _{zj}	2.35	3.80	3.21	2.39 _m	3.81 _z	4.22	3.97	3.43	2.63 _r	3.79 _z	4.17	3.63 _{zr}	3.47
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	8	7	4	10	7	4	15	12	23	1	4	6	7	18	11	15	14	13	22	13	16	14
	13%_j	30%	32%	39%	12%	11%	17%	10%	20%	16%	3%	44%	17%	8%	44% _{zm}	67%	53%	42%	18%	48% _{zr}	67%	44% _{zr}	42%
Neutral [NET]	86	11	10	7	33	24	8	58	28	60	21	3	19	27	14	2	7	8	17	12	2	8	9
	40%_{rsu}	43%	45%	58%	40%	39%	34%	39%	44%	41%	46%	36%	58%	31%	35%	10%	23%	24%	24%	27%	11%	22%	26%
Unlikely [NET]	99	7	5	*	41	31	12	76	23	65	23	2	8	53	8	4	7	11	42	11	5	12	11
	47%_{ns}	27%	23%	4%	49%	50%	49%	51%	36%	44%	51%	20%	24%	61% _{zn}	21%	23%	24%	34%	58% _{zsu}	25%	23%	34%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 788

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	331	175	156	-	4	16	35	50	81	88	57	4	51	131	145	86	93	59	93	69	173	84
Weighted Base	336	172	164	-**	4**	20**	39**	59*	78*	85*	51*	4**	59*	137	136	106*	90*	69*	71*	63*	177	91*
[6] Certain to	23 7%	10 6%	13 8%	-	-	7 34%	3 8%	3 5%	4 5%	2 2%	4 7%	-	10 17%zhim n	7 5%	6 4%	6 5%	8 9%	5 7%	4 6%	6 10%	10 5%	7 7%
[5] Very likely	35 10%lm	22 13%	13 8%	-	1 26%	1 3%	-	6 11%	13 17%l	11 13%l	3 6%	1 26%	1 1%	19 14%l	14 10%	11 10%	15 17%zr	6 9%	3 4%	5 8%	21 12%	8 8%
[4] Fairly likely	62 18%ijn	34 20%	28 17%	-	2 48%	3 14%	9 24%	19 32%zij n	18 23%jn	9 10%	3 6%	2 48%	12 20%	36 27%zjin	12 9%	19 18%	15 17%	18 25%	10 14%	14 23%	33 18%	14 15%
[3] Fairly unlikely	77 23%	41 24%	36 22%	-	1 26%	7 36%	16 42%	10 17%	14 18%	18 21%	10 19%	1 26%	23 40%zgh ijmn	24 18%	28 21%	26 24%	19 22%	12 18%	19 27%	9 14%	44 25%	23 25%
[2] Very unlikely	59 18%l	28 16%	31 19%	-	-	1 5%	2 5%	15 25%l	9 12%	24 28%zhl	8 16%	-	3 5%	24 17%hl	33 24%zhl l	18 17%	16 18%	10 15%	15 21%	14 22%	28 16%	17 19%
[1] Certain not to	77 23%g	34 20%	43 26%	-	-	2 9%	7 19%	6 10%	19 24%lm	21 24%	23 44%zghi lmn	-	9 16%	25 18%	43 32%zgh ilm	26 24%	14 16%	18 26%	19 27%	14 21%	39 22%	22 25%
MEAN	2.96ij n	3.08	2.83	-	4.01	3.99	3.06	3.23ij n	3.11jn	2.65	2.36	4.01	3.38ij n	3.17ij n	2.54	2.88	3.28z r	2.96	2.67	3.04	2.98	2.86
Don't know	3 1%	2 1%	1 *	-	-	-	1 3%	-	1 2%	1 1%	-	-	1 2%	1 1%	1 1%	1 1%	2 2%	-	1 1%	1 2%	2 1%	-
Likely [NET]	58 17%	32 19%	25 15%	-	1 26%	7 37%	3 8%	9 16%	17 22%	13 15%	7 14%	1 26%	11 18%	26 19%	20 14%	16 15%	23 26%zr	11 16%	7 11%	11 18%	31 17%	14 16%
Neutral [NET]	139 41%jn	75 44%	63 39%	-	3 74%	10 49%	25 66%	29 49%jn	32 41%	27 32%	13 25%	3 74%	35 60%zij n	61 44%jn	40 29%	45 42%	35 39%	30 43%	29 41%	23 36%	77 43%	37 41%
Unlikely [NET]	136 41%l	62 36%	75 46%	-	-	3 14%	9 24%	21 35%	28 36%	45 53%zhl m	31 61%zghl m	-	12 20%	49 36%	76 56%zgh ilm	44 42%	30 34%	28 41%	34 48%	28 44%	67 38%	40 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 789

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	331	14	28	81	14	7	94	29	21	8	-	6	154	19	275	56	106	26	22	5	-	6	149	17
Weighted Base	336	17**	36**	90*	15**	9**	114*	30**	24**	7**	-**	4**	143	13**	272	64*	126*	27**	24**	4**	-**	4**	138	11**
[6] Certain to	23	2	3	8	1	1	12	2	2	-	-	1	7	-	19	4	12	2	2	-	-	1	7	-
7%		13%	9%	9%	6%	8%	11%	5%	7%	-	-	14%	5%	-	7%	6%	10%	6%	7%	-	-	14%	5%	-
[5] Very likely	35	1	4	12	1	-	15	2	1	-	-	-	15	2	29	6	16	2	1	-	-	-	15	1
10%		5%	11%	13%	4%	-	13%	7%	2%	-	-	-	11%	15%	11%	9%	13%	8%	2%	-	-	-	11%	9%
[4] Fairly likely	62	5	13	24	4	-	34	9	4	-	-	-	14	2	44	18	37	4	5	-	-	-	14	2
18%ln		31%	35%	27%	25%	-	29%zl	29%	16%	-	-	-	10%	14%	16%	29%ln	29%zv	16%	20%	-	-	-	10%	16%
v																								
[3] Fairly unlikely	77	1	11	21	3	2	27	6	6	4	-	1	31	2	66	10	26	8	8	2	-	1	31	2
23%		7%	30%	24%	22%	27%	24%	20%	23%	55%	-	14%	22%	13%	24%	16%	20%	29%	34%	46%	-	14%	22%	15%
[2] Very unlikely	59	4	3	12	4	1	15	5	4	-	-	3	29	3	51	8	18	7	3	-	-	3	27	2
18%		23%	9%	14%	26%	7%	13%	17%	19%	-	-	72%	20%	21%	19%	13%	14%	25%	12%	-	-	72%	19%	15%
[1] Certain not to	77	3	2	12	3	4	11	6	7	3	-	-	46	4	60	17	16	4	6	2	-	-	45	4
23%cf		15%	7%	13%	18%	50%	9%	21%	30%	45%	-	-	32%zf	32%	22%	27%	13%	16%	23%	54%	-	-	32%zp	38%
p																								
MEAN	2.96l	3.27	3.60	3.42z	2.88	2.12	3.57z	3.00	2.62	2.10	-	2.70	2.61	2.55	2.96	2.96	3.43z	2.93	2.87	1.91	-	2.70	2.63	2.38
v																								
Don't know	3	1	-	-	-	1	1	-	1	-	-	-	1	1	3	-	1	-	1	-	-	-	1	1
1%		6%	-	-	-	8%	1%	-	3%	-	-	-	*	6%	1%	-	1%	-	3%	-	-	-	*	7%
Likely [NET]	58	3	7	21	1	1	27	4	2	-	-	1	22	2	48	9	28	4	2	-	-	1	22	1
17%		18%	20%	23%	10%	8%	24%	13%	9%	-	-	14%	15%	15%	18%	15%	22%	14%	9%	-	-	14%	16%	9%
Neutral [NET]	139	7	24	45	7	2	61	15	9	4	-	1	46	4	110	28	63	12	13	2	-	1	45	4
41%lv		38%	65%	50%	47%	27%	53%zl	49%	39%	55%	-	14%	32%	26%	40%	45%	50%v	45%	54%	46%	-	14%	32%	31%
Unlikely [NET]	136	7	6	24	7	5	25	11	12	3	-	3	75	7	111	26	35	11	8	2	-	3	71	6
41%cf		39%	15%	27%	44%	57%	22%	38%	48%	45%	-	72%	52%zf	53%	41%	41%	27%	41%	34%	54%	-	72%	51%zp	53%
p																								

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 790

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	331	175	51	105	52	1	-	8	273	115	135	31	31	19	23	24	7	1	-	1	1
Weighted Base	336	185	48*	103*	58*	1**	-.**	8**	272	112*	131	36**	40**	17**	25**	31**	6**	***	-.**	1**	1**
[6] Certain to	23 7%ch	16 9%	4 8%	3 3%	9 15%zh	1 100%	-	2 21%	12 5%	3 3%	8 6%	5 14%	5 13%	1 4%	4 17%	3 10%	1 23%	-	-	-	-
[5] Very likely	35 10%	19 10%	3 7%	13 13%	6 10%	-	-	3 33%	28 10%	11 10%	14 11%	8 21%	2 4%	1 6%	4 17%	2 5%	-	-	-	-	-
[4] Fairly likely	62 18%ci	45 25%zc	11 22%cc	6 6%	11 19%	-	-	1 17%	51 19%	10 9%	28 22%li	7 18%	12 32%	4 26%	4 15%	7 22%	1 20%	-	-	-	1 100%
[3] Fairly unlikely	77 23%	44 24%	15 32%	18 17%	17 30%	-	-	1 16%	58 21%	25 22%	28 21%	8 21%	9 23%	8 45%	9 35%	10 33%	1 14%	-	-	1 100%	-
[2] Very unlikely	59 18%ai	25 13%	6 13%	28 27%za	6 10%	-	-	1 13%	52 19%	24 21%	26 20%	4 11%	4 9%	2 10%	3 12%	2 6%	3 43%	-	-	-	-
[1] Certain not to	77 23%	35 19%	9 18%	34 33%za	8 14%	-	-	-	69 25%z	39 35%zj	26 20%	5 13%	6 16%	2 9%	1 5%	6 20%	-	*	-	-	-
MEAN	2.96c hi	3.20z c	3.10c	2.45	3.47zh	6.00	-	4.32	2.82	2.47	3.02i	3.66	3.40	3.21	3.76	3.17	3.46	1.00	-	3.00	4.00
Don't know	3 1%	2 1%	-	1 1%	1 2%	-	-	-	2 1%	-	1 1%	1 2%	1 3%	-	-	1 3%	-	-	-	-	-
Likely [NET]	58 17%h	35 19%	7 15%	16 15%	15 25%	1 100%	-	4 54%	40 15%	14 13%	22 17%	13 35%	7 18%	2 10%	8 33%	5 15%	1 23%	-	-	-	-
Neutral [NET]	139 41%ci	89 48%zc	26 54%cc	24 23%	28 49%	-	-	3 33%	108 40%	35 31%	56 43%	14 39%	22 55%	12 70%	13 50%	17 55%	2 34%	-	-	1 100%	1 100%
Unlikely [NET]	136 41%ad	59 32%	15 31%	62 60%zab	14 24%	-	-	1 13%	122 45%zd	63 56%zj	52 39%	9 24%	10 25%	3 20%	4 17%	8 26%	3 43%	*	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 791

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If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	331	23	25	31	275	327	160	187	292	322	126	266	181	73	203	55
Weighted Base	336	24**	27**	34**	272	332	161	194	306	326	129	273	197	84*	212	59*
[6] Certain to	23 7% _d	6 24%	4 13%	2 5%	14 5%	23 7%	11 7%	16 8%	21 7%	22 7%	7 6%	20 7%	16 8%	10 12%	18 8%	6 10%
[5] Very likely	35 10%	-	1 2%	6 17%	29 11%	35 11%	22 14%	16 8%	33 11%	35 11%	19 15% _g	32 12%	22 11%	9 11%	23 11%	8 14%
[4] Fairly likely	62 18%	5 23%	3 12%	7 21%	50 18%	62 19%	31 19%	36 19%	58 19%	60 18%	28 22%	56 21%	49 25% _{zefhi} n	19 22%	39 18%	15 26%
[3] Fairly unlikely	77 23% _g	8 35%	12 44%	9 25%	56 21%	74 22% _g	39 24%	34 18%	73 24% _{gjn}	77 23% _{eg}	23 18%	69 25% _{egjn}	45 23%	18 22%	42 20%	16 26%
[2] Very unlikely	59 18%	2 8%	3 10%	5 14%	52 19%	59 18%	24 15%	39 20% _{jno}	56 18% _{jk}	58 18%	16 13%	43 16%	29 15%	14 17%	32 15%	5 9%
[1] Certain not to	77 23% _{hklm}	2 10%	4 15%	6 18%	69 25% _z	76 23% _{hklm}	33 21%	51 26% _{hklmo}	62 20%	73 22% _{hkl}	36 28% _{hklmo}	50 18%	35 18%	12 14%	57 27% _{hiklm} o	8 14%
MEAN	2.96 _d	3.66	3.17	3.23	2.85	2.96	3.12	2.88	3.02 _z	2.98	3.01	3.14 _z in	3.22 _z in	3.36 _z n	2.97	3.49 _z eghijn
Don't know	3 1% _i	-	1 4%	-	2 1%	3 1% _i	1 *	1 1%	2 1%	2 1%	-	2 1%	1 1%	2 2%	1 1%	1 1%
Likely [NET]	58 17%	6 24%	4 15%	8 22%	43 16%	58 17%	34 21%	32 17%	54 18%	57 17%	27 21%	52 19%	38 19%	19 23%	41 19%	14 24%
Neutral [NET]	139 41%	14 58%	15 56%	16 46%	106 39%	136 41%	70 43%	71 36%	131 43% _g	137 42% _g	51 39%	126 46% _z egin	94 48% _z egin	37 44%	81 38%	31 52% _{gn}
Unlikely [NET]	136 41% _{klo}	4 19%	7 25%	11 31%	121 44% _z	135 41% _{klo}	57 35% _o	90 46% _z efhi klmo	119 39% _{klo}	130 40% _{klo}	52 40% _o	93 34%	64 32%	26 31%	89 42% _{klo}	13 22%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 792

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	331	228	36	6	3	18	40	167	69	88	1	7	17	32	35	52	36	28	9
Weighted Base	336	242	34*	5**	2**	16**	36*	164	84*	81*	1**	6**	16**	33**	32**	51*	38**	36**	12**
[6] Certain to	23	19	3	-	-	-	1	7	9	6	-	1	1	-	2	8	3	1	1
7%		8%	8%	-	-	-	3%	4%	11%	8%	-	12%	5%	-	7%	15%z	7%	3%	8%
[5] Very likely	35	27	6	-	-	*	2	19	10	4	1	-	1	3	3	8	9	3	-
10%		11%	17%	-	-	-	3%	12%	11%	5%	100%	-	9%	11%	8%	15%	23%	9%	-
[4] Fairly likely	62	56	3	-	-	1	3	23	26	11	-	-	1	3	6	6	9	18	4
18%g		23%z	9%	-	-	4%	8%	14%	31%zgi	14%	-	-	9%	8%	18%	12%	23%	49%	29%
[3] Fairly unlikely	77	55	11	1	1	3	5	34	16	25	-	3	6	9	11	10	7	5	2
23%		23%	31%	26%	36%	21%	15%	21%	19%	31%	-	44%	41%	27%	35%	20%	19%	15%	19%
[2] Very unlikely	59	39	3	1	1	9	6	31	10	18	-	1	3	8	7	7	5	4	1
18%		16%	10%	16%	31%	57%	18%	19%	12%	22%	-	20%	18%	25%	20%	13%	14%	12%	6%
[1] Certain not to	77	44	9	3	1	2	19	48	12	15	-	1	3	10	4	12	5	4	5
23%ah		16%	25%	58%	33%	15%	53%zab	30%zh	14%	19%	-	11%	19%	29%	11%	23%	14%	12%	39%
MEAN	2.96fg	3.17zf	3.06f	1.68	2.03	2.23	2.01	2.73	3.47zg	2.88	5.00	2.93	2.86	2.46	3.14	3.29	3.48	3.40	2.68
Don't know	3	3	-	-	-	-	-	1	2	1	-	1	-	-	-	1	-	-	-
1%		1%	-	-	-	-	-	*	2%	1%	-	13%	-	-	-	1%	-	-	-
Likely [NET]	58	46	9	-	-	*	2	27	19	11	1	1	2	3	5	15	11	4	1
17%		19%	25%	-	-	3%	7%	16%	22%	13%	100%	12%	13%	11%	16%	30%z	30%	12%	8%
Neutral [NET]	139	111	14	1	1	4	8	57	42	36	-	3	8	11	17	16	16	23	6
41%fg		46%zf	40%	26%	36%	25%	23%	35%	50%	45%	-	44%	50%	35%	53%	32%	42%	64%	48%
Unlikely [NET]	136	82	12	4	1	12	25	79	22	33	-	2	6	18	10	18	11	9	5
41%ah		34%	35%	74%	64%	72%	71%zab	48%zh	26%	41%	-	31%	37%	54%	32%	36%	28%	24%	45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 793

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	331	310	19	34	33	35	14	24	18	19	54	29	31	35	5	260	206	123	329	278	53	331
Weighted Base	336	317	16**	24*	30*	34**	20**	25**	23**	25**	78*	27**	18**	27*	5**	286	203	131	334	276	60*	336
[6] Certain to	23 7%ap	18 6%	4 22%	1 3%	3 11%	7 21%	-	3 13%	2 7%	-	5 6%	-	1 5%	1 3%	-	21 7%	9 4%	14 10%	23 7%p	17 6%	6 10%	23 7%
[5] Very likely	35 10%	33 10%	2 12%	1 3%	3 10%	2 6%	3 13%	8 33%	1 4%	2 8%	8 10%	2 6%	1 7%	3 13%	1 20%	29 10%	22 11%	13 10%	35 10%	32 11%	3 5%	35 10%
[4] Fairly likely	62 18%	59 19%	3 20%	4 16%	2 8%	7 21%	7 36%	3 10%	3 11%	6 24%	12 16%	11 41%	3 19%	2 9%	1 20%	55 19%	33 16%	29 22%	62 19%	51 18%	11 19%	62 18%
[3] Fairly unlikely	77 23%	71 22%	6 35%	8 32%	5 15%	2 6%	4 21%	4 17%	14 60%	4 17%	14 18%	8 30%	6 35%	6 24%	1 20%	63 22%	43 21%	33 25%	76 23%	61 22%	15 26%	77 23%
[2] Very unlikely	59 18%	57 18%	-	3 11%	6 19%	9 25%	-	4 16%	4 18%	7 28%	16 20%	3 12%	3 16%	5 18%	-	51 18%	41 20%	18 14%	59 18%	49 18%	11 18%	59 18%
[1] Certain not to	77 23%	76 24%	2 11%	8 36%	11 37%o	6 18%	5 25%	2 9%	-	6 22%	23 30%	2 8%	3 18%	9 32%	2 40%	64 22%	51 25%	25 19%	76 23%	64 23%	13 22%	77 23%
MEAN	2.96a	2.91	3.89	2.47	2.68	3.37	3.13	3.82	3.20	2.68	2.76	3.26	2.97	2.59	2.80	2.99c	2.80	3.22zpr	2.97p	2.96	2.97	2.96
Don't know	3 1%	3 1%	-	-	-	1 2%	1 5%	-	-	-	-	1 3%	-	1 3%	-	2 1%	3 2%	-	3 1%	3 1%	-	3 1%
Likely [NET]	58 17%	51 16%	5 34%	1 5%	6 21%	9 28%	3 13%	12 47%	2 11%	2 8%	13 17%	2 6%	2 12%	4 15%	1 20%	50 18% c	31 15%	27 20%	58 17%	49 18%	9 15%	58 17%
Neutral [NET]	139 41% d	130 41%	9 56%	11 48%	7 24%	9 27%	11 57%	7 28%	16 71%	10 41%	26 34%	19 71%	10 54%	9 32%	2 40%	118 41% d	76 38%	62 47%	138 41%	112 41%	27 45%	139 41%
Unlikely [NET]	136 41% q	133 42%	2 11%	11 47%	17 56%	15 43%	5 25%	6 26%	4 18%	12 51%	39 50%	5 20%	6 33%	13 50%	2 40%	115 40%	92 46% zqr	43 33%	135 40% q	113 41%	24 40%	136 41%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 794

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	331	157	171	290	331	250	30	267	125	40	27	238	12	52	29	250	81	290	41
Weighted Base	336	158	183	304	336	263	36**	279	131	49*	19**	252	11**	52*	21**	263	73*	304	31*
[6] Certain to	23 7%	9 6%	15 8%	22 7%	23 7%	19 7%	2 5%	20 7%	8 6%	4 8%	1 5%	19 8%	- 5%	3 5%	1 5%	19 7%	3 5%	22 7%	1 3%
[5] Very likely	35 10%	12 7%	26 14%	33 11%	35 10%	31 12%a	3 8%	32 12%	19 14%a	10 19%a	2 9%	31 12%	- 3%	2 3%	2 8%	31 12%	4 5%	33 11%	2 6%
[4] Fairly likely	62 18%	23 14%	47 25%zac deg	59 19%a	62 18%	54 21%a	9 26%	56 20%a	26 20%	20 41%za bcdeg h	3 13%	53 21%	1 8%	5 10%	3 12%	54 21%	8 11%	59 19%	3 11%
[3] Fairly unlikely	77 23%	39 24%	41 22%	74 24%	77 23%	58 22%	12 32%	64 23%	30 23%	8 17%	* 2%	56 22%	2 18%	17 33%	1 5%	58 22%	19 25%	74 24%	3 10%
[2] Very unlikely	59 18%b	36 23%zb cdeg	22 12%	52 17%b	59 18%b	45 17%b	4 11%	46 16%b	19 15%	5 10%	5 24%	42 17%	3 25%	9 18%	5 23%	45 17%	14 19%	52 17%	7 24%
[1] Certain not to	77 23%bcei koq	39 25%i	31 17%	62 21%i	77 23%bce i	53 20%i	6 17%	58 21%bi	27 20%i	3 5%	9 46%	47 19%	5 48%	15 29%	10 47%	53 20%	25 34%zo	62 21%	15 47%zq
MEAN	2.96apr	2.74	3.33za cdeg	3.04z ad	2.96a d	3.09za d	3.11 d	3.07za d	3.11a	3.84z abcde gh	2.29	3.15zm	1.87	2.55	2.27	3.09zp	2.47	3.04zr	2.13
Don't know	3 1%	1 *	2 1%	3 1%	3 1%	2 1%	1 2%	2 1%	2 1%	- -	- -	2 1%	- -	1 1%	- -	2 1%	1 1%	3 1%	- -
Likely [NET]	58 17%	21 13%	41 22%zac d	55 18%a	58 17%	51 19%a	5 13%	52 19%a	26 20%	14 27%a	3 14%	51 20%z	- -	4 8%	3 13%	51 19%	7 10%	55 18%	3 9%
Neutral [NET]	139 41%r	62 39%	87 48%zd	132 43%zd	139 41%	112 43%	21 58%	121 43%	57 43%	28 58%za d	3 15%	109 43%	3 27%	23 44%	4 17%	112 43%	26 36%	132 43%zr	6 20%
Unlikely [NET]	136 41%bcegi koq	75 48%zb cdeghi	53 29%	114 38%bi	136 41%bce gi	98 37%bi	10 28%	104 37%bi	46 35%i	7 15%	14 71%	90 36%	8 73%	25 47%	14 70%	98 37%	39 53%zo	114 38%	22 71%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 795

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	331	148	5	1	6	9	8	2	39	55	1	51	6
Weighted Base	336	153	5**	2**	6**	9**	10**	2**	38*	53*	1**	50*	7**
[6] Certain to	23	6	-	-	1	3	2	-	5	3	-	3	1
	7%	4%	-	-	13%	35%	20%	-	14%a	5%	-	5%	10%
[5] Very likely	35	17	-	-	-	*	2	-	6	5	-	5	-
	10%	11%	-	-	-	5%	23%	-	15%	10%	-	9%	-
[4] Fairly likely	62	36	1	-	1	-	2	-	6	5	-	12	-
	18%	23%	18%	-	12%	-	18%	-	16%	10%	-	24%	-
[3] Fairly unlikely	77	31	1	-	-	3	3	1	12	11	1	9	3
	23%	20%	22%	-	-	36%	31%	45%	32%	21%	100%	19%	53%
[2] Very unlikely	59	22	1	2	4	-	1	1	5	13	-	10	1
	18%	15%	14%	100%	54%	-	8%	55%	14%	24%	-	19%	13%
[1] Certain not to	77	40	2	-	1	2	-	-	4	16	-	11	1
	23%	26%h	46%	-	21%	24%	-	-	9%	30%h	-	21%	13%
MEAN	2.96	2.88	2.11	2.00	2.53	3.69	4.17	2.45	3.54zal	2.60	3.00	2.96	2.91
Don't know	3	1	-	-	-	-	-	-	-	-	-	1	1
	1%	1%	-	-	-	-	-	-	-	-	-	2%	11%
Likely [NET]	58	22	-	-	1	4	4	-	11	8	-	7	1
	17%	15%	-	-	13%	40%	43%	-	29%	15%	-	15%	10%
Neutral [NET]	139	66	2	-	1	3	5	1	18	17	1	21	3
	41%	43%	40%	-	12%	36%	49%	45%	48%	31%	100%	43%	53%
Unlikely [NET]	136	63	3	2	5	2	1	1	9	29	-	20	2
	41%h	41%	60%	100%	75%	24%	8%	55%	24%	54%zh	-	41%	26%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 796

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)										
		AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	331	2	22	2	2	1	3	11	9	1	13	5
Weighted Base	336	1**	23**	1**	2**	1**	3**	11**	11**	1**	14**	4**
[6] Certain to	23	-	-	-	1	-	-	2	2	-	-	1
	7%	-	-	-	41%	-	-	15%	18%	-	-	16%
[5] Very likely	35	-	-	-	-	-	1	1	-	-	-	-
	10%	-	-	-	-	-	36%	7%	-	-	-	-
[4] Fairly likely	62	-	8	-	-	1	-	3	1	-	5	*
	18%	-	35%	-	-	100%	-	26%	8%	-	33%	11%
[3] Fairly unlikely	77	1	4	-	-	-	1	2	2	-	6	1
	23%	59%	17%	-	-	-	41%	17%	19%	-	46%	23%
[2] Very unlikely	59	-	5	1	1	-	1	1	2	1	1	1
	18%	-	23%	47%	59%	-	22%	6%	21%	100%	9%	28%
[1] Certain not to	77	*	6	1	-	-	-	3	4	-	1	1
	23%	41%	25%	53%	-	-	-	29%	34%	-	5%	21%
MEAN	2.96	2.18	2.63	1.47	3.65	4.00	3.51	3.22	2.73	2.00	3.15	2.90
Don't know	3	-	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	-	-	7%	-
Likely [NET]	58	-	-	-	1	-	1	2	2	-	-	1
	17%	-	-	-	41%	-	36%	22%	18%	-	-	16%
Neutral [NET]	139	1	12	-	-	1	1	5	3	-	11	1
	41%	59%	52%	-	-	100%	41%	42%	27%	-	79%	34%
Unlikely [NET]	136	*	11	1	1	-	1	4	6	1	2	2
	41%	41%	48%	100%	59%	-	22%	35%	55%	100%	14%	49%

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Table 797

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	331	198	133	80	3	2	4	5	32	41	1	29	1	63	6
Weighted Base	336	208	127	87*	3**	2**	5**	6**	31**	41*	1**	29**	3**	65*	7**
[6] Certain to	23	16	7	3	-	-	2	2	4	3	-	3	-	5	2
	7%	8%	5%	3%	-	-	51%	31%	11%	6%	-	9%	-	8%	28%
[5] Very likely	35	30	5	14	-	-	-	1	6	5	-	4	-	12	2
	10%b	14%zb	4%	16%b	-	-	-	16%	19%	13%	-	14%	-	18%b	25%
[4] Fairly likely	62	37	25	21	-	1	-	2	5	4	-	5	-	13	-
	18%	18%	20%	24%	-	34%	-	27%	16%	9%	-	17%	-	21%	-
[3] Fairly unlikely	77	51	26	20	1	-	2	2	9	9	1	3	3	16	2
	23%	24%	20%	23%	32%	-	49%	25%	30%	23%	100%	10%	100%	24%	32%
[2] Very unlikely	59	31	28	10	-	1	-	-	5	9	-	5	-	10	-
	18%	15%	22%	11%	-	66%	-	-	17%	23%	-	18%	-	15%	-
[1] Certain not to	77	42	35	18	2	-	-	-	2	11	-	9	-	9	1
	23%	20%	27%	20%	68%	-	-	-	7%	27%	-	32%	-	14%	14%
MEAN	2.96b	3.14zb	2.66	3.15b	1.65	2.68	4.53	4.53	3.56	2.77	3.00	2.90	3.00	3.39zb	4.05
Don't know	3	1	2	1	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	1%	2%	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	58	46	12	17	-	-	2	3	9	8	-	7	-	17	4
	17%b	22%zb	9%	20%	-	-	51%	47%	30%	19%	-	23%	-	26%b	53%
Neutral [NET]	139	87	51	41	1	1	2	3	14	13	1	8	3	29	2
	41%	42%	40%	47%	32%	34%	49%	53%	45%	32%	100%	27%	100%	45%	32%
Unlikely [NET]	136	74	63	27	2	1	-	-	8	20	-	15	-	19	1
	41%a	35%	49%zact	31%	68%	66%	-	-	24%	49%	-	50%	-	29%	14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 798

FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to numbers on friends and family plan on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	331	20	16	4	115	80	27	269	62	179	87	6	26	101	44	19	41	33	76	43	16	38	27
Weighted Base	336	23**	20**	6**	124*	88*	31**	271	64*	189	89*	6**	32**	103*	41*	17**	41*	32**	74*	39*	14**	37*	27**
[6] Certain to	23 7%g	2	2	-	9	3	-	14	8	16	4	-	4	10	9	3	10	9	10	10	4	11	11
[5] Very likely	35 10%	1	1	1	11	11	2	28	6	24	9	3	5	7	16	6	12	11	4	15	7	12	9
[4] Fairly likely	62 18%r	3	3	-	32	27	15	47	15	44	13	4	14	15	11	5	7	4	7	8	1	6	5
[3] Fairly unlikely	77 23%np rsu	10	9	5	24	18	5	61	16	43	23	-	4	17	3	2	3	3	9	3	*	3	-
[2] Very unlikely	59 18%ns	4	3	-	20	13	3	51	8	31	17	-	3	25	-	2	7	1	20	1	1	3	-
[1] Certain not to	77 23%in psu	4	3	-	25	14	6	67	11	29	23	-	1	27	2	-	2	2	23	2	-	2	2
MEAN	2.96g	2.95	3.07	3.32	3.09	3.18	3.16	2.86	3.35zg	3.27zj	2.76	4.40	3.98	2.81	4.57z mp	4.37	4.15zm	4.52	2.73	4.61z r	4.79	4.46zr	4.94
Don't know	3 1%	-	-	-	2	2	1	3	-	2	-	-	-	1	-	-	-	1	-	-	-	-	-
Likely [NET]	58 17%	3	3	1	20	14	2	43	15	40	13	3	9	17	25	9	21	20	14	25	11	23	20
Neutral [NET]	139 41%mp ru	13	12	5	56	45	19	108	31	87	35	4	18	32	14	7	10	8	16	11	2	9	5
Unlikely [NET]	136 41%in psu	8	6	-	45	28	9	117	19	60	41	-	4	52	2	2	10	4	43	3	1	5	2
		33%	29%	-	36%	31%	28%	43%	30%	32%	46%id	-	13%	51%znp	6%	9%	23%n	11%	58%zsu	8%	10%	15%	8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 799

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	139	76	63	-	2	9	17	10	30	44	27	2	26	40	71	39	50	20	30	29	62	41
Weighted Base	147	75*	72*	**	1**	11**	20**	14**	27**	44*	30**	1**	31**	41*	74*	52*	46*	22**	27**	26**	63*	51*
[6] Certain to	7	3	4	-	-	1	-	1	1	-	4	-	1	2	4	6	-	1	-	-	2	5
	5%	4%	6%	-	-	10%	-	6%	5%	-	13%	-	4%	6%	5%	12%zp	-	4%	-	-	3%	10%
[5] Very likely	9	7	2	-	1	1	4	-	1	2	-	1	5	1	2	5	2	1	3	2	2	4
	6%	9%	3%	-	70%	10%	22%	-	5%	4%	-	70%	17%	3%	2%	9%	3%	3%	10%	10%	3%	8%
[4] Fairly likely	26	12	14	-	*	3	7	3	7	4	2	*	10	9	6	9	6	8	2	3	17	5
	18% n	16%	19%	-	30%	30%	35%	20%	24%	9%	6%	30%	33%	23% n	8%	18%	14%	36%	8%	13%	27% zu	9%
[3] Fairly unlikely	32	12	20	-	-	1	5	5	6	12	3	-	6	10	15	10	14	2	7	2	9	18
	22%	16%	27%	-	-	9%	26%	34%	21%	28%	10%	-	20%	25%	21%	18%	30%	10%	24%	8%	14%	35% zt
[2] Very unlikely	23	13	10	-	-	2	1	2	4	8	7	-	3	5	15	7	5	5	6	8	7	8
	16%	18%	13%	-	-	20%	5%	11%	13%	17%	23%	-	11%	13%	20%	13%	10%	23%	23%	29%	11%	16%
[1] Certain not to	47	25	22	-	-	1	2	3	8	18	14	-	3	12	33	15	18	5	9	9	25	11
	32%	34%	31%	-	-	10%	11%	23%	31%	41%	49%	-	11%	28%	44% z	29%	38%	24%	35%	35%	40%	22%
MEAN	2.64 in	2.61	2.68	-	4.70	3.44	3.50	2.81	2.74	2.17	2.25	4.70	3.48	2.76	2.20	3.01	2.30	2.84	2.34	2.28	2.51	2.96
Don't know	2	2	-	-	-	1	-	1	-	-	-	-	1	1	-	-	2	-	-	1	1	-
	1%	3%	-	-	-	11%	-	6%	-	-	-	-	4%	2%	-	-	5%	-	-	5%	1%	-
Likely [NET]	17	10	7	-	1	2	4	1	3	2	4	1	6	4	6	11	2	2	3	2	4	9
	11% p	13%	9%	-	70%	19%	22%	6%	10%	4%	13%	70%	21%	9%	8%	21% p	3%	7%	10%	10%	6%	18%
Neutral [NET]	58	25	33	-	*	4	12	8	12	16	5	*	17	20	21	19	20	10	9	5	26	23
	39% n	33%	46%	-	30%	39%	62%	54%	45%	37%	15%	30%	54%	48%	29%	36%	43%	46%	32%	21%	41%	44%
Unlikely [NET]	70	39	32	-	-	3	3	5	12	26	21	-	7	17	47	22	22	10	16	17	32	20
	48%	51%	44%	-	-	30%	17%	34%	45%	59%	72%	-	22%	41%	64% zm	43%	49%	47%	58%	65%	51%	38%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 800

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	139	3	9	26	5	3	26	12	8	3	-	3	78	9	109	30	37	10	9	2	-	3	72	6
Weighted Base	147	4**	12**	28**	5**	3**	30**	13**	8**	2**	-**	3**	80*	9**	113*	34**	43*	11**	8**	1**	-**	3**	76*	6**
[6] Certain to	7	-	-	2	-	-	2	-	-	-	-	-	4	1	5	2	3	-	-	-	-	-	4	-
	5%	-	-	7%	-	-	6%	-	-	-	-	-	5%	15%	4%	7%	8%	-	-	-	-	-	5%	-
[5] Very likely	9	-	2	3	-	-	5	-	-	-	-	1	2	1	7	2	5	-	-	-	-	1	2	1
	6%	-	21%	10%	-	-	17%	-	-	-	-	22%	3%	11%	7%	6%	12%	-	-	-	-	22%	3%	19%
[4] Fairly likely	26	2	3	9	1	-	10	3	1	*	-	1	8	2	18	8	12	2	1	*	-	1	8	1
	18%lv	44%	25%	31%	23%	-	34%	25%	14%	21%	-	30%	9%	22%	16%	22%	29%v	21%	15%	45%	-	30%	10%	21%
[3] Fairly unlikely	32	2	2	6	3	1	7	2	4	-	-	2	17	-	25	6	9	1	4	-	-	2	17	-
	22%	40%	16%	22%	59%	25%	24%	17%	46%	-	-	47%	21%	-	23%	19%	21%	9%	47%	-	-	47%	22%	-
[2] Very unlikely	23	-	1	4	-	1	1	4	1	1	-	-	17	-	21	2	2	5	1	1	-	-	15	-
	16%	-	9%	14%	-	20%	3%	30%	8%	25%	-	21%	-	-	18%	7%	6%	45%	8%	55%	-	-	19%	-
[1] Certain not to	47	1	2	4	-	2	3	4	2	1	-	-	33	5	34	13	9	3	2	-	-	-	31	3
	32%	16%	18%	15%	-	55%	11%	28%	21%	54%	-	-	41%z	52%	30%	39%	21%	26%	20%	-	-	-	40%	60%
MEAN	2.64l	3.13	3.26	3.28	3.28	1.71	3.66	2.39	2.60	1.87	-	3.75	2.27	2.86	2.63	2.71	3.30	2.26	2.63	2.90	-	3.75	2.31	2.41
Don't know	2	-	1	-	1	-	1	-	1	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-
	1%	-	11%	-	18%	-	4%	-	11%	-	-	-	-	-	2%	-	3%	-	11%	-	-	-	-	-
Likely [NET]	17	-	2	5	-	-	7	-	-	-	-	1	6	2	12	4	9	-	-	-	-	1	6	1
	11%	-	21%	17%	-	-	24%	-	-	-	-	22%	8%	26%	11%	13%	20%	-	-	-	-	22%	8%	19%
Neutral [NET]	58	4	5	15	4	1	18	6	5	*	-	3	24	2	44	14	21	3	5	*	-	3	24	1
	39%l	84%	41%	53%	82%	25%	58%	42%	60%	21%	-	78%	30%	22%	39%	41%	50%	30%	61%	45%	-	78%	32%	21%
Unlikely [NET]	70	1	3	8	-	2	4	8	2	2	-	-	50	5	55	16	12	8	2	1	-	-	45	3
	48%p	16%	27%	29%	-	75%	14%	58%	29%	79%	-	-	62%z	52%	49%	46%	27%	70%	27%	55%	-	-	60%zp	60%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 801

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	139	74	24	41	23	-	-	4	114	54	54	15	8	8	14	7	-	2	-	-	-
Weighted Base	147	79*	23**	45*	25**	..*	..*	4**	120*	59*	55*	14**	11**	8**	14**	9**	..*	2**	..*	..*	..*
[6] Certain to	7	5	-	2	2	-	-	-	5	2	3	2	-	-	2	-	-	-	-	-	-
5%		7%	-	4%	8%	-	-	-	4%	3%	6%	14%	-	-	14%	-	-	-	-	-	-
[5] Very likely	9	5	3	1	2	-	-	-	8	4	3	1	-	2	-	1	-	1	-	-	-
6%		6%	15%	3%	7%	-	-	-	6%	6%	6%	5%	-	22%	-	8%	-	52%	-	-	-
[4] Fairly likely	26	17	3	6	7	-	-	1	19	6	12	2	3	2	3	3	-	1	-	-	-
18%		21%	13%	13%	28%	-	-	28%	16%	11%	22%	14%	28%	27%	22%	33%	-	48%	-	-	-
[3] Fairly unlikely	32	16	6	11	8	-	-	1	23	15	7	5	4	1	7	2	-	-	-	-	-
22%j		20%	24%	24%	33%	-	-	31%	20%	26%	12%	33%	38%	15%	47%	19%	-	-	-	-	-
[2] Very unlikely	23	10	3	10	2	-	-	2	20	11	8	3	1	-	1	1	-	-	-	-	-
16%		12%	14%	22%	6%	-	-	41%	16%	18%	15%	21%	9%	-	4%	11%	-	-	-	-	-
[1] Certain not to	47	25	7	15	5	-	-	-	43	20	20	2	3	3	2	3	-	-	-	-	-
32%		32%	30%	34%	18%	-	-	-	36%	34%	37%	13%	25%	36%	13%	29%	-	-	-	-	-
MEAN	2.64	2.76	2.68	2.42	3.24	-	-	2.87	2.53	2.47	2.62	3.20	2.69	3.00	3.35	2.79	-	4.52	-	-	-
Don't know	2	1	1	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-
1%		2%	4%	-	-	-	-	2%		1%	2%	-	-	-	-	-	-	-	-	-	-
Likely [NET]	17	10	3	3	4	-	-	-	13	6	6	3	-	2	2	1	-	1	-	-	-
11%		13%	15%	7%	15%	-	-	-	11%	10%	12%	19%	-	22%	14%	8%	-	52%	-	-	-
Neutral [NET]	58	32	9	17	16	-	-	3	42	22	19	7	7	3	10	5	-	1	-	-	-
39%		41%	37%	37%	61%	-	-	59%	35%	37%	34%	47%	66%	42%	69%	52%	-	48%	-	-	-
Unlikely [NET]	70	35	10	25	6	-	-	2	63	30	28	5	4	3	2	4	-	-	-	-	-
48%		45%	44%	56%	24%	-	-	41%	52%	52%	52%	34%	34%	36%	17%	40%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 802

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	139	6	9	14	116	135	64	89	124	133	57	117	70	31	98	27
Weighted Base	147	6**	10**	16**	121*	144	63*	100*	133	142	60*	123*	81*	38**	109*	32**
[6] Certain to	7	1	-	1	5	7	2	7	7	7	3	7	5	2	7	1
	5%	18%	-	5%	4%	5%	3%	7%	5%	5%	5%	6%	6%	5%	7%	3%
[5] Very likely	9	-	1	2	8	8	3	5	9	9	3	8	5	4	4	2
	6%	-	11%	11%	6%	6%	6%	5%	7% _n	7% _n	4%	6%	6%	11%	4%	7%
[4] Fairly likely	26	2	5	5	19	26	15	18	23	25	10	26	17	12	16	7
	18%	35%	47%	32%	15%	18%	23% _n	18%	17%	18%	17%	21% _{zn}	21%	31%	14%	21%
[3] Fairly unlikely	32	2	2	4	23	31	13	23	29	30	12	27	22	5	25	10
	22%	30%	22%	27%	19%	21%	20%	23%	22%	21%	20%	22%	27%	14%	23%	33%
[2] Very unlikely	23	-	1	2	21	22	11	16	22	22	8	17	11	6	17	5
	16%	-	10%	10%	18%	16%	17%	16%	16%	16%	13%	14%	14%	17%	16%	16%
[1] Certain not to	47	1	1	2	43	47	18	30	41	46	25	36	20	8	38	7
	32%	18%	10%	15%	35%	33%	29%	30%	31%	32%	42% _{hkl}	30%	24%	22%	35% _l	21%
MEAN	2.64	3.53	3.38	3.31	2.52	2.63	2.67	2.74	2.70	2.65	2.43	2.78 _e	2.88 _{jn}	3.09	2.56	2.87
Don't know	2	-	-	-	2	2	1	1	2	2	-	2	1	-	2	-
	1%	-	-	-	2%	1%	1%	1%	2%	1%	-	2%	2%	-	2%	-
Likely [NET]	17	1	1	3	13	16	5	12	17	17	5	15	10	6	11	3
	11%	18%	11%	16%	11%	11%	9%	12%	13%	12%	9%	12%	12%	16%	11%	10%
Neutral [NET]	58	4	7	10	42	57	27	40	52	55	22	53	39	17	40	17
	39% _d	64%	69%	59%	35%	39%	44%	41%	39%	39%	37%	43%	48% _{hin}	45%	37%	54%
Unlikely [NET]	70	1	2	4	64	69	29	45	62	68	33	54	31	14	55	12
	48% _{kl}	18%	20%	25%	53% _z	48% _{kl}	46%	46%	47%	48% _l	54% _l	44%	38%	38%	50% _l	36%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 803

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£29999 - £49999 (o)	£49999 - £99999 (p)	£99999 - £100000 PLUS (q)	£100000 PLUS (r)
Unweighted Base	139	89	21	4	2	8	15	75	27	29	1	4	4	12	9	32	16	10	5
Weighted Base	147	99*	21**	3**	2**	7**	16**	77*	36**	26**	2**	3**	3**	13**	7**	36**	16**	14**	7**
[6] Certain to	7	6	1	-	-	-	-	4	3	-	-	-	-	-	-	2	2	3	-
5%	5%	6%	4%	-	-	-	-	5%	9%	-	-	-	-	-	-	5%	12%	24%	-
[5] Very likely	9	8	-	1	-	1	-	2	2	4	-	-	1	1	-	1	1	-	-
6%	6%	8%	-	34%	-	10%	-	3%	6%	16%	-	-	18%	6%	-	3%	7%	-	-
[4] Fairly likely	26	21	1	1	1	1	*	9	8	7	-	1	1	2	1	7	3	6	1
18%	18%	22%	3%	29%	73%	19%	3%	12%	24%	28%	-	32%	24%	14%	14%	18%	18%	40%	10%
[3] Fairly unlikely	32	24	3	1	-	2	3	13	11	6	-	1	-	6	1	7	3	1	5
22%	22%	24%	13%	21%	-	28%	19%	16%	29%	22%	-	31%	-	49%	14%	18%	16%	7%	75%
[2] Very unlikely	23	15	3	-	*	1	4	15	5	3	-	1	1	2	3	6	4	-	-
16%	16%	15%	15%	-	27%	9%	26%	19%	14%	12%	-	37%	25%	18%	39%	16%	25%	-	-
[1] Certain not to	47	23	13	*	-	2	8	34	4	6	2	-	1	2	3	14	4	3	1
32%a	32%a	23%	65%	16%	-	34%	52%	44%z	11%	22%	100%	-	32%	14%	34%	40%	22%	21%	14%
MEAN	2.64g	2.95z	1.71	3.63	3.47	2.61	1.72	2.24	3.29	3.05	1.00	2.95	2.70	2.79	2.06	2.44	2.99	3.77	2.82
Don't know	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	1	-
1%	1%	2%	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	9%	-
Likely [NET]	17	14	1	1	-	1	-	6	6	4	-	-	1	1	-	3	3	3	-
11%	11%	14%	4%	34%	-	10%	-	8%	15%	16%	-	-	18%	6%	-	8%	19%	24%	-
Neutral [NET]	58	45	3	1	1	3	3	22	19	13	-	2	1	8	2	13	6	7	6
39%g	39%g	46%	16%	50%	73%	46%	21%	28%	53%	50%	-	63%	24%	63%	27%	36%	34%	47%	86%
Unlikely [NET]	70	37	17	*	*	3	12	49	9	9	2	1	2	4	5	20	8	3	1
48%a	48%a	38%	80%	16%	27%	44%	79%	64%z	26%	34%	100%	37%	58%	32%	73%	56%	47%	21%	14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 804

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	139	135	3	14	18	5	16	11	2	6	27	7	8	18	7	106	89	48	137	117	22	139
Weighted Base	147	143	2**	10**	16**	6**	19**	10**	3**	7**	41**	8**	6**	14**	7**	121*	91*	53*	145	121*	26**	147
[6] Certain to	7	7	-	1	1	-	-	-	2	-	3	-	-	-	-	7	3	4	7	5	2	7
	5%	5%	-	11%	5%	-	-	-	54%	-	8%	-	-	-	-	6%	4%	7%	5%	4%	8%	5%
[5] Very likely	9	9	1	2	-	-	1	2	-	-	3	-	1	-	1	8	5	4	9	7	2	9
	6%	6%	36%	21%	-	-	4%	18%	-	-	8%	-	10%	-	14%	7%	6%	8%	7%	6%	8%	6%
[4] Fairly likely	26	26	-	2	4	1	7	2	-	-	2	3	1	3	1	21	14	11	25	17	9	26
	18%^s	18%	-	20%	26%	12%	36%	25%	-	-	5%	31%	21%	23%	14%	17%	16%	20%	17%	14%	33%	18% ^s
[3] Fairly unlikely	32	32	-	*	2	1	4	1	2	-	14	-	1	3	3	25	20	11	30	29	2	32
	22%	22%	-	4%	13%	18%	23%	8%	46%	-	35%	-	25%	21%	43%	20%	21%	20%	21%	24%	9%	22%
[2] Very unlikely	23	21	-	3	3	2	1	2	-	2	3	3	1	2	-	20	15	8	23	20	3	23
	16%	15%	-	29%	21%	38%	4%	22%	-	30%	7%	41%	14%	16%	-	17%	17%	15%	16%	17%	10%	16%
[1] Certain not to	47	46	1	2	5	2	5	3	-	5	15	2	2	5	2	38	33	14	47	39	9	47
	32%	32%	64%	15%	28%	32%	29%	27%	-	70%	37%	28%	30%	40%	29%	32%	36%	27%	33%	32%	33%	32%
MEAN	2.64	2.66	2.44	3.36	2.62	2.11	2.80	2.86	4.62	1.30	2.64	2.35	2.68	2.26	2.86	2.67	2.49	2.89	2.63	2.58	2.95	2.64
Don't know	2	2	-	-	1	-	1	-	-	-	-	-	-	-	-	2	1	1	2	2	-	2
	1%	1%	-	-	8%	-	5%	-	-	-	-	-	-	-	-	2%	1%	2%	1%	2%	-	1%
Likely [NET]	17	16	1	3	1	-	1	2	2	-	7	-	1	-	1	15	9	8	17	13	4	17
	11%	11%	36%	32%	5%	-	4%	18%	54%	-	16%	-	10%	-	14%	13%	9%	15%	12%	11%	15%	11%
Neutral [NET]	58	58	-	2	6	2	11	3	2	-	16	3	3	6	4	45	34	21	55	47	11	58
	39%	40%	-	24%	38%	30%	58%	34%	46%	-	40%	31%	46%	44%	57%	37%	37%	40%	38%	39%	42%	39%
Unlikely [NET]	70	67	1	5	8	4	6	5	-	7	18	6	2	8	2	58	48	22	70	59	11	70
	48%	47%	64%	44%	49%	70%	33%	48%	-	100%	44%	69%	44%	56%	29%	48%	53%	42%	49%	49%	43%	48%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 805

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	139	77	61	126	139	114	12	116	55	25	6	108	6	18	7	114	25	126	13
Weighted Base	147	79*	69*	135	147	121*	13**	123*	56*	35**	5**	115*	6**	20**	6**	121*	26**	135	12**
[6] Certain to	7	4	5	7	7	7	2	7	1	3	-	7	-	-	-	7	-	7	-
5%	5%	6%	8%h	5%	5%	6%	18%	6%	2%	8%	-	6%	-	-	-	6%	-	5%	-
[5] Very likely	9	6	4	9	9	9	2	9	3	5	-	9	-	1	-	9	1	9	-
6%	6%	7%	5%	7%	6%	7%	16%	7%	6%	13%	-	8%	-	4%	-	7%	3%	7%	-
[4] Fairly likely	26	8	19	25	26	24	1	24	14	9	*	23	1	2	*	24	2	25	1
18%a	18%a	10%	27%zac	18%a	18%a	20%a	9%	19%a	25%a	25%	8%	20%	15%	8%	7%	20%	8%	18%	11%
		dg																	
[3] Fairly unlikely	32	16	15	29	32	22	3	24	10	9	-	20	2	9	1	22	9	29	3
22%	22%	21%	22%	22%	22%	19%	22%	19%	18%	24%	-	18%	34%	43%	11%	19%	36%	22%	23%
[2] Very unlikely	23	15	9	22	23	20	1	20	9	5	1	19	1	3	1	20	3	22	1
16%	16%	19%	13%	16%	16%	16%	8%	16%	17%	15%	12%	17%	12%	13%	11%	16%	13%	16%	11%
[1] Certain not to	47	29	16	41	47	37	2	38	17	3	4	34	2	7	4	37	11	41	6
32%	32%	37%	23%	30%	32%	30%	17%	31%	31%	9%	80%	30%	40%	32%	71%	30%	41%	30%	55%
MEAN	2.64	2.49	3.01za	2.71	2.64	2.74	3.60	2.73	2.63	3.46	1.37	2.77	2.24	2.38	1.55	2.74	2.20	2.71	1.89
		cd																	
Don't know	2	1	1	2	2	2	1	2	1	2	-	2	-	-	-	2	-	2	-
1%	1%	1%	2%	2%	1%	2%	10%	2%	2%	6%	-	2%	-	-	-	2%	-	2%	-
Likely [NET]	17	10	9	17	17	16	4	16	4	8	-	16	-	1	-	16	1	17	-
11%	11%	13%	13%	12%	11%	13%	34%	13%	8%	21%	-	14%	-	4%	-	13%	3%	12%	-
Neutral [NET]	58	24	34	54	58	46	4	47	24	17	*	43	3	10	1	46	11	54	4
39%a	39%a	30%	49%zac	40%a	39%a	38%	31%	38%	43%	49%	8%	38%	49%	51%	18%	38%	44%	40%	34%
		deg																	
Unlikely [NET]	70	44	25	63	70	56	3	58	27	8	5	53	3	9	5	56	14	63	8
48%b	48%b	55%bc	36%	46%b	48%b	47%b	25%	47%b	47%	24%	92%	47%	51%	45%	82%	47%	53%	46%	66%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 806

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	Landline provider (FX01A)							
		BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	139	65	5	3	3	11	24	19	9
Weighted Base	147	73*	5**	3**	3**	10**	24**	19**	10**
[6] Certain to	7	6	-	-	-	1	-	-	-
	5%	9%	-	-	-	8%	-	-	-
[5] Very likely	9	5	1	-	-	-	1	2	-
	6%	7%	24%	-	-	-	5%	13%	-
[4] Fairly likely	26	11	-	-	2	3	4	4	1
	18%	15%	-	-	62%	33%	15%	23%	15%
[3] Fairly unlikely	32	17	1	2	-	1	5	2	3
	22%	23%	14%	62%	-	12%	23%	11%	36%
[2] Very unlikely	23	11	-	-	-	2	7	3	-
	16%	15%	-	-	-	18%	31%	15%	-
[1] Certain not to	47	22	2	1	1	3	6	7	5
	32%	30%	42%	38%	38%	29%	26%	38%	49%
MEAN	2.64	2.80	2.56	2.23	2.86	2.82	2.40	2.58	2.16
Don't know	2	1	1	-	-	-	-	-	-
	1%	2%	19%	-	-	-	-	-	-
Likely [NET]	17	11	1	-	-	1	1	2	-
	11%	15%	24%	-	-	8%	5%	13%	-
Neutral [NET]	58	28	1	2	2	5	9	6	5
	39%	38%	14%	62%	62%	45%	38%	34%	51%
Unlikely [NET]	70	32	2	1	1	5	14	10	5
	48%	45%	42%	38%	38%	47%	58%	53%	49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 807

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)					
		AOL (b)	BT (d)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	139	1	9	3	3	7	1
Weighted Base	147	***	10**	2**	4**	8**	2**
[6] Certain to	7	-	-	-	2	-	-
	5%	-	-	-	54%	-	-
[5] Very likely	9	-	-	-	1	1	-
	6%	-	-	-	29%	9%	-
[4] Fairly likely	26	-	-	1	-	3	-
	18%	-	-	68%	-	35%	-
[3] Fairly unlikely	32	-	3	-	-	1	2
	22%	-	29%	-	-	12%	100%
[2] Very unlikely	23	-	1	1	1	-	-
	16%	-	7%	32%	16%	-	-
[1] Certain not to	47	*	6	-	-	3	-
	32%	100%	64%	-	-	43%	-
MEAN	2.64	1.00	1.65	3.36	5.05	2.67	3.00
Don't know	2	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Likely [NET]	17	-	-	-	3	1	-
	11%	-	-	-	84%	9%	-
Neutral [NET]	58	-	3	1	-	4	2
	39%	-	29%	68%	-	48%	100%
Unlikely [NET]	70	*	7	1	1	3	-
	48%	100%	71%	32%	16%	43%	-

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Table 808

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	Product bundles										
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	139	93	46	43	5	3	9	21	8	4	20	1
Weighted Base	147	100*	47*	49*	5**	3**	9**	22**	8**	5**	19**	1**
[6] Certain to	7	5	2	4	-	-	1	-	-	-	1	-
	5%	5%	4%	9%	-	-	10%	-	-	-	5%	-
[5] Very likely	9	7	3	5	1	-	-	-	1	-	1	-
	6%	7%	5%	10%	24%	-	-	-	12%	-	5%	-
[4] Fairly likely	26	19	6	11	-	2	2	4	1	-	5	-
	18%	19%	14%	22%	-	62%	23%	16%	11%	-	26%	-
[3] Fairly unlikely	32	21	10	10	1	-	1	5	1	3	2	-
	22%	21%	22%	21%	14%	-	13%	25%	14%	57%	12%	-
[2] Very unlikely	23	18	5	8	-	-	2	7	1	-	5	-
	16%	18%	11%	16%	-	-	21%	31%	16%	-	26%	-
[1] Certain not to	47	27	20	9	2	1	3	6	4	2	5	1
	32% ^c	27%	43% ^c	19%	42%	38%	34%	27%	47%	43%	26%	100%
MEAN	2.64	2.76	2.40	3.15 ^{zab}	2.56	2.86	2.63	2.31	2.25	2.14	2.72	1.00
Don't know	2	2	-	1	1	-	-	-	-	-	-	-
	1%	2%	-	3%	19%	-	-	-	-	-	-	-
Likely [NET]	17	12	5	9	1	-	1	-	1	-	2	-
	11%	12%	10%	19%	24%	-	10%	-	12%	-	10%	-
Neutral [NET]	58	41	17	21	1	2	3	9	2	3	7	-
	39%	41%	36%	44%	14%	62%	36%	42%	24%	57%	38%	-
Unlikely [NET]	70	45	25	17	2	1	5	13	5	2	10	1
	48%	45%	54%	35%	42%	38%	54%	58%	63%	43%	52%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 809

FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	139	5	4	2	57	38	12	125	14	59	43	6	13	54	13	8	8	9	47	12	4	6	7
Weighted Base	147	4**	4**	2**	64*	41*	14**	132	15**	63*	46*	7**	19**	54*	13**	9**	9**	10**	46*	13**	5**	8**	8**
[6] Certain to	7	-	-	-	2	2	1	6	1	3	2	3	-	3	4	2	2	2	3	4	3	2	2
	5%	-	-	-	3%	5%	6%	5%	6%	4%	5%	42%	-	6%	33%	21%	21%	19%	7%	33%	61%	24%	24%
[5] Very likely	9	1	1	1	2	2	-	9	1	3	7	1	2	3	1	2	4	2	4	3	2	4	2
	6%	22%	25%	45%	3%	5%	-	7%	5%	4%	14%z	14%	13%	6%	6%	25%	39%	19%	10%	23%	39%	46%	24%
[4] Fairly likely	26	2	2	1	8	8	4	23	3	19	5	1	6	7	2	1	*	2	3	1	-	1	1
	18%r	53%	48%	55%	12%	20%	26%	17%	19%	30%zj	10%	14%	30%	14%	18%	10%	5%	25%	7%	11%	-	10%	15%
[3] Fairly unlikely	32	1	1	-	14	6	1	30	2	17	7	-	6	6	1	1	-	3	4	3	-	-	2
	22%mr	25%	27%	-	23%	13%	9%	23%	13%	27%	14%	-	30%	12%	10%	14%	-	27%	9%	21%	-	-	24%
[2] Very unlikely	23	-	-	-	12	8	4	20	3	7	8	1	4	11	1	1	2	-	11	-	-	-	-
	16%	-	-	-	19%	20%	25%	15%	20%	11%	17%	11%	19%	20%	5%	7%	19%	-	24%	-	-	-	-
[1] Certain not to	47	-	-	-	23	14	5	43	5	12	18	-	1	22	4	2	2	1	20	2	-	2	1
	32%il	-	-	-	36%	34%	34%	33%	30%	20%	39%	-	4%	42%	28%	23%	17%	11%	43%	13%	-	20%	13%
MEAN	2.64	3.98	3.97	4.45	2.34	2.55	2.51	2.65	2.63	3.01z	2.61	4.92	3.32	2.40	3.67	3.72	3.93	3.98	2.36	4.30	5.61	4.36	4.08
Don't know	2	-	-	-	2	1	-	1	1	2	-	1	1	-	-	-	-	-	-	-	-	-	-
	1%g	-	-	-	3%	3%	-	1%	8%	3%	-	18%	5%	-	-	-	-	-	-	-	-	-	-
Likely [NET]	17	1	1	1	4	4	1	15	2	6	9	4	2	7	5	4	5	4	8	7	5	5	4
	11%	22%	25%	45%	6%	10%	6%	11%	11%	9%	20%	56%	13%	12%	39%	46%	60%	38%	17%	56%	100%	71%	48%
Neutral [NET]	58	3	3	1	22	14	5	53	5	36	11	1	11	14	4	2	*	5	7	4	-	1	3
	39%jm	78%	75%	55%	35%	33%	35%	40%	32%	57%zj	24%	14%	60%	26%	28%	24%	5%	52%	16%	32%	-	10%	39%
Unlikely [NET]	70	-	-	-	35	22	8	63	8	20	26	1	4	33	4	3	3	1	31	2	-	2	1
	48%il	-	-	-	56%	54%	59%	48%	50%	31%	56%i	11%	22%	62%z	33%	30%	35%	11%	67%z	13%	-	20%	13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 810

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	61	29	32	-	1	3	10	6	12	16	13	1	13	18	29	16	20	15	10	12	28	19
Weighted Base	70*	32**	38**	..	1**	4**	11**	7**	13**	20**	14**	1**	15**	20**	34**	24**	20**	15**	10**	12**	29**	26**
[6] Certain to	4	2	2	-	-	1	-	-	-	1	2	-	1	-	3	2	1	-	1	1	1	2
	6%	6%	6%	-	-	38%	-	-	-	4%	15%	-	10%	-	9%	8%	4%	-	14%	12%	3%	8%
[5] Very likely	10	6	4	-	-	-	2	2	4	2	-	-	2	6	2	3	3	4	-	2	1	6
	14%	19%	10%	-	-	-	19%	33%	28%	9%	-	-	14%	30%	5%	12%	16%	25%	-	15%	3%	23%
[4] Fairly likely	12	5	7	-	1	1	4	1	4	1	1	1	4	5	2	3	3	4	2	2	6	3
	17%	15%	20%	-	100%	20%	34%	13%	30%	5%	6%	100%	30%	24%	5%	12%	17%	26%	17%	18%	21%	10%
[3] Fairly unlikely	17	9	8	-	-	2	2	2	1	5	5	-	3	4	10	7	5	3	2	2	6	9
	24%	28%	21%	-	-	42%	17%	31%	10%	24%	39%	-	23%	17%	30%	30%	23%	20%	21%	18%	21%	33%
[2] Very unlikely	8	2	6	-	-	-	2	-	2	4	-	-	2	2	4	3	4	1	1	1	3	4
	12%	6%	16%	-	-	-	19%	-	16%	19%	-	-	15%	11%	11%	11%	20%	5%	6%	12%	9%	15%
[1] Certain not to	18	8	10	-	-	-	1	2	2	8	6	-	1	4	13	7	4	4	4	3	12	3
	26%	26%	27%	-	-	-	11%	23%	16%	39%	41%	-	8%	19%	40%	28%	19%	24%	41%	25%	42%	12%
MEAN	3.00	3.14	2.88	-	4.00	4.35	3.30	3.32	3.36	2.39	2.67	4.00	3.56	3.35	2.51	2.94	3.04	3.22	2.71	3.20	2.43	3.41
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	8	6	-	-	1	2	2	4	3	2	-	4	6	5	5	4	4	1	3	2	8
	20%	25%	16%	-	-	38%	19%	33%	28%	13%	15%	-	24%	30%	14%	20%	20%	25%	14%	27%	6%	31%
Neutral [NET]	29	14	15	-	1	2	6	3	5	6	6	1	8	8	12	10	8	7	4	4	12	11
	42%	43%	41%	-	100%	62%	50%	43%	40%	29%	45%	100%	53%	41%	35%	42%	40%	46%	39%	36%	42%	43%
Unlikely [NET]	26	10	16	-	-	-	3	2	4	11	6	-	3	6	17	9	8	4	5	5	15	7
	38%	32%	43%	-	-	-	31%	23%	33%	58%	41%	-	23%	29%	51%	38%	40%	29%	47%	37%	51%	26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 811

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	61	3	8	12	3	1	16	7	4	1	-	2	30	1	45	16	18	7	4	-	-	2	29	1
Weighted Base	70*	4**	9**	12**	3**	2**	19**	7**	5**	1**	-**	3**	35**	1**	52*	18**	21**	7**	4**	-**	-**	3**	35**	1**
[6] Certain to	4	1	-	-	-	-	1	-	-	-	-	-	3	-	4	-	1	-	-	-	-	-	3	-
6%		35%	-	-	-	-	8%	-	-	-	-	-	8%	-	8%	-	7%	-	-	-	-	-	8%	-
[5] Very likely	10	-	1	4	1	-	5	-	1	-	-	2	3	-	5	5	5	-	1	-	-	2	3	-
14%		-	8%	32%	24%	-	25%	-	16%	-	-	61%	8%	-	9%	30%	22%	-	20%	-	-	61%	8%	-
[4] Fairly likely	12	2	2	2	2	-	5	1	2	1	-	1	3	-	7	5	6	1	2	-	-	1	3	-
17%		48%	18%	15%	54%	-	25%	11%	35%	100%	-	39%	8%	-	13%	30%	28%	11%	44%	-	-	39%	8%	-
[3] Fairly unlikely	17	-	4	4	-	-	6	2	-	-	-	-	9	-	16	1	6	2	-	-	-	-	9	-
24%		-	46%	30%	-	-	33%	26%	-	-	-	-	26%	-	32%	4%	29%	26%	-	-	-	-	26%	-
[2] Very unlikely	8	-	2	3	-	-	1	3	-	-	-	-	4	-	7	1	-	3	-	-	-	-	5	-
12%		-	17%	22%	-	-	6%	49%	-	-	-	-	10%	-	13%	6%	-	49%	-	-	-	-	14%	-
[1] Certain not to	18	1	1	-	1	2	1	1	2	-	-	-	14	1	13	5	3	1	1	-	-	-	13	1
26%		17%	10%	-	22%	100%	4%	13%	49%	-	-	-	40%	100%	25%	31%	14%	13%	36%	-	-	-	36%	100%
MEAN	3.00	4.19	2.98	3.57	3.58	1.00	3.85	2.36	2.70	4.00	-	4.61	2.59	1.00	2.92	3.22	3.65	2.36	3.12	-	-	4.61	2.63	1.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	1	1	4	1	-	6	-	1	-	-	2	6	-	9	5	6	-	1	-	-	2	6	-
20%		35%	8%	32%	24%	-	32%	-	16%	-	-	61%	16%	-	17%	30%	29%	-	20%	-	-	61%	16%	-
Neutral [NET]	29	2	6	6	2	-	11	2	2	1	-	1	12	-	23	6	12	2	2	-	-	1	12	-
42%		48%	65%	46%	54%	-	58%	37%	35%	100%	-	39%	34%	-	45%	33%	57%	37%	44%	-	-	39%	34%	-
Unlikely [NET]	26	1	2	3	1	2	2	4	2	-	-	-	18	1	20	7	3	4	1	-	-	-	17	1
38%		17%	27%	22%	22%	100%	9%	63%	49%	-	-	-	50%	100%	38%	37%	14%	63%	36%	-	-	-	50%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 812

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	61	35	8	18	12	-	-	-	49	22	27	5	6	1	4	6	1	1	-	-	-
Weighted Base	70*	40**	8**	22**	14**	..**	..**	..**	55*	25**	30**	4**	9**	1**	3**	8**	1**	1**	..**	..**	..*
[6] Certain to	4	2	1	1	1	-	-	-	3	1	2	-	1	-	-	-	1	-	-	-	-
	6%	5%	18%	4%	10%	-	-	-	5%	3%	7%	-	16%	-	-	-	100%	-	-	-	-
[5] Very likely	10	8	-	2	1	-	-	-	9	2	7	-	1	-	-	1	-	-	-	-	-
	14%	20%	-	9%	7%	-	-	-	16%	7%	23%	-	11%	-	-	11%	-	-	-	-	-
[4] Fairly likely	12	9	1	2	6	-	-	-	6	1	5	2	3	1	2	3	-	1	-	-	-
	17%h	23%	9%	10%	45%	-	-	-	10%	4%	18%	39%	34%	100%	73%	35%	-	100%	-	-	-
[3] Fairly unlikely	17	10	1	6	3	-	-	-	14	7	6	2	2	-	1	2	-	-	-	-	-
	24%	24%	16%	28%	19%	-	-	-	26%	29%	21%	36%	21%	-	27%	21%	-	-	-	-	-
[2] Very unlikely	8	2	3	3	1	-	-	-	7	5	2	1	-	-	-	1	-	-	-	-	-
	12%	6%	41%	12%	7%	-	-	-	13%	19%	7%	25%	-	-	-	12%	-	-	-	-	-
[1] Certain not to	18	9	1	8	2	-	-	-	17	10	7	-	2	-	-	2	-	-	-	-	-
	26%	22%	16%	38%	12%	-	-	-	30%	38%	24%	-	19%	-	-	20%	-	-	-	-	-
MEAN	3.00	3.28	2.91	2.50	3.57	-	-	-	2.85	2.34	3.30	3.14	3.66	4.00	3.73	3.06	6.00	4.00	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	10	1	3	2	-	-	-	12	3	9	-	2	-	-	1	1	-	-	-	-
	20%	25%	18%	13%	17%	-	-	-	21%	11%	30%	-	27%	-	-	11%	100%	-	-	-	-
Neutral [NET]	29	19	2	8	9	-	-	-	20	8	12	3	5	1	3	5	-	1	-	-	-
	42%	47%	26%	37%	64%	-	-	-	36%	33%	39%	75%	54%	100%	100%	57%	-	100%	-	-	-
Unlikely [NET]	26	11	4	11	3	-	-	-	24	14	9	1	2	-	-	3	-	-	-	-	-
	38%	28%	56%	50%	19%	-	-	-	43%	57%	31%	25%	19%	-	-	32%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 813

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	61	6	5	7	49	61	27	39	56	60	32	51	31	14	47	13
Weighted Base	70*	7**	6**	8**	55*	70*	30**	46*	66*	69*	37**	59*	40**	16**	55*	17**
[6] Certain to	4	1	1	-	3	4	-	4	4	4	1	4	3	1	4	-
	6%	20%	23%	-	5%	6%	-	9%	7%	6%	4%	7%	9%	9%	8%	-
[5] Very likely	10	1	-	1	9	10	6	8	10	10	6	9	8	2	10	5
	14%	14%	-	11%	16%	14%	19%	17%	15%	14%	17%	15%	20%	13%	18%	30%
[4] Fairly likely	12	3	4	4	6	12	7	4	10	11	7	10	8	6	8	3
	17%dg	39%	60%	46%	10%	17%g	24%	10%	16%	16%	20%	17%	21%	35%	14%	16%
[3] Fairly unlikely	17	2	-	1	14	17	4	13	16	17	6	15	10	3	11	6
	24%	26%	-	10%	26%	24%	15%	28%	25%	25%	16%	26%	24%	18%	20%	33%
[2] Very unlikely	8	-	1	1	7	8	3	5	8	8	3	5	2	1	5	1
	12%	-	17%	13%	13%	12%	10%	11%	12%	12%	9%	9%	4%	7%	10%	4%
[1] Certain not to	18	-	-	2	17	18	9	11	17	18	13	15	9	3	17	3
	26%	-	-	20%	30%	26%	32%	25%	26%	27%	34%	25%	22%	18%	31%	17%
MEAN	3.00	4.28	4.12	3.17	2.85	3.00	2.89	3.12	3.02	2.99	2.88	3.09	3.39	3.45	3.01	3.38
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	2	1	1	12	14	6	12	14	14	8	13	12	4	14	5
	20%	34%	23%	11%	21%	20%	19%	27%	22%	21%	21%	22%	29%	22%	26%	30%
Neutral [NET]	29	5	4	5	20	29	11	17	27	28	13	26	18	8	19	8
	42% n	66%	60%	56%	36%	42% n	39%	38%	41%	41% n	36%	43% n	45%	53%	34%	49%
Unlikely [NET]	26	-	1	3	24	26	12	16	25	26	16	20	10	4	23	4
	38%	-	17%	32%	43%	38%	42%	36%	38%	38%	43%	35%	26%	25%	41%	21%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 814

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY	REGULAR - AT LEAST ONCE A WEEK	INFREQUENT - AT LEAST ONCE A MONTH	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	NEVER - BUT DO HAVE ACCESS	NEVER - AND DO NOT HAVE ACCESS	OWNED OUT- RIGHT BY HOUS- EHOLD	BEING BOUGHT ON A MORT- GAGE	RENTED	OTHER	UP TO £6499	£6500 - £9499	£9500 - £13499	£13500 - £17499	£17500 - £29999	£30000 - £49999	£50000 - £99999	£100000 PLUS
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted Base	61	42	7	3	1	2	6	35	13	11	-	1	1	5	7	10	8	6	4
Weighted Base	70*	51*	8**	2**	***	2**	6**	39**	19**	10**	-.**	1**	1**	8**	7**	14**	9**	8**	5**
[6] Certain to	4	4	-	-	-	-	-	3	-	1	-	-	-	-	1	1	2	-	-
6%	6%	8%	-	-	-	-	-	7%	-	15%	-	-	-	-	21%	6%	22%	-	-
[5] Very likely	10	9	-	1	-	-	-	2	6	1	-	-	-	2	-	1	1	1	2
14%	14%	17%	-	43%	-	-	-	5%	33%	7%	-	-	-	24%	-	11%	13%	12%	32%
[4] Fairly likely	12	10	-	-	-	1	1	4	5	2	-	1	1	1	2	-	4	2	1
17%	17%	20%	-	-	-	63%	13%	10%	29%	18%	-	100%	100%	10%	30%	-	42%	25%	15%
[3] Fairly unlikely	17	14	1	1	-	-	1	9	3	5	-	-	-	3	-	6	1	2	2
24%	24%	28%	9%	57%	-	-	14%	24%	17%	47%	-	-	-	37%	-	43%	15%	29%	38%
[2] Very unlikely	8	3	3	-	*	1	1	6	2	-	-	-	-	1	2	2	-	1	-
12%	12%	6%	37%	-	100%	37%	14%	15%	12%	-	-	-	-	11%	33%	12%	-	14%	-
[1] Certain not to	18	11	4	-	-	-	3	15	2	1	-	-	-	1	1	4	1	2	1
26%	26%	21%	54%	-	-	-	59%	39%	10%	13%	-	-	-	18%	15%	27%	8%	21%	15%
MEAN	3.00	3.30z	1.56	3.86	2.00	3.25	1.82	2.49	3.65	3.51	-	4.00	4.00	3.10	3.32	2.74	4.19	2.93	3.50
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	13	-	1	-	-	-	5	6	2	-	-	-	2	1	2	3	1	2
20%	20%	25%	-	43%	-	-	-	12%	33%	22%	-	-	-	24%	21%	18%	35%	12%	32%
Neutral [NET]	29	24	1	1	-	1	2	13	8	6	-	1	1	4	2	6	5	4	3
42%	42%	47%	9%	57%	-	63%	27%	34%	46%	65%	-	100%	100%	47%	30%	43%	57%	53%	53%
Unlikely [NET]	26	14	7	-	*	1	4	21	4	1	-	-	-	2	3	5	1	3	1
38%ca	38%ca	27%	91%	-	100%	37%	73%	54%	21%	13%	-	-	-	29%	48%	40%	8%	35%	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 815

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	ETHNICITY			STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Unweighted Base	61	59	1	3	7	2	6	6	1	5	12	4	2	11	2	46	34	26	60	50	11	61
Weighted Base	70*	67*	1**	2**	6**	2**	7**	6**	1**	7**	21**	5**	1**	8**	2**	58*	37**	31**	68*	56*	14**	70*
[6] Certain to	4	4	-	-	1	-	-	1	-	-	2	-	-	-	-	4	2	2	4	2	2	4
	6%	6%	-	-	14%	-	-	24%	-	-	10%	-	-	-	-	7%	6%	7%	6%	4%	14%	6%
[5] Very likely	10	10	-	1	1	1	-	-	-	4	2	-	1	-	1	8	2	6	8	8	2	10
	14% _f	15%	-	47%	15%	38%	-	-	-	50%	8%	-	55%	-	50%	14%	5%	21%	12%	15%	13%	14%
[4] Fairly likely	12	12	-	1	-	1	4	1	1	-	2	-	-	2	1	9	6	6	12	7	5	12
	17% _s	18%	-	30%	-	62%	51%	18%	100%	-	8%	-	-	19%	50%	16%	15%	21%	18%	12%	39%	17% _s
[3] Fairly unlikely	17	17	-	-	2	-	-	1	-	-	9	2	1	3	-	14	9	8	17	17	-	17
	24%	25%	-	-	36%	-	-	14%	-	-	44%	36%	45%	30%	-	24%	25%	25%	25%	31% _{zu}	-	24%
[2] Very unlikely	8	6	-	-	2	-	-	3	-	-	2	2	-	-	-	8	6	2	8	6	2	8
	12% _a	9%	-	-	35%	-	-	44%	-	-	8%	31%	-	-	-	14%	15%	7%	12%	12%	11%	12%
[1] Certain not to	18	18	1	1	-	-	4	-	-	4	5	2	-	4	-	14	12	6	18	15	3	18
	26%	26%	100%	23%	-	-	49%	-	-	50%	22%	33%	-	50%	-	25%	33%	20%	27%	27%	23%	26%
MEAN	3.00	3.04	1.00	3.78	3.37	4.38	2.52	3.46	4.00	2.99	3.00	2.02	4.10	2.19	4.50	3.04	2.62	3.35	2.95	2.87	3.49	3.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	14	-	1	2	1	-	1	-	4	4	-	1	-	1	12	4	8	13	10	4	14
	20% _f	21%	-	47%	29%	38%	-	24%	-	50%	17%	-	55%	-	50%	21%	11%	27%	18%	19%	27%	20%
Neutral [NET]	29	29	-	1	2	1	4	2	1	-	11	2	1	4	1	23	15	14	29	24	5	29
	42%	43%	-	30%	36%	62%	51%	32%	100%	-	52%	36%	45%	50%	50%	40%	41%	45%	43%	43%	39%	42%
Unlikely [NET]	26	24	1	1	2	-	4	3	-	4	6	3	-	4	-	22	18	8	26	22	5	26
	38%	36%	100%	23%	35%	-	49%	44%	-	50%	31%	64%	-	50%	-	38%	48%	27%	39%	39%	35%	38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 816

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	61	31	32	58	61	45	9	47	27	11	1	44	1	14	2	45	16	58	3
Weighted Base	70*	34**	38**	67*	70*	52*	10**	54*	30**	16**	1**	52*	1**	15**	2**	52*	17**	67*	2**
[6] Certain to	4	3	1	4	4	4	-	4	-	1	-	4	-	-	-	4	-	4	-
	6%	8%	4%	6%	6%	8%	-	8%	-	9%	-	8%	-	-	-	8%	-	6%	-
[5] Very likely	10	2	9	10	10	9	5	10	5	3	-	9	-	1	-	9	1	10	-
	14%	5%	23%	15%	14%	17%	55%	18%	15%	20%	-	17%	-	7%	-	17%	7%	15%	-
[4] Fairly likely	12	3	9	12	12	10	2	10	7	5	-	10	-	2	-	10	2	12	-
	17%	8%	24%	18%	17%	20%	17%	19%	25%	33%	-	20%	-	11%	-	20%	10%	18%	-
[3] Fairly unlikely	17	10	8	16	17	10	1	10	5	5	-	10	-	7	1	10	7	16	1
	24%g	29%	22%	24%g	24%g	18%	10%	18%	17%	28%	-	18%	-	44%	36%	18%	43%	24%	28%
[2] Very unlikely	8	5	3	8	8	6	1	6	3	-	-	6	-	2	-	6	2	8	-
	12%	16%	7%	12%	12%	12%	11%	11%	10%	-	-	12%	-	12%	-	12%	11%	12%	-
[1] Certain not to	18	11	8	17	18	13	1	14	10	2	1	13	1	4	1	13	5	17	2
	26%	34%	20%	25%	26%	26%	7%	26%	33%	10%	100%	25%	100%	25%	64%	26%	29%	25%	72%
MEAN	3.00	2.61	3.35	3.05	3.00	3.14	4.01	3.15	2.80	3.79	1.00	3.17	1.00	2.64	1.73	3.14	2.55	3.05	1.56
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	5	10	14	14	13	5	14	5	5	-	13	-	1	-	13	1	14	-
	20%	14%	27%	21%	20%	25%	55%	26%	15%	29%	-	25%	-	7%	-	25%	7%	21%	-
Neutral [NET]	29	13	17	28	29	20	3	20	12	10	-	20	-	9	1	20	9	28	1
	42%	37%	46%	42%	42%	38%	27%	37%	42%	61%	-	38%	-	55%	36%	38%	53%	42%	28%
Unlikely [NET]	26	17	10	25	26	20	2	20	13	2	1	19	1	6	1	20	7	25	2
	38%	49%	27%	37%	38%	37%	18%	37%	43%	10%	100%	37%	100%	37%	64%	37%	40%	37%	72%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 817

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	Landline provider (FX01A)								
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Sky (h)	TalkTalk/ AOL (l)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	61	26	1	1	1	7	11	1	8	5
Weighted Base	70*	29**	1**	1**	1**	8**	13**	1**	9**	6**
[6] Certain to	4 6%	2 7%	- -	- -	1 100%	- -	1 7%	- -	- -	- -
[5] Very likely	10 14%	5 18%	- -	- -	- -	2 27%	1 6%	- -	2 21%	- -
[4] Fairly likely	12 17%	3 12%	- -	1 100%	- -	6 73%	1 6%	- -	- -	1 16%
[3] Fairly unlikely	17 24%	5 17%	- -	- -	- -	- -	5 37%	1 100%	2 23%	4 70%
[2] Very unlikely	8 12%	3 11%	- -	- -	- -	- -	3 26%	- -	1 17%	- -
[1] Certain not to	18 26%	10 36%	1 100%	- -	- -	- -	3 19%	- -	3 38%	1 14%
MEAN	3.00	2.87	1.00	4.00	6.00	4.27	2.73	3.00	2.49	2.88
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14 20%	7 25%	- -	- -	1 100%	2 27%	2 12%	- -	2 21%	- -
Neutral [NET]	29 42%	8 29%	- -	1 100%	- -	6 73%	6 43%	1 100%	2 23%	5 86%
Unlikely [NET]	26 38%	13 46%	1 100%	- -	- -	- -	6 45%	- -	5 56%	1 14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 818

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)					
		AOL (b)	BT (d)	Kingston Communicat ions (j)	Sky (p)	TalkTalk (s)	Virgin Media (y)
Unweighted Base	61	1	4	1	1	1	3
Weighted Base	70*	1**	6**	1**	1**	2**	3**
[6] Certain to	4	-	-	-	-	2	-
6%		-	-	-	-	100%	-
[5] Very likely	10	-	-	-	-	-	-
14%		-	-	-	-	-	-
[4] Fairly likely	12	-	-	1	1	-	-
17%		-	-	100%	100%	-	-
[3] Fairly unlikely	17	1	2	-	-	-	1
24%		100%	32%	-	-	-	48%
[2] Very unlikely	8	-	-	-	-	-	-
12%		-	-	-	-	-	-
[1] Certain not to	18	-	4	-	-	-	1
26%		-	68%	-	-	-	52%
MEAN	3.00	3.00	1.64	4.00	4.00	6.00	1.97
Don't know	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Likely [NET]	14	-	-	-	-	2	-
20%		-	-	-	-	100%	-
Neutral [NET]	29	1	2	1	1	-	1
42%		100%	32%	100%	100%	-	48%
Unlikely [NET]	26	-	4	-	-	-	1
38%		-	68%	-	-	-	52%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 819

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you

be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	Product bundles										
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Post Office LL with BB Bundle (g)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (n)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)
Unweighted Base	61	41	20	14	1	1	6	11	1	4	3	10
Weighted Base	70*	48*	22**	14**	1**	1**	7**	13**	1**	5**	5**	11**
[6] Certain to	4	2	2	-	-	1	-	1	-	-	-	-
	6%	5%	9%	-	-	100%	-	7%	-	-	-	-
[5] Very likely	10	10	-	5	-	-	2	1	-	2	-	4
	14%	20%	-	35%	-	-	31%	6%	-	36%	-	37%
[4] Fairly likely	12	9	3	3	-	-	5	1	-	-	-	5
	17%	19%	15%	24%	-	-	69%	6%	-	-	-	51%
[3] Fairly unlikely	17	11	6	1	-	-	-	5	1	1	4	1
	24%	23%	27%	7%	-	-	-	37%	100%	13%	81%	6%
[2] Very unlikely	8	6	2	2	-	-	-	3	-	1	-	1
	12%	13%	9%	14%	-	-	-	26%	-	12%	-	6%
[1] Certain not to	18	10	9	3	1	-	-	3	-	2	1	-
	26%	20%	40%	20%	100%	-	-	19%	-	38%	19%	-
MEAN	3.00	3.21	2.52	3.41	1.00	6.00	4.31	2.73	3.00	2.84	2.62	4.18
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	12	2	5	-	1	2	2	-	2	-	4
	20%	25%	9%	35%	-	100%	31%	12%	-	36%	-	37%
Neutral [NET]	29	20	9	4	-	-	5	6	1	1	4	6
	42%	42%	41%	31%	-	-	69%	43%	100%	13%	81%	57%
Unlikely [NET]	26	16	11	5	1	-	-	6	-	3	1	1
	38%	33%	49%	34%	100%	-	-	45%	-	50%	19%	6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 820

FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to mobile phone numbers in same network on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	61	1	1	1	29	12	5	50	11	36	15	2	6	21	5	2	3	7	17	8	2	7	6
Weighted Base	70*	1**	1**	1**	37**	14**	5**	56*	14**	39*	16**	3**	7**	25**	5**	2**	3**	7**	18**	9**	2**	7**	7**
[6] Certain to	4	-	-	-	2	1	-	4	-	2	-	-	1	3	1	-	1	1	4	1	-	1	2
	6%	-	-	-	6%	10%	-	8%	-	6%	-	-	19%	12%	19%	-	32%	12%	24%	10%	-	12%	33%
[5] Very likely	10	-	-	-	8	4	-	6	4	7	1	1	2	5	2	-	-	-	1	2	1	3	1
	14%	-	-	-	20%	26%	-	10%	29%	18%	6%	36%	32%	21%	37%	-	-	-	6%	24%	53%	40%	16%
[4] Fairly likely	12	1	1	1	5	4	1	7	5	11	1	2	2	4	1	1	1	3	2	3	1	3	2
	17%	100%	100%	100%	15%	25%	19%	13%	34%	29% ^z	5%	64%	24%	14%	22%	42%	29%	38%	10%	33%	47%	34%	25%
[3] Fairly unlikely	17	-	-	-	9	1	-	15	2	9	2	-	2	3	-	-	-	3	3	2	-	-	2
	24%	-	-	-	25%	6%	-	26%	16%	24%	14%	-	25%	11%	-	-	-	36%	14%	21%	-	-	26%
[2] Very unlikely	8	-	-	-	3	-	2	7	1	4	3	-	-	3	1	1	1	1	3	1	-	1	-
	12%	-	-	-	8%	-	35%	13%	6%	10%	21%	-	-	14%	23%	58%	39%	15%	15%	12%	-	15%	-
[1] Certain not to	18	-	-	-	9	5	2	16	2	5	9	-	-	7	-	-	-	-	6	-	-	-	-
	26%^{il}	-	-	-	26%	33%	46%	29%	14%	13%	54%	-	-	28%	-	-	-	-	32%	-	-	-	-
MEAN	3.00	4.00	4.00	4.00	3.15	3.42	1.91	2.86	3.57	3.48 ^z	1.88	4.36	4.46	3.23	4.28	2.84	3.87	3.59	3.14	3.98	4.53	4.34	4.56
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	-	-	-	10	5	-	10	4	9	1	1	4	8	3	-	1	1	5	3	1	4	3
	20%	-	-	-	27%	36%	-	18%	29%	24%	6%	36%	51%	33%	55%	-	32%	12%	29%	34%	53%	51%	49%
Neutral [NET]	29	1	1	1	15	4	1	22	7	21	3	2	4	6	1	1	1	5	4	5	1	3	4
	42%	100%	100%	100%	40%	31%	19%	40%	50%	53% ^z	19%	64%	49%	25%	22%	42%	29%	74%	24%	54%	47%	34%	51%
Unlikely [NET]	26	-	-	-	12	5	4	24	3	9	12	-	-	10	1	1	1	1	8	1	-	1	-
	38%^{il}	-	-	-	34%	33%	81%	42%	21%	23%	75%	-	-	42%	23%	58%	39%	15%	47%	12%	-	15%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 821

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	4	4	-	-	-	-	1	1	-	1	1	-	1	1	2	1	1	2	-	2	-	2
Weighted Base	5**	5**	-.**	-.**	-.**	-.**	1**	2**	-.**	1**	1**	-.**	1**	2**	2**	1**	2**	2**	-.**	2**	-.**	3**
[6] Certain to	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-
	20%	20%	-	-	-	-	-	-	-	100%	-	-	-	-	46%	-	-	43%	-	43%	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[4] Fairly likely	4	4	-	-	-	-	1	2	-	-	1	-	1	2	1	1	2	1	-	1	-	3
	80%	80%	-	-	-	-	100%	100%	-	-	100%	-	100%	100%	54%	100%	100%	57%	-	57%	-	100%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEAN	4.39	4.39	-	-	-	-	4.00	4.00	-	6.00	4.00	-	4.00	4.00	4.91	4.00	4.00	4.85	-	4.85	-	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Likely [NET]	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-
	20%	20%	-	-	-	-	-	-	-	100%	-	-	-	-	46%	-	-	43%	-	43%	-	-
Neutral [NET]	4	4	-	-	-	-	1	2	-	-	1	-	1	2	1	1	2	1	-	1	-	3
	80%	80%	-	-	-	-	100%	100%	-	-	100%	-	100%	100%	54%	100%	100%	57%	-	57%	-	100%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 822

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Unweighted Base	4	-	-	1	-	-	1	-	-	-	-	1	2	-	2	2	1	-	-	-	-	-	1	2	-
Weighted Base	5**	1**	1**	2**	2**	..	2**	3**	1**	2**	2**	..	
[6] Certain to	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
20%	20%	-	-	-	-	-	-	-	-	-	-	-	46%	-	43%	-	-	-	-	-	-	-	46%	-	
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[4] Fairly likely	4	-	-	1	-	-	1	-	-	-	-	2	1	-	1	3	1	-	-	-	-	2	1	-	
80%	80%	-	-	100%	-	-	100%	-	-	-	-	100%	54%	-	57%	100%	100%	-	-	-	-	100%	54%	-	
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEAN	4.39	-	-	4.00	-	-	4.00	-	-	-	-	4.00	4.91	-	4.85	4.00	4.00	-	-	-	-	4.00	4.91	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Likely [NET]	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
20%	20%	-	-	-	-	-	-	-	-	-	-	-	46%	-	43%	-	-	-	-	-	-	-	46%	-	
Neutral [NET]	4	-	-	1	-	-	1	-	-	-	-	2	1	-	1	3	1	-	-	-	-	2	1	-	
80%	80%	-	-	100%	-	-	100%	-	-	-	-	100%	54%	-	57%	100%	100%	-	-	-	-	100%	54%	-	
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Table 823

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	4	4	-	-	-	-	-	4	-	3	-	-	1	-	1	-	-	-	-	-
Weighted Base	5**	5**	..*	..*	..*	..*	..*	5**	..*	4**	..*	..*	1**	..*	1**	..*	..*	..*	..*	..*
[6] Certain to	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	20%	20%	-	-	-	-	-	20%	-	27%	-	-	-	-	-	-	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	4	-	-	-	-	-	4	-	3	-	-	1	-	1	-	-	-	-	-
	80%	80%	-	-	-	-	-	80%	-	73%	-	-	100%	-	100%	-	-	-	-	-
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.39	-	-	-	-	-	4.39	-	4.53	-	-	4.00	-	4.00	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	20%	20%	-	-	-	-	-	20%	-	27%	-	-	-	-	-	-	-	-	-	-
Neutral [NET]	4	4	-	-	-	-	-	4	-	3	-	-	1	-	1	-	-	-	-	-
	80%	80%	-	-	-	-	-	80%	-	73%	-	-	100%	-	100%	-	-	-	-	-
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 824

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	4	1	-	-	3	4	1	3	3	4	1	4	2	-	1	1
Weighted Base	5**	1**	**	**	4**	5**	1**	4**	4**	5**	2**	5**	3**	**	2**	2**
[6] Certain to	1	-	-	-	1	1	1	-	1	1	-	1	-	-	-	-
	20%	-	-	-	27%	20%	100%	-	26%	20%	-	20%	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	1	-	-	3	4	-	4	3	4	2	4	3	-	2	2
	80%	100%	-	-	73%	80%	-	100%	74%	80%	100%	80%	100%	-	100%	100%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.00	-	-	4.53	4.39	6.00	4.00	4.51	4.39	4.00	4.39	4.00	-	4.00	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	-	-	-	1	1	1	-	1	1	-	1	-	-	-	-
	20%	-	-	-	27%	20%	100%	-	26%	20%	-	20%	-	-	-	-
Neutral [NET]	4	1	-	-	3	4	-	4	3	4	2	4	3	-	2	2
	80%	100%	-	-	73%	80%	-	100%	74%	80%	100%	80%	100%	-	100%	100%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 825

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	4	4	-	-	-	-	-	2	1	1	-	-	-	-	1	-	-	-	1
Weighted Base	5**	5**	2**	2**	1**	1**	2**
[6] Certain to	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	20%	20%	-	-	-	-	-	46%	-	-	-	-	-	-	-	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	4	-	-	-	-	-	1	2	1	-	-	-	-	1	-	-	-	2
	80%	80%	-	-	-	-	-	54%	100%	100%	-	-	-	-	100%	-	-	-	100%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.39	-	-	-	-	-	4.91	4.00	4.00	-	-	-	-	4.00	-	-	-	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	20%	20%	-	-	-	-	-	46%	-	-	-	-	-	-	-	-	-	-	-
Neutral [NET]	4	4	-	-	-	-	-	1	2	1	-	-	-	-	1	-	-	-	2
	80%	80%	-	-	-	-	-	54%	100%	100%	-	-	-	-	100%	-	-	-	100%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 826
FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.
If the monthly cost of making calls on your landline were to increase by 10%, how likely would you
be to make these types of calls by other means (such as by mobile or VoIP for example)?
BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	4	4	-	-	1	-	-	1	-	-	1	1	-	-	-	4	2	1	3	3	1	4
Weighted Base	5**	5**	..**	..**	1**	..**	..**	1**	..**	..**	2**	1**	..**	..**	..**	5**	2**	1**	4**	4**	1**	5**
[6] Certain to	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	20%	20%	-	-	-	-	-	100%	-	-	-	-	-	-	-	20%	43%	-	28%	26%	-	20%
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	4	-	-	1	-	-	-	-	-	2	1	-	-	-	4	1	1	3	3	1	4
	80%	80%	-	-	100%	-	-	-	-	-	100%	100%	-	-	-	80%	57%	100%	72%	74%	100%	80%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.39	-	-	4.00	-	-	6.00	-	-	4.00	4.00	-	-	-	4.39	4.85	4.00	4.57	4.51	4.00	4.39
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	20%	20%	-	-	-	-	-	100%	-	-	-	-	-	-	-	20%	43%	-	28%	26%	-	20%
Neutral [NET]	4	4	-	-	1	-	-	-	-	-	2	1	-	-	-	4	1	1	3	3	1	4
	80%	80%	-	-	100%	-	-	-	-	-	100%	100%	-	-	-	80%	57%	100%	72%	74%	100%	80%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 827

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	4	2	2	3	4	4	1	4	-	4	-	3	1	-	-	4	-	3	1
Weighted Base	5**	2**	3**	4**	5**	5**	2**	5**	-**	5**	-**	4**	1**	-**	-**	5**	-**	4**	1**
[6] Certain to	1	1	-	1	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-
	20%	43%	-	26%	20%	20%	-	20%	-	20%	-	26%	-	-	-	20%	-	26%	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	1	3	3	4	4	2	4	-	4	-	3	1	-	-	4	-	3	1
	80%	57%	100%	74%	80%	80%	100%	80%	-	80%	-	74%	100%	-	-	80%	-	74%	100%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.85	4.00	4.51	4.39	4.39	4.00	4.39	-	4.39	-	4.51	4.00	-	-	4.39	-	4.51	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	1	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-
	20%	43%	-	26%	20%	20%	-	20%	-	20%	-	26%	-	-	-	20%	-	26%	-
Neutral [NET]	4	1	3	3	4	4	2	4	-	4	-	3	1	-	-	4	-	3	1
	80%	57%	100%	74%	80%	80%	100%	80%	-	80%	-	74%	100%	-	-	80%	-	74%	100%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 828

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	Landline provider (FX01A)	
		BT (a)	Virgin Media (including NTL and Telewest) (p)
Unweighted Base	4	3	1
Weighted Base	5**	4**	1**
[6] Certain to	1	-	1
	20%	-	100%
[5] Very likely	-	-	-
	-	-	-
[4] Fairly likely	4	4	-
	80%	100%	-
[3] Fairly unlikely	-	-	-
	-	-	-
[2] Very unlikely	-	-	-
	-	-	-
[1] Certain not to	-	-	-
	-	-	-
MEAN	4.39	4.00	6.00
Don't know	-	-	-
	-	-	-
Likely [NET]	1	-	1
	20%	-	100%
Neutral [NET]	4	4	-
	80%	100%	-
Unlikely [NET]	-	-	-
	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 829

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B) BT (d)
Unweighted Base	4	1
Weighted Base	5**	1**
[6] Certain to	1	-
20%	-	-
[5] Very likely	-	-
-	-	-
[4] Fairly likely	4	1
80%	-	100%
[3] Fairly unlikely	-	-
-	-	-
[2] Very unlikely	-	-
-	-	-
[1] Certain not to	-	-
-	-	-
MEAN	4.39	4.00
Don't know	-	-
-	-	-
Likely [NET]	1	-
20%	-	-
Neutral [NET]	4	1
80%	-	100%
Unlikely [NET]	-	-
-	-	-

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Table 830

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	Product bundles				
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)	LL, BB and TV Bundle (t)
Unweighted Base	4	3	1	2	1	1
Weighted Base	5**	4**	1**	3**	1**	1**
[6] Certain to	1	1	-	-	1	1
	20%	26%	-	-	100%	100%
[5] Very likely	-	-	-	-	-	-
	-	-	-	-	-	-
[4] Fairly likely	4	3	1	3	-	-
	80%	74%	100%	100%	-	-
[3] Fairly unlikely	-	-	-	-	-	-
	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-
	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-
	-	-	-	-	-	-
MEAN	4.39	4.51	4.00	4.00	6.00	6.00
Don't know	-	-	-	-	-	-
	-	-	-	-	-	-
Likely [NET]	1	1	-	-	1	1
	20%	26%	-	-	100%	100%
Neutral [NET]	4	3	1	3	-	-
	80%	74%	100%	100%	-	-
Unlikely [NET]	-	-	-	-	-	-
	-	-	-	-	-	-

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Table 831

FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	4	-	-	-	1	-	-	4	-	2	-	1	3	1	-	-	-	-	-	-	-	-	-
Weighted Base	5**	..**	..**	..**	1**	..**	..**	5**	..**	3**	..**	1**	4**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**
[6] Certain to	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	20%	-	-	-	100%	-	-	20%	-	-	-	100%	-	100%	-	-	-	-	-	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	-	-	-	-	-	-	4	-	3	-	-	4	-	-	-	-	-	-	-	-	-	-
	80%	-	-	-	-	-	-	80%	-	100%	-	-	100%	-	-	-	-	-	-	-	-	-	-
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	-	-	-	6.00	-	-	4.39	-	4.00	-	6.00	4.00	6.00	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	20%	-	-	-	100%	-	-	20%	-	-	-	100%	-	100%	-	-	-	-	-	-	-	-	-
Neutral [NET]	4	-	-	-	-	-	-	4	-	3	-	-	4	-	-	-	-	-	-	-	-	-	-
	80%	-	-	-	-	-	-	80%	-	100%	-	-	100%	-	-	-	-	-	-	-	-	-	-
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 832

FX18 - You mentioned earlier you were more likely to make these types of calls on your landline.

If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example): SUMMARY

BASE: All more likely to make each type of call on their landline

	Total	Certain to [6]	Very likely [5]	Fairly likely [4]	Fairly unlikely [3]	Very unlikely [2]	Certain not to [1]	MEAN	Don't know	Likely [NET]	Neutral [NET]	Unlikely [NET]
Local landline numbers (i.e. calls within your same dialing code)	1338	111 8%	193 14%	210 16%	241 18%	202 15%	355 27%	3.01	27 2%	304 23%	451 34%	556 42%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836	50 6%	85 10%	154 18%	168 20%	149 18%	220 26%	2.86	12 1%	134 16%	322 38%	369 44%
International numbers	358	20 6%	41 11%	60 17%	71 20%	55 15%	108 30%	2.80	4 1%	60 17%	131 36%	163 45%
Non geographical numbers e.g. 084 or 087 numbers	401	17 4%	49 12%	67 17%	106 26%	80 20%	77 19%	2.96	5 1%	66 16%	174 43%	156 39%
Premium rate numbers e.g. 09 numbers	213	5 2%	22 11%	30 14%	56 27%	50 24%	49 23%	2.72	- -	27 13%	86 40%	99 47%
Numbers on friends and family plan	336	23 7%	35 10%	62 18%	77 23%	59 18%	77 23%	2.96	3 1%	58 17%	139 41%	136 41%
Mobile phone numbers (unspecified)	147	7 5%	9 6%	26 18%	32 22%	23 16%	47 32%	2.64	2 1%	17 11%	58 39%	70 48%
Mobile phone numbers in same network	70	4 6%	10 14%	12 17%	17 24%	8 12%	18 26%	3.00	- -	14 20%	29 42%	26 38%
Other VoIP users	5	1 20%	- -	4 80%	- -	- -	- -	4.39	- -	1 20%	4 80%	- -

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Table 833

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	333 15%	173 15%	161 15%	-	9 19%	48 18%	54 15%	56 13%	59 15%	61 16%	47 16%	9 18%	102 16%	114 14%	108 16%	97 14%	101 17%	67 15%	68 14%	69 14%	157 15%	90 16%
[4] Agree slightly	427 19% _n	238 21% _{zb}	189 18%	-	13 28% _{jn}	62 23% _n	84 23% _{jn}	81 19%	76 19%	65 17%	47 16%	13 28%	146 23% _{zij} n	156 19%	112 16%	141 21%	106 17%	88 20%	92 20%	104 21%	187 18%	105 19%
[3] Neither agree nor disagree	321 15%	175 16%	146 14%	-	5 11%	44 16%	51 14%	60 14%	61 16%	51 13%	49 16%	5 11%	95 15%	121 15%	100 15%	93 14%	76 12%	77 18% _p	75 16%	91 18% _{zt}	139 13%	76 14%
[2] Disagree slightly	483 22%	233 21%	251 23%	-	11 23%	70 26%	87 23%	103 24%	76 19%	72 19%	64 21%	11 23%	157 24%	179 22%	136 20%	144 21%	139 23%	87 20%	114 24%	105 21%	257 24% _{zu}	103 19%
[1] Disagree strongly	608 28% _{els}	290 26%	318 30%	1 100%	8 18%	43 16%	94 25% _{el}	124 29% _{el}	120 30% _{el}	129 34% _{zde} fl	90 30% _{el}	9 19% _d	137 21% _e	243 29% _{el}	219 32% _{ze} fl	198 29%	178 29%	113 26%	119 25%	114 23%	292 28%	183 33% _{zs}
MEAN	2.72 _b	2.79 _{zb}	2.65	1.00	3.07	3.01 _{zg} hijmn	2.78	2.63	2.69	2.62	2.65	3.02	2.87 _{zg} ijmn	2.66	2.64	2.70	2.69	2.79	2.73	2.81	2.67	2.67
Don't know	26 1% _{ou}	12 1%	14 1%	-	1 1%	4 1%	1 *	8 2%	3 1%	5 1%	4 1%	1 1%	5 1%	11 1%	9 1%	3 *	10 2% _o	8 2% _o	6 1%	10 2% _{zu}	16 1% _u	- -
Agree [NET]	761 35%	411 37%	350 32%	-	22 47% _j	110 41% _{gjm} n	138 37%	136 32%	134 34%	125 33%	94 31%	22 46%	248 39% _{zgj} mn	271 33%	220 32%	238 35%	207 34%	155 35%	160 34%	173 35%	345 33%	195 35%
Disagree [NET]	1091 50% _{aes}	522 47%	569 53% _{za}	1 100%	19 41%	113 42%	181 49%	227 53% _e	195 50%	200 52% _e	154 51% _e	20 42%	294 46%	422 51% _e	355 52% _{el}	341 51%	317 52%	199 45%	233 49%	218 44%	549 52% _{zs}	286 51% _{ss}

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 834

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA- SION- ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO- YED (h)	NOT WORKI- NG - HOUSE WIFE (i)	STILL IN EDUCA- TION (j)	UNEMP- LOYED (k)	RETIR- ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO- YED (r)	NOT WORKI- NG - HOUSE WIFE (s)	STILL IN EDUCA- TION (t)	UNEMP- LOYED (u)	RETIR- ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	333 15%	19 11%	35 14%	109 17%	20 16%	9 20%	121 15%	41 18%	29 17%	10 14%	1 6%	5 9%	114 15%	13 14%	257 15%	76 17%	158 16%	23 14%	24 15%	5 14%	1 11%	2 6%	109 15%	11 14%
[4] Agree slightly	427 19% _l	43 26%	56 23%	128 20%	22 18%	6 14%	177 22% _l	50 21%	28 17%	13 20%	9 38%	11 20%	127 17%	12 14%	326 19%	101 22%	211 22% _v	31 19%	30 19%	7 20%	6 46%	7 17%	126 17%	10 13%
[3] Neither agree nor disagree	321 15% _o	24 14%	25 10%	108 17% _b	22 17%	6 15%	127 16%	30 13%	28 17%	8 12%	1 6%	5 10%	110 15%	11 13%	275 16% _z	47 10%	137 14%	25 15%	27 17%	5 14%	1 10%	5 12%	109 15%	11 15%
[2] Disagree slightly	483 22%	32 19%	59 24%	146 23%	30 24%	11 25%	189 23%	48 21%	41 24%	16 23%	5 23%	15 28%	149 20%	21 23%	385 22%	98 21%	222 23%	31 19%	39 25%	10 31%	3 28%	14 32%	147 20%	17 22%
[1] Disagree strongly	608 28% _c p	44 27%	66 27%	140 22%	30 24%	8 19%	192 24%	59 26%	39 23%	21 31%	5 24%	16 31%	246 32% _z h	30 34% _f	475 27%	133 29%	242 25%	50 31%	33 21%	7 21%	1 5%	13 31%	234 32% _z p r	27 35% _r
MEAN	2.72 v	2.75	2.73	2.87 z	2.78	2.90	2.81 l	2.85	2.81	2.63	2.78	2.46	2.62	2.50	2.71	2.76	2.81 z uvw	2.67	2.82 u	2.76	3.30	2.33	2.62	2.47
Don't know	26 1%	4 2%	2 1%	3 *	2 2%	3 6%	6 1%	3 1%	5 3% _f	* 1%	1 3%	1 1%	9 1%	2 2%	20 1%	6 1%	6 1%	3 2%	5 3% _p	* 1%	- -	1 2%	10 1%	1 2%
Agree [NET]	761 35%	62 37%	91 37%	236 37%	42 33%	15 35%	298 37%	91 39%	57 34%	23 34%	10 44%	15 29%	241 32%	25 28%	583 34%	177 38%	368 38% _z u v	54 33%	54 34%	12 34%	7 57%	10 23%	235 32%	20 26%
Disagree [NET]	1091 50% _c	76 46%	126 52%	286 45%	60 48%	19 45%	381 47%	107 46%	79 47%	37 54%	11 47%	31 59%	395 52%	51 57%	860 49%	232 50%	464 48%	81 49%	73 46%	18 51%	4 33%	27 63% _p r	381 52%	44 57%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 835

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
[5] Agree strongly	333 15%	195 15%	52 14%	86 16%	95 16%	6 28%	-	13 15%	224 15%	85 14%	115 15%	66 19%zi	37 14%	27 15%	47 18%	34 15%	17 21%	2 8%	-	-	3 32%	
[4] Agree slightly	427 19%ci	273 21%zc	73 20%	81 15%	119 21%	-	1 59%	14 16%	297 19%	100 16%	160 20%	60 18%	67 26%zi k	38 21%	44 17%	53 23%	20 24%	4 21%	* 10%	-	2 28%	
[3] Neither agree nor disagree	321 15%	196 15%	51 14%	74 14%	81 14%	1 5%	-	10 12%	230 15%	89 14%	117 15%	41 12%	46 18%	28 15%	34 13%	37 16%	12 15%	2 10%	1 15%	1 49%	-	
[2] Disagree slightly	483 22%h	270 21%	89 24%	123 23%	144 25%	7 33%	1 25%	21 24%	316 21%	141 23%	158 20%	82 24%	55 21%	45 25%	77 29%zo	47 20%	18 22%	5 24%	2 75%	-	2 30%	
[1] Disagree strongly	608 28%di	341 26%	102 27%	163 31%	134 23%	7 34%	* 16%	30 34%	451 29%zd	200 32%zi m	222 28%l	90 27%	55 21%	41 23%	59 23%	56 24%	14 18%	7 36%	-	1 51%	1 10%	
MEAN	2.72i	2.77	2.68	2.63	2.82	2.56	3.01	2.55	2.69	2.56	2.73i	2.79i	2.91i	2.81	2.78	2.84	3.09	2.40	2.36	1.98	3.41	
Don't know	26 1%	17 1%	5 1%	5 1%	5 1%	-	-	-	21 1%	5 1%	15 2%z	2 *	3 1%	2 1%	1 1%	4 2%	* 1%	-	-	-	-	
Agree [NET]	761 35%i	468 36%	125 34%	167 31%	214 37%	6 28%	1 59%	27 31%	521 34%	184 30%	275 35%	126 37%i	104 40%i	65 36%	91 35%	87 38%	36 45%	6 29%	* 10%	-	5 60%	
Disagree [NET]	1091 50%al	611 47%	191 51%	286 54%za	277 48%	14 67%	1 41%	50 57%	767 50%	341 55%zj l	381 48%	172 50%	110 42%	86 48%	137 52%	103 45%	32 40%	11 61%	2 75%	1 51%	3 40%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 836

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	333 15%	50 17%	41 17%	42 14%	233 15%	328 15%	204 18%zeghi k	177 14%	295 15%	318 15%	157 19%zeghi k	266 15%	215 17%ghk	132 18%zeghi k	244 18%zeghi k	101 19%zeghi k
[4] Agree slightly	427 19%	54 19%	57 24%	68 23%	307 19%	417 19%	236 21%	228 19%	393 20%	398 19%	183 22%zegi	373 20%zei	276 21%zegi	154 21%	291 21%zegi	112 21%
[3] Neither agree nor disagree	321 15%jlmno	42 15%	29 12%	43 14%	235 15%	316 15%jlmno	159 14%jmno	163 13%jno	279 14%jmno	295 14%jmno	82 10%	266 15%jlmno	168 13%jmno	76 11%o	150 11%o	39 7%
[2] Disagree slightly	483 22%	72 25%	46 19%	81 27%bd	334 21%	477 22%n	243 21%	270 22%	435 22%n	458 22%n	176 21%	399 22%	275 21%	167 23%	283 20%	107 21%
[1] Disagree strongly	608 28%cf	66 23%	62 26%	65 22%	471 29%zc	598 28%f	291 25%	381 31%zefhi jklm	545 28%f	568 28%f	225 27%	502 28%f	352 27%	186 26%	403 29%f	162 31%fm
MEAN	2.72dg	2.83	2.86	2.80	2.68	2.72g	2.84zeghi k	2.63	2.72g	2.73g	2.84zeghi k	2.72g	2.79zeghi k	2.83zeghi k	2.77eg	2.78
Don't know	26 1%jmo	3 1%	3 1%	3 1%	20 1%	25 1%jmo	14 1%jmo	11 1%	22 1%j	24 1%jo	4 1%	18 1%o	11 1%o	3 *	12 1%o	1 *
Agree [NET]	761 35%	105 36%	98 41%bd	111 37%	540 34%	745 34%	440 38%zeghi k	405 33%	688 35%	716 35%	340 41%zeghi k	639 35%	491 38%zeghi k	286 40%zeghi k	535 39%zeghi k	213 41%zeghi k
Disagree [NET]	1091 50%f	138 48%	108 46%	146 48%	805 50%	1074 50%f	535 47%	651 53%zefhi jklm	981 50%f	1025 50%f	402 49%	901 49%f	627 48%	352 49%	686 50%f	270 52%f

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 837

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY	REGULAR - AT LEAST ONCE A WEEK	INFREQUENT - AT LEAST ONCE A MONTH	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	NEVER - BUT DO HAVE ACCESS	NEVER - AND DO NOT HAVE ACCESS	OWNED OUT- RIGHT BY HOUS- EHOLD	BEING BOUGHT ON A MORT- GAGE	RENTED	OTHER	UP TO £6499	£6500 - £9499	£9500 - £13499	£13500 - £17499	£17500 - £29999	£30000 - £49999	£50000 - £99999	£100000 PLUS
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	333 15%	250 15%	26 13%	5 18%	5 29%	11 14%	36 15%	130 16%	100 15%	84 14%	1 4%	6 11%	19 14%	31 18%	31 20%	61 18%	49 16%	40 19%	19 24%
[4] Agree slightly	427 19%	334 20%	31 16%	4 14%	5 28%	17 22%	35 15%	147 18%	142 21%	102 18%	3 21%	9 17%	22 16%	32 18%	25 16%	53 16%	75 24%o	56 26%zno	12 15%
[3] Neither agree nor disagree	321 15%q	229 14%	33 17%	9 32%	- -	9 12%	41 18%	120 14%	87 13%	95 16%	- -	8 15%	26 19%oq	22 13%	33 21%zop	36 11%	38 12%	14 7%	10 13%
[2] Disagree slightly	483 22%	363 22%	46 24%	6 22%	1 4%	17 22%	50 21%	168 20%	147 22%	145 25%g	6 35%	13 24%	29 21%	36 21%	31 20%	79 24%	60 19%	52 24%	10 13%
[1] Disagree strongly	608 28%	450 27%	56 28%	4 14%	7 38%	24 31%	68 29%	253 30%z	181 27%	148 26%	6 40%	17 33%	41 29%	49 29%	37 23%	101 31%	91 29%	51 24%	28 35%
MEAN	2.72	2.74	2.61	3.00	3.06	2.65	2.66	2.67	2.75	2.70	2.13	2.50	2.64	2.75	2.89	2.68	2.78	2.92	2.80
Don't know	26 1%	19 1%	3 2%	- -	- -	- -	4 2%	13 2%	8 1%	5 1%	- -	- -	* *	2 1%	- -	- -	- -	1 1%	- -
Agree [NET]	761 35%	585 36%	57 29%	9 32%	10 58%	28 36%	72 31%	276 33%	242 36%	186 32%	4 25%	15 28%	42 30%	62 36%	57 36%	115 35%	124 40%	97 45%zklo	31 39%
Disagree [NET]	1091 50%	813 49%	102 52%	10 36%	7 42%	41 53%	118 50%	420 51%	328 49%	293 51%	12 75%	30 57%	70 51%	86 50%	68 43%	180 54%en	151 48%	102 48%	38 48%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 838

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	333 15%bf k	317 16%b	13 8%	27 19%fk	34 19%fk	33 19%fk	8 4%	21 13%fk	15 14%fk	36 16%fk	71 16%fk	15 9%	20 19%fk	37 20%zf ko	17 17%fk	259 14%fk	205 15%	120 14%	325 15%	283 16%	50 13%	333 15%
[4] Agree slightly	427 19%sk	398 20%	29 18%	30 22%	29 16%	31 17%	34 19%	42 25%dk	18 17%	36 16%	82 18%	42 24%	18 17%	34 18%	31 31%zcd efhij lmo	345 19%	242 18%	177 21%	419 19%	336 18%	92 25%zsu	427 19%sk
[3] Neither agree nor disagree	321 15%ad	277 14%	44 28%za	14 10%	9 5%	21 12%dk	41 23%zcd degjm o	18 11%dk	27 24%zcd degjm o	42 19%cd	52 12%dk	41 23%zcd degjm o	18 17%dk	22 12%dk	15 15%dk	265 15%dk	193 14%	121 15%	314 15%	274 15%	47 13%	321 15%
[2] Disagree slightly	483 22%il	447 22%	37 23%	35 25%il	51 28%zi lm	39 22%lm	51 28%il	44 26%il	22 20%	33 15%	93 21%	50 28%zi lm	14 13%	32 17%	19 19%	418 23%zi	291 22%	184 22%	476 22%	389 21%	94 25%	483 22%
[1] Disagree strongly	608 28%bf kn	573 28%b	33 21%	32 23%kn	58 32%fk n	52 29%fk	33 18%	40 24%kn	29 26%kn	77 34%cf kn	151 34%zcd kno	21 12%	36 34%cf kn	60 32%fk n	19 19%	493 27%fk	386 29%	218 26%	603 28%	520 29%	88 23%	608 28%
MEAN	2.72	2.72	2.70	2.88	2.61	2.73	2.60	2.76	2.73	2.65	2.62	2.88f	2.74	2.75	3.08z dfijo	2.70	2.69	2.75	2.71	2.71	2.79	2.72
Don't know	26 1%	21 1%	4 2%	1 *	1 1%	-	16 9%zcd eghij lmno	-	-	-	-	7 4%zcd eghij lmno	-	*	-	26 1%j	17 1%	9 1%	26 1%	23 1%	3 1%	26 1%
Agree [NET]	761 35%bf	715 35%b	42 26%	57 41%fo	63 35%fk	63 36%fk	42 23%	63 38%fk	34 30%	72 32%	153 34%fk	57 32%	38 36%fk	70 38%fk	48 48%zcd fhijk o	604 33%fk	446 33%	297 36%	743 34%	619 34%	142 38%	761 35%
Disagree [NET]	1091 50%kn	1019 50%	69 44%	68 49%	109 60%zcd fhklm no	91 52%kn	84 46%	84 51%kn	51 46%	109 49%	244 54%kn	72 41%	50 47%	92 50%kn	38 38%	911 50%kn	677 51%	402 49%	1079 50%	909 50%	182 49%	1091 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 839

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	333 15%a	96 12%	230 16%ac	298 15%a	333 15%a	269 15%a	53 21%zac deg	289 15%a	175 18%za cdeg	77 17%a	25 19%aa	260 15%	8 13%	38 12%	27 19%am	269 15%	65 14%	298 15%	35 18%
[4] Agree slightly	427 19%a	137 17%	306 22%zac defg	393 20%a	427 19%a	350 20%a	41 16%	379 20%a	205 22%a	117 26%za bcdef g	23 18%	341 20%	9 15%	52 17%	25 18%	350 20%	77 17%	393 20%	34 17%
[3] Neither agree nor disagree	321 15%ehik o	126 15%hi	195 14%hi	285 14%eh i	321 15%ehi	233 13%hi	36 14%i	268 14%ehi	105 11%	39 9%	23 18%hi	221 13%	12 19%	64 20%zk	24 17%	233 13%	88 20%zo	285 14%	36 18%
[2] Disagree slightly	483 22%	176 21%	316 22%	448 22%	483 22%	383 22%	52 20%	412 22%	209 22%	98 21%	23 18%	373 22%	10 16%	75 24%	25 18%	383 22%	101 22%	448 22%	35 18%
[1] Disagree strongly	608 28%b	283 34%zb cdefg hi	347 25%	550 28%b	608 28%b	499 28%bgh	62 24%	519 28%b	245 26%	122 27%	32 25%	476 28%	22 36%	74 24%	35 25%	499 28%	109 24%	550 28%	58 29%
MEAN	2.72a	2.50	2.83za cdeg	2.72a	2.72a	2.72a	2.88a	2.74a	2.85z acdeg	2.84a	2.88a	2.72	2.54	2.68	2.88	2.72	2.74	2.72	2.77
Don't know	26 1%eo	9 1%	16 1%	24 1%e	26 1%e	16 1%	11 4%zabc deg	20 1%e	11 1%	3 1%	2 2%	16 1%	- -	8 3%zk	2 2%	16 1%	10 2%zo	24 1%	2 1%
Agree [NET]	761 35%am	233 28%	536 38%zac deg	691 35%a	761 35%a	619 35%a	94 37%a	668 35%a	380 40%za cdeg	194 43%za cdeg	48 37%aa	601 36%am	18 28%	90 29%	52 37%	619 35%	142 32%	691 35%	70 35%
Disagree [NET]	1091 50%b	459 55%zb cdefg hij	663 47%	998 50%b	1091 50%b	881 50%bg	114 45%	931 49%b	454 48%	220 48%	55 43%	849 50%	33 52%	150 48%	60 44%	881 50%	210 47%	998 50%	93 46%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 840

FX19_1 - Agreement with statement about the cost of communications services:***I don't tend to look at my communications bills in any detail*****BASE: All landline bill payers**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	333 15%a	109 12%	9 18%	2 100%	7 27%	3 17%	13 22%	- -	73 19%zal	34 12%	1 14%	1 53%	74 18%a	6 11%
[4] Agree slightly	427 19%	188 21%	13 25%	- -	1 2%	1 7%	15 25%	1 33%	77 20%	44 16%	1 23%	- -	76 19%	10 19%
[3] Neither agree nor disagree	321 15%l	157 17%zl	7 13%	- -	2 9%	7 33%	5 8%	- -	49 13%	28 10%	- -	- -	61 15%	4 8%
[2] Disagree slightly	483 22%a	174 19%	14 27%	- -	8 30%	4 19%	14 24%	2 67%	92 24%	73 26%a	1 12%	1 47%	85 21%	14 27%
[1] Disagree strongly	608 28%bh	273 30%bh	7 14%	- -	8 32%	5 24%	12 21%	- -	86 23%	95 35%zbhp	3 51%	- -	100 25%	18 33%b
MEAN	2.72l	2.65	3.07lq	5.00	2.64	2.72	3.02l	2.65	2.89zal	2.44	2.37	3.58	2.85al	2.47
Don't know	26 1%	8 1%	2 3%h	- -	- -	- -	- -	- -	1 *	3 1%	- -	- -	10 2%zah	1 2%
Agree [NET]	761 35%l	297 33%	22 43%l	2 100%	8 30%	5 24%	27 47%l	1 33%	149 39%zal	77 28%	2 37%	1 53%	150 37%l	16 30%
Disagree [NET]	1091 50%	446 49%	21 41%	- -	16 61%	9 44%	26 45%	2 67%	178 47%	168 61%zabhp	4 63%	1 47%	185 46%	32 60%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 841
FX19_1 - Agreement with statement about the cost of communications services:
I don't tend to look at my communications bills in any detail
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	333 15%dp	1 9%	-	13 8%	-	-	2 12%	1 100%	3 47%	-	2 73%	3 18%	-	5 4%
[4] Agree slightly	427 19%	1 7%	-	33 20%	-	-	3 24%	-	-	-	-	1 4%	-	28 24%
[3] Neither agree nor disagree	321 15%	2 21%	1 100%	38 24%z	-	-	1 6%	-	-	-	-	3 16%	1 56%	21 18%
[2] Disagree slightly	483 22%	4 40%	-	26 16%	-	2 100%	3 26%	-	3 48%	1 45%	-	4 25%	1 44%	33 28% ^d
[1] Disagree strongly	608 28%	2 23%	-	48 30%	1 100%	-	3 26%	-	* 5%	1 55%	1 27%	6 38%	-	28 24%
MEAN	2.72s	2.39	3.00	2.59	1.00	2.00	2.68	5.00	3.35	1.45	3.91	2.38	2.56	2.55
Don't know	26 1%	-	-	3 2%	-	-	1 5%	-	-	-	-	-	-	3 2%
Agree [NET]	761 35% ^s	2 16%	-	45 28%	-	-	5 36%	1 100%	3 47%	-	2 73%	3 21%	-	33 28%
Disagree [NET]	1091 50%	6 63%	-	75 46%	1 100%	2 100%	7 52%	-	4 53%	3 100%	1 27%	10 63%	1 44%	61 52%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 841
FX19_1 - Agreement with statement about the cost of communications services:
I don't tend to look at my communications bills in any detail
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	333 15%dp	5 7%	-	1 59%	2 100%	1 9%	11 11%	-	-
[4] Agree slightly	427 19%	10 14%	1 49%	-	-	1 13%	21 20%	-	3 33%
[3] Neither agree nor disagree	321 15%	13 18%	-	-	-	1 22%	24 23%az	1 100%	2 17%
[2] Disagree slightly	483 22%	22 30%dp	-	-	-	1 18%	19 18%	-	3 26%
[1] Disagree strongly	608 28%	24 32%	1 51%	1 41%	-	1 16%	26 25%	-	2 23%
MEAN	2.72s	2.35	2.46	3.38	5.00	2.77	2.73	3.00	2.61
Don't know	26 1%	-	-	-	-	1 21%	3 2%	-	-
Agree [NET]	761 35%se	16 21%	1 49%	1 59%	2 100%	1 23%	32 31%	-	3 33%
Disagree [NET]	1091 50%	46 61%v	1 51%	1 41%	-	2 34%	45 43%	-	5 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 842

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	333 15%bn	238 18%zbc	96 11%	66 15%	6 16%	3 29%	1 20%	10 25%	- -	64 24%zabcn	26 13%	- -	1 100%	58 22%zbcn	3 12%	117 24%zab cn	10 21%
[4] Agree slightly	427 19%	265 20%an	163 18%	103 23%an	9 25%	1 6%	- -	11 26%	- -	55 20%	27 14%	1 14%	- -	51 20%	7 28%	106 22%an	6 13%
[3] Neither agree nor disagree	321 15%anr t	148 11%	174 19%zacjnr t	62 14%	5 13%	2 15%	2 32%	3 8%	- -	29 11%	18 9%	- -	- -	25 10%	2 7%	47 10%	4 8%
[2] Disagree slightly	483 22%	278 21%	206 23%	84 19%	11 29%	1 13%	- -	9 23%	1 100%	59 22%	48 25%	1 16%	- -	59 23%	4 17%	105 21%	10 21%
[1] Disagree strongly	608 28%t	368 28%t	240 27%	135 30%t	6 15%	4 37%	3 48%	7 18%	- -	63 24%	74 38%zabdj r	3 70%	- -	63 24%	9 36%	112 23%	18 37%dt
MEAN	2.72bn	2.79zbn	2.62	2.73n	2.98n	2.77	2.43	3.17	2.00	2.99zabn	2.39	1.59	5.00	2.93zbn	2.64	3.02zab cn	2.61
Don't know	26 1%a	5 *	21 2%zacjt	1 *	1 2%	- -	- -	- -	- -	* *	1 *	- -	- -	2 1%	- -	2 *	- -
Agree [NET]	761 35%bn	502 39%zbn	258 29%	168 37%bn	15 41%	4 35%	1 20%	21 51%	- -	119 44%zbn	53 27%	1 14%	1 100%	109 42%zbn	11 40%	223 46%zab cn	17 34%
Disagree [NET]	1091 50%t	645 50%t	446 50%	218 49%	16 44%	5 50%	3 48%	16 41%	1 100%	122 45%	122 63%zabcdj rt	4 86%	- -	122 48%	14 52%	217 44%	28 57%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 843

FX19_1 - Agreement with statement about the cost of communications services:**I don't tend to look at my communications bills in any detail****BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	333 15%g	33 16%	27 15%	15 27%zb	105 16%	83 16%	22 13%	189 14%	108 17%	226 15%	53 14%	18 19%	50 17%	124 19%z	85 17%	34 16%	63 17%	58 16%	109 19%z	77 17%	36 15%	62 17%	64 17%
[4] Agree slightly	427 19%c	34 17%c	34 19%c	3 5%	122 18%	89 18%	38 23%	257 19%	138 21%	303 21%	74 19%	24 25%	77 27%z	123 18%	114 23%mp	57 27%zmp	71 19%	83 23%	130 23%z	100 22%	57 24%	75 20%	79 21%
[3] Neither agree nor disagree	321 15%dl mnrsu	21 10%	19 10%	7 12%	70 11%	64 13%	15 9%	198 14%	95 15%	210 14%	54 14%	7 7%	27 9%	71 11%	52 11%	27 13%	43 12%	46 13%	54 9%	50 11%	27 12%	41 11%	45 12%
[2] Disagree slightly	483 22%	46 23%	43 24%	13 22%	163 24%	113 23%	46 28%	315 23%	135 21%	330 22%	98 25%	20 21%	57 20%	139 21%	95 19%	40 19%	69 19%	67 18%	110 19%	92 20%	48 21%	78 21%	79 21%
[1] Disagree strongly	608 28%l	63 32%	56 31%	19 33%	198 30%	147 29%	39 24%	409 29%z	163 25%	378 26%	110 28%	24 26%	77 27%	208 31%z	146 30%	55 26%	117 32%o	109 30%	165 29%	143 31%	66 28%	119 32%	112 30%
MEAN	2.72g	2.63	2.63	2.69	2.66	2.69	2.73	2.64	2.83zg	2.77	2.64	2.91	2.88	2.72	2.79	2.88	2.71	2.77	2.84	2.73	2.79	2.69	2.75
Don't know	26 1%r	2 1%	2 1%	* 1%	9 1%	6 1%	3 2%	21 1%	4 1%	21 1%	3 1%	2 2%	1 *	4 1%	2 *	1 1%	2 1%	4 1%	1 *	2 *	* *	1 *	- -
Agree [NET]	761 35%g	67 34%	61 34%	18 32%	227 34%	172 34%	59 36%	446 32%	246 38%zg	529 36%	127 32%	42 44%	127 44%z	247 37%	199 40%z	91 43%z	134 37%	142 39%	239 42%z	177 38%	93 40%	138 37%	143 38%
Disagree [NET]	1091 50%	109 55%	99 55%	32 56%	361 54%z	260 52%	85 52%	724 52%zh	298 46%	708 48%	208 53%	45 47%	134 46%	347 52%o	241 49%	95 44%	186 51%o	176 48%	275 48%	236 51%	114 49%	196 52%	191 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 844

FX19_2 - Agreement with statement about the cost of communications services:***I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful*****BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	648 29%els	312 28%	337 31%	1 100%	13 29%	44 16%	115 31%el	136 32%el	121 31%e	125 33%el	93 31%e	15 30%e	159 25%e	257 31%el	218 32%el	182 27%	201 33%zo	133 30%	132 28%	104 21%	341 33%zs	177 32%ss
[4] Agree slightly	562 26%	289 26%	273 25%	- -	8 17%	78 29%	90 24%	109 25%	91 23%	109 29%	77 26%	8 16%	168 26%	200 24%	187 27%	164 24%	156 26%	111 25%	131 28%	145 29%zt u	255 24%	130 23%
[3] Neither agree nor disagree	403 18%p	207 18%	196 18%	- -	9 19%	53 19%	69 19%	74 17%	80 20%	58 15%	60 20%	9 19%	122 19%	154 19%	118 17%	140 21%p	85 14%	87 20%p	92 19%p	98 20%	179 17%	108 19%
[2] Disagree slightly	299 14%ijn	163 15%	136 13%	- -	6 13%	45 16%ijn	53 14%n	72 17%ijn	57 14%n	37 10%	29 10%	6 13%	98 15%ijn	129 16%ijn	66 10%	101 15%	84 14%	53 12%	61 13%	73 15%	144 14%	69 12%
[1] Disagree strongly	259 12%gm	137 12%	122 11%	- -	9 20%gm	49 18%zgh mn	43 12%	33 8%	41 10%	48 13%g	35 12%	9 19%gm	91 14%fgm	75 9%	84 12%g	86 13%	74 12%	46 10%	53 11%	63 13%	113 11%	72 13%
MEAN	3.48el s	3.43	3.53	5.00	3.22	3.09	3.49el	3.57el	3.50e	3.60el	3.55el	3.27	3.32e	3.53el	3.58z el	3.38	3.54	3.54	3.49	3.32 s	3.55z	3.49
Don't know	27 1%ou	13 1%	15 1%	- -	1 3%	3 1%	1 *	7 2%	4 1%	3 1%	7 2%f	1 3%	5 1%	11 1%	10 2%	3 *	10 2%o	10 2%o	5 1%	10 2%u	16 2%	2 *
Agree [NET]	1210 55%els	601 54%	609 56%	1 100%	21 45%	122 45%	204 55%el	245 57%e	212 54%e	235 62%zde hl	170 56%e	22 47%	327 51%e	457 55%e	405 59%ze l	346 51%	357 59%zo	243 55%	264 56%	250 51%	596 57%ss	307 55%
Disagree [NET]	558 25%ni	300 27%	258 24%	- -	15 33%	93 34%zgh ijmn	96 26%	106 24%	98 25%	85 22%	65 21%	15 32%	189 29%zfi jn	203 25%	150 22%	187 28%	159 26%	99 23%	114 24%	136 28%	257 24%	141 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 845

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	648 29%af p	34 20%	63 26%	173 27%	41 32%	13 31%	208 26%	61 26%	54 32%	31 46%zf gl	5 24%	16 31%	238 31% f	34 38% f	520 30%	128 28%	250 26%	53 33%	51 32%	14 41% p	1 5%	13 30%	234 32% p	33 43% zp
[4] Agree slightly	562 26% i	45 27%	63 26%	167 26%	31 25%	6 14%	208 26%	66 28% i	37 22%	10 15%	4 20%	15 29%	204 27% i	17 20%	447 26%	116 25%	254 26%	44 27%	32 20%	9 25%	3 22%	12 27%	192 26%	17 22%
[3] Neither agree nor disagree	403 18%	36 22%	44 18%	111 17%	23 18%	10 23%	148 18%	43 19%	33 19%	12 17%	7 31%	9 17%	135 18%	16 18%	328 19%	75 16%	170 17%	30 19%	35 22%	5 14%	5 40%	9 21%	134 18%	14 19%
[2] Disagree slightly	299 14% ln qvw	21 13%	38 16%	104 16% z	19 15%	7 17%	135 17% zl	28 12%	26 16%	9 14%	1 4%	9 17%	80 11%	10 11%	218 13%	81 18% zn	170 17% zqv	11 7%	24 15% q	3 8%	1 7%	7 17% q	79 11%	4 6%
[1] Disagree strongly	259 12%	27 16%	33 13%	77 12%	10 8%	4 9%	107 13%	29 13%	14 8%	5 8%	4 17%	2 4%	87 12%	10 12%	204 12%	55 12%	126 13%	20 12%	13 8%	3 10%	3 25%	1 3%	84 11%	7 9%
MEAN	3.48a fp	3.23	3.35	3.40	3.59	3.42	3.34	3.45	3.55	3.77f	3.31	3.66	3.57z	3.63	3.50	3.40	3.34	3.63p	3.53	3.81p	2.75	3.64	3.57z p	3.85zp
Don't know	27 1% fp	3 2%	2 1%	3 *	2 2%	3 6%	3 *	5 2% f	5 3% f	* 1%	1 3%	1 1%	12 2% f	1 1%	22 1%	6 1%	5 1%	5 3% p	5 3% p	* 1%	- -	1 2%	10 1%	1 2%
Agree [NET]	1210 55% fp	78 47%	126 52%	339 54%	72 57%	19 45%	417 51%	127 55%	91 54%	42 60%	10 44%	31 60%	442 58% zf	51 58%	967 56%	244 53%	504 52%	97 60%	82 52%	23 67%	3 27%	25 57%	427 58% zp	50 65% p
Disagree [NET]	558 25% ln vw	48 29%	71 29%	181 29%	29 23%	11 27%	243 30% zl	57 25%	41 24%	15 22%	5 21%	11 21%	167 22%	20 23%	422 24%	136 30% n	297 30% zq vw	31 19%	37 23%	6 18%	4 33%	9 20%	163 22%	11 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 846

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	648 29%	370 29%	96 26%	182 34% ^{ab}	171 30%	7 35%	2 75%	30 34%	450 29%	191 31%	220 28%	114 34% ^m	78 30%	42 23%	71 27%	78 34%	20 24%	5 27%	1 21%	1 51%	3 34%
[4] Agree slightly	562 26%	341 26%	90 24%	131 25%	150 26%	5 25%	-	20 23%	394 26%	162 26%	195 25%	81 24%	59 23%	65 36% ^z jkl	72 27%	59 26%	15 19%	6 33%	1 29%	1 49%	1 12%
[3] Neither agree nor disagree	403 18% ⁱ	240 19%	74 20%	89 17%	96 17%	3 14%	-	17 20%	290 19%	96 16%	163 21% ⁱ	65 19%	50 19%	29 16%	39 15%	34 15%	21 26% ^{no}	5 27%	-	-	-
[2] Disagree slightly	299 14%	183 14%	53 14%	61 11%	90 16%	2 10%	1 25%	11 12%	199 13%	76 12%	101 13%	45 13%	46 18%	26 14%	47 18%	33 14%	14 17%	1 4%	2 50%	-	5 54%
[1] Disagree strongly	259 12%	141 11%	52 14%	66 12%	66 11%	3 15%	-	9 11%	185 12%	85 14%	98 12%	33 10%	27 10%	16 9%	30 11%	25 11%	10 12%	2 9%	-	-	-
MEAN	3.48	3.48	3.34	3.57 ^b	3.47	3.55	4.25	3.57	3.48	3.49	3.43	3.59	3.44	3.51	3.41	3.58	3.26	3.66	3.21	4.51	3.27
Don't know	27 1%	17 1%	7 2%	3 1%	5 1%	-	-	-	22 1%	8 1%	12 2%	2 *	3 1%	3 1%	3 1%	3 1%	*	-	-	-	-
Agree [NET]	1210 55% ^{ab}	711 55%	185 50%	313 59% ^b	321 56%	12 60%	2 75%	50 57%	843 55%	354 57%	414 53%	196 57%	137 52%	107 59%	143 54%	137 59% ^p	35 43%	11 60%	2 50%	1 100%	4 46%
Disagree [NET]	558 25%	324 25%	105 28%	127 24%	156 27%	5 25%	1 25%	20 23%	384 25%	161 26%	199 25%	78 23%	73 28%	42 23%	78 29%	57 25%	24 29%	2 13%	2 50%	-	5 54%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 847

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	648 29%	83 29%	78 33%	91 30%	474 30%	640 30%	321 28%	379 31%	581 29%	607 29%	230 28%	528 29%	368 28%	209 29%	425 31% ^{fjl}	153 29%
[4] Agree slightly	562 26% ^o	69 24%	50 21%	88 29% ^b	408 25%	550 25% ^o	273 24%	312 25% ^o	515 26% ^{fo}	529 26% ^o	200 24%	466 26% ^o	337 26% ^o	178 25% ^o	353 25% ^o	107 20%
[3] Neither agree nor disagree	403 18% ^{mn}	54 19%	46 19%	49 16%	304 19%	397 18% ^{mn}	213 19% ^{mn}	221 18% ⁿ	357 18% ^{mn}	377 18% ^{mn}	137 17%	340 19% ^{mn}	228 18% ⁿ	108 15%	207 15%	85 16%
[2] Disagree slightly	299 14% ^d	36 13%	37 15%	49 16%	203 13%	292 14%	175 15% ^{zeg}	153 12%	273 14%	287 14% ^g	135 16% ^{zeghi} k	254 14%	182 14%	121 17% ^{zeghi} kl	199 14% ^g	87 17% ^{eg}
[1] Disagree strongly	259 12% ^c	42 14% ^c	25 11%	22 7%	193 12% ^c	255 12%	149 13% ^{hi}	153 12%	222 11%	236 11%	121 15% ^{zehik}	216 12%	167 13% ^{hi}	97 14%	188 14% ^{zehik}	91 17% ^{zefghiklmn}
MEAN	3.48 ^{fjo}	3.41	3.50	3.59	3.49	3.48 ^{fjo}	3.39	3.50 ^{fjo}	3.49 ^{fjo}	3.48 ^{fjo}	3.34	3.46 ^{fjo}	3.43 ^o	3.39	3.46 ^{jo}	3.27
Don't know	27 1% ^{no}	4 1%	3 1%	3 1%	21 1%	27 1% ^o	15 1% ^{jmo}	11 1%	22 1%	24 1% ^o	5 1%	21 1% ^o	14 1% ^o	4 1%	12 1% ^o	1 *
Agree [NET]	1210 55% ^{fo}	152 53%	127 54%	179 59%	881 55%	1190 55% ^{fjo}	594 52%	692 56% ^{fjo}	1095 56% ^{fjko}	1136 55% ^{fjo}	430 52%	993 54% ^{fo}	705 54% ^o	387 54%	777 56% ^{fjo}	259 50%
Disagree [NET]	558 25%	78 27%	62 26%	72 24%	395 25%	547 25%	325 28% ^{zeghi} k	306 25%	496 25%	523 25%	256 31% ^{zeghi} klin	470 26%	350 27% ^h	219 30% ^{zeghi} kl	387 28% ^{zeghi} k	178 34% ^{zefghikln}

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 848

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE:** All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	648 29%	471 29%	70 36%a	5 19%	9 51%	26 33%	67 29%	263 32%	178 27%	175 30%	3 21%	21 40%q	42 30%	63 36%q	49 31%	107 32%	88 28%	51 24%	24 30%
[4] Agree slightly	562 26%r	411 25%	55 28%	2 6%	3 19%	29 37%za	63 27%	220 27%	161 24%	144 25%	4 22%	11 22%	31 23%r	43 25%r	39 25%r	93 28%r	86 28%r	42 20%	8 10%
[3] Neither agree nor disagree	403 18%	304 18%	37 19%	7 25%	2 10%	9 12%	44 19%	146 18%	126 19%	111 19%	-	8 15%	36 26%zmo q	24 14%	29 18%	48 15%	56 18%	34 16%	18 23%
[2] Disagree slightly	299 14%b	241 15%zb	17 9%	7 26%	2 13%	7 9%	25 11%	105 13%	107 16%	68 12%	3 21%	7 14%	13 10%	19 11%	22 14%	33 10%	49 16%	47 22%zimo	12 15%
[1] Disagree strongly	259 12%bg	201 12%b	14 7%	6 21%	1 7%	5 7%	31 13%b	83 10%	85 13%	74 13%	6 35%	5 9%	15 11%	21 12%	18 12%	49 15%	34 11%	38 18%zp	17 22%zp
MEAN	3.48ahqr	3.44	3.78zaf	2.75	3.93	3.82za	3.48	3.58zh	3.36	3.49	2.72	3.70q r	3.52q	3.63qr	3.49q	3.53q	3.47q	3.10	3.11
Don't know	27 1%	18 1%	3 2%	1 3%	- -	1 2%	5 2%	12 1%	8 1%	6 1%	-	-	*	2 1%	-	1 *	-	1 1%	-
Agree [NET]	1210 55%ahqr	881 54%	125 64%za	7 25%	12 70%	55 71%zaf	130 55%	483 58%zh	339 51%	319 55%	7 43%	33 62%qr	73 53%	106 61%qr	88 56%q	200 60%qr	175 56%qr	94 44%	32 40%
Disagree [NET]	558 25%bg	442 27%zbe	31 16%	13 47%	3 20%	13 16%	56 24%b	188 23%	192 29%g	142 25%	9 57%	12 23%	28 20%	40 23%	41 26%	82 25%	83 26%	85 40%zklm nop	30 37%l

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 849

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	648 29%fk	600 30%	45 28%	37 27%fk	60 33%fh k	57 33%fh k	29 16%	51 31%fk	22 20%	82 37%fh k	171 38%zcf hkmno	30 17%	32 30%fk	52 28%fk	26 26%l	538 30%fk	411 31%	234 28%	645 30%z	555 30%	94 25%	648 29%
[4] Agree slightly	562 26%l	511 25%	50 32%z	44 32%di jlm	39 22%	42 24%	55 30%l	46 28%	25 22%	47 21%	102 23%	71 40%zd eghij lmo	19 18%	39 21%	32 32%lm	472 26%l	331 25%	220 27%	552 26%	451 25%	111 30%	562 26%
[3] Neither agree nor disagree	403 18%de r	364 18%	38 24%z	24 17%	21 12%	22 12%	40 22%de	29 17%	33 30%zc degjo	50 22%de	71 16%	38 22%de	23 22%de	35 19%d	18 18%	327 18%de	232 17%	158 19%	390 18%	321 18%	82 22%	403 18%
[2] Disagree slightly	299 14%	285 14%	15 9%	14 10%	31 17%	25 14%	36 19%zc ijo	25 15%	13 12%	23 11%	52 12%	23 13%	18 17%	26 14%	14 14%	242 13%	168 13%	126 15%	294 14%	247 14%	52 14%	299 14%
[1] Disagree strongly	259 12%bf k	250 12%zb	8 5%	19 14%fk	30 16%zf gko	29 17%zfg ko	12 6%	13 8%	18 16%fk	21 9%	50 11%k	8 4%	15 14%fk	33 18%zf gijko	11 11%k	201 11%fk	170 13%	83 10%	253 12%	226 12%	33 9%	259 12%
MEAN	3.48m	3.46	3.70z a	3.47	3.38	3.41	3.31	3.59hm	3.18	3.66f hm	3.65zd fhlm m	3.55h	3.35	3.27	3.48	3.51hm	3.49	3.48	3.49	3.48	3.49	3.48
Don't know	27 1%	23 1%	3 2%	1 *	1 1%	1 1%	12 6%zcd eghij lmno	1 1%	1 1%	- -	3 1%	7 4%zcd ejilm no	- -	1 *	- -	27 1%	20 2%	7 1%	27 1%	25 1%	2 1%	27 1%
Agree [NET]	1210 55%fh	1111 55%	95 60%	81 58%fh	99 54%	99 56%h	84 46%	97 59%fh	47 42%	129 58%fh	273 61%zfh lm	101 57%fh	51 48%	91 49%	58 57%	1011 56%fh	742 56%	454 55%	1196 55%z	1005 55%	205 55%	1210 55%
Disagree [NET]	558 25%bk	534 26%zb	23 14%	34 24%	61 33%zg jko	54 31%ik o	47 26%	38 23%	31 28%	44 20%	103 23%	31 17%	32 30%ik	59 32%zi jko	25 25%	442 24%k	338 25%	209 25%	547 25%	473 26%	85 23%	558 25%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 850

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

		SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	648 29%b	291 35%zb cdegh i	381 27%	589 29%b	648 29%b	515 29%b	82 32%	546 29%b	270 28%	120 26%	37 29%	496 29%	19 31%	93 30%	40 29%	515 29%	133 30%	589 29%	59 29%
[4] Agree slightly	562 26%f	211 26%f	362 26%f	518 26%f	562 26%f	450 26%f	46 18%	487 26%f	228 24%f	114 25%f	27 21%	436 26%	13 22%	82 26%	31 22%	450 26%	112 25%	518 26%	44 22%
[3] Neither agree nor disagree	403 18%	146 18%	259 18%	360 18%	403 18%	306 18%	48 19%	344 18%e	157 17%	74 16%	27 21%	293 17%	13 21%	67 21%	30 22%	306 18%	97 22%	360 18%	43 21%
[2] Disagree slightly	299 14%	98 12%	211 15%zad	276 14%a	299 14%	245 14%	33 13%	263 14%	159 17%za cdeg	76 17%a	15 12%	238 14%	8 13%	39 13%	15 11%	245 14%	54 12%	276 14%	23 11%
[1] Disagree strongly	259 12%am	70 9%	181 13%ac	231 12%a	259 12%a	214 12%a	37 15%a	226 12%a	125 13%a	70 15%za cdg	19 15%a	205 12%	9 14%	25 8%	20 14%	214 12%	45 10%	231 12%	29 14%
MEAN	3.48bhi	3.68z bcdef ghij	3.39	3.49b hi	3.48bh i	3.47bh i	3.42	3.46bh i	3.38	3.30	3.38	3.47	3.41	3.58	3.42	3.47	3.53	3.49	3.42
Don't know	27 1%	10 1%	16 1%	24 1%	27 1%	19 1%	8 3%zabc deghe	20 1%	10 1%	2 *	3 3%i	19 1%	- -	5 2%	3 2%	19 1%	9 2%	24 1%	3 2%
Agree [NET]	1210 55%b	503 61%zb cdefg hij	743 53%	1108 55%bh	1210 55%b	965 55%bh	128 50%	1033 55%b	497 52%	234 51%	64 50%	933 55%	33 52%	175 56%	70 51%	965 55%	245 55%	1108 55%	103 51%
Disagree [NET]	558 25%am	168 20%	392 28%zac da	507 25%a	558 25%a	460 26%a	70 28%a	489 26%a	284 30%za cdeg	146 32%za cdeg	34 26%	443 26%	17 27%	64 21%	34 25%	460 26%	99 22%	507 25%	51 26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 851

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	648 29%h	296 33%zh	11 22%	-	4 15%	6 32%	16 28%	1 27%	93 25%	80 29%	5 73%	1 53%	117 29%	16 29%
[4] Agree slightly	562 26%	236 26%	15 30%	-	5 19%	4 20%	17 29%	3 73%	96 25%	79 29%	-	1 47%	93 23%	13 25%
[3] Neither agree nor disagree	403 18%	170 19%	12 23%	-	1 5%	4 19%	11 19%	-	65 17%	51 18%	-	-	82 20%	6 12%
[2] Disagree slightly	299 14%	106 12%	4 8%	2 100%	4 14%	2 8%	5 9%	-	73 19%zal	30 11%	2 27%	-	64 16%	8 14%
[1] Disagree strongly	259 12%	91 10%	7 14%	-	12 47%	4 21%	9 16%	-	50 13%	34 12%	-	-	42 10%	10 18%
MEAN	3.48h	3.60zh	3.38	2.00	2.41	3.34	3.43	4.27	3.29	3.52	4.20	4.53	3.45	3.34
Don't know	27 1%	8 1%	2 3%	-	-	-	-	-	2 1%	3 1%	-	-	9 2%	1 2%
Agree [NET]	1210 55%h	531 59%zhp	26 52%	-	9 34%	11 52%	33 56%	4 100%	189 50%	159 58%	5 73%	2 100%	210 52%	29 54%
Disagree [NET]	558 25%a	197 22%	11 22%	2 100%	16 61%	6 29%	15 25%	-	123 32%zal	64 23%	2 27%	-	106 26%	17 32%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 852

FX19_2 - Agreement with statement about the cost of communications services:***I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful*****BASE:** All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	648 29%	4 44%	1 100%	50 31%	-	-	5 41%	-	2 26%	1 55%	-	5 30%	-	32 27%
[4] Agree slightly	562 26% ^d	2 23%	-	27 17%	-	-	3 23%	-	-	1 45%	-	3 21%	-	43 36% ^{zdy}
[3] Neither agree nor disagree	403 18%	* 5%	-	42 26% ^{zp}	-	-	2 13%	-	1 12%	-	1 42%	4 27%	-	17 15%
[2] Disagree slightly	299 14% ^s	3 28%	-	19 12% ^s	-	2 100%	1 11%	-	2 27%	-	1 27%	3 16%	1 44%	17 14% ^s
[1] Disagree strongly	259 12%	-	-	18 11%	1 100%	-	1 6%	1 100%	2 35%	-	1 31%	1 5%	1 56%	7 6%
MEAN	3.48	3.83	5.00	3.46	1.00	2.00	3.87	1.00	2.57	4.55	2.12	3.55	1.44	3.66
Don't know	27 1%	-	-	4 3%	-	-	1 5%	-	-	-	-	-	-	3 2%
Agree [NET]	1210 55%	7 67%	1 100%	77 48%	-	-	8 64%	-	2 26%	3 100%	-	8 51%	-	74 63% ^d
Disagree [NET]	558 25%	3 28%	-	38 23%	1 100%	2 100%	2 17%	1 100%	4 61%	-	1 58%	3 21%	2 100%	23 20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 852

FX19_2 - Agreement with statement about the cost of communications services:***I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful*****BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	648 29%	16 21%	-	1 41%	-	1 9%	34 33%	-	2 24%
[4] Agree slightly	562 26% ^d	26 35% ^{dy}	-	-	-	-	19 18%	-	4 41%
[3] Neither agree nor disagree	403 18%	21 29% ^{zp}	-	-	-	3 54%	23 22%	-	2 17%
[2] Disagree slightly	299 14% ^s	2 2%	2 100%	-	-	-	17 16% ^s	-	-
[1] Disagree strongly	259 12%	10 13%	-	1 59%	2 100%	1 16%	7 7%	1 100%	2 18%
MEAN	3.48	3.47	2.00	2.62	1.00	2.83	3.56	1.00	3.54
Don't know	27 1%	-	-	-	-	1 21%	4 4% ^z	-	-
Agree [NET]	1210 55%	42 56%	-	1 41%	-	1 9%	53 51%	-	6 65%
Disagree [NET]	558 25%	12 16%	2 100%	1 59%	2 100%	1 16%	24 23%	1 100%	2 18%

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Table 853

FX19_2 - Agreement with statement about the cost of communications services:***I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful*****BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	648 29%t	386 30%jt	263 29%	143 32%t	7 18%	1 10%	3 43%	11 28%	-	65 24%	65 34%jt	5 100%	1 100%	74 29%	12 45%	124 25%	18 38%
[4] Agree slightly	562 26%t	340 26%t	222 25%	124 27%t	13 34%	5 44%	-	10 24%	1 100%	62 23%	54 28%	-	-	65 25%	6 22%	104 21%	7 15%
[3] Neither agree nor disagree	403 18%a	213 16%	190 21%za	76 17%	8 21%	* 4%	3 37%	7 18%	-	45 17%	29 15%	-	-	42 16%	3 9%	83 17%	8 17%
[2] Disagree slightly	299 14%	189 15%	110 12%	57 13%	3 7%	1 6%	-	3 6%	-	57 21%zabcn	23 12%	-	-	42 16%	4 16%	96 20%zab cn	12 25%abc
[1] Disagree strongly	259 12%	166 13%	93 10%	49 11%	7 18%	4 36%	1 20%	9 23%	-	40 15%	20 11%	-	-	33 13%	2 8%	79 16%zabc	3 6%
MEAN	3.48jt	3.46jt	3.52jt	3.56jt	3.29	2.86	3.46	3.27	4.00	3.20	3.62jt	5.00	5.00	3.41t	3.81	3.20	3.54
Don't know	27 1%a	6 *	22 2%zact	1 *	1 2%	-	-	-	-	1 *	1 *	-	-	2 1%	-	3 1%	-
Agree [NET]	1210 55%jt	726 56%jt	485 54%t	266 59%jt	20 52%	6 54%	3 43%	21 52%	1 100%	126 47%	119 62%jt	5 100%	1 100%	139 54%t	18 67%	227 47%	25 53%
Disagree [NET]	558 25%b	356 27%zb	203 23%	106 24%	9 24%	5 42%	1 20%	12 30%	-	97 36%zabcn	44 23%	-	-	75 29%	6 23%	174 36%zab cnr	15 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 854

FX19_2 - Agreement with statement about the cost of communications services:**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful****BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	648 29%l	52 26%	51 28%	14 24%	200 30%	134 27%	46 29%	416 30%	199 31%	430 29%	109 28%	22 23%	69 24%	234 35%z	181 37%z	75 35%	148 40%z	138 38%z	196 35%z	175 38%z	89 38%z	156 42%zrs	150 40%z
[4] Agree slightly	562 26%	53 27%	49 27%	11 19%	161 24%	123 24%	33 20%	363 26%	173 27%	386 26%	99 25%	26 27%	75 26%	181 27%	123 25%	57 27%	93 25%	103 28%	154 27%	120 26%	59 25%	90 24%	98 26%
[3] Neither agree nor disagree	403 18%km r	26 13%	26 14%	8 15%	107 16%	87 17%	25 15%	269 19%	101 16%	261 18%	77 20%	9 10%	52 18%	99 15%	89 18%	45 21% m	64 17%	62 17%	68 12%	79 17% r	38 16%	66 18% r	61 16% r
[2] Disagree slightly	299 14%mp u	34 17%	29 16%	14 24%	102 15%	83 17%	35 22% zd	187 13%	80 13%	206 14%	59 15%	19 20%	48 17%	72 11%	61 12% p	22 10%	29 8%	37 10%	73 13%	51 11%	28 12%	35 9%	40 11%
[1] Disagree strongly	259 12%gn opqsu v	31 16%	23 13%	9 16%	88 13%	69 14%	19 12%	133 10%	85 13% g	165 11%	44 11%	18 19%	45 16%	79 12% nopq	39 8%	14 7%	29 8%	22 6%	77 14% stuv	36 8%	19 8%	27 7%	28 7%
MEAN	3.48e l	3.31	3.44	3.11	3.43	3.34	3.34	3.54z	3.50	3.49	3.44	3.17	3.26	3.63z	3.70z	3.73z	3.83zm n	3.82zm n	3.56	3.75z r	3.73z	3.84zr	3.80zr
Don't know	27 1%mr	3 2%	3 2%	1 2%	10 1%	5 1%	4 2%	22 2%	5 1%	20 1%	3 1%	1 1%	1 *	3 1%	2 *	1 *	3 1%	5 1% n	1 *	3 1%	1 1%	2 1%	1 *
Agree [NET]	1210 55%	105 53%	101 56%	25 43%	361 54%	257 51%	80 49%	778 56%	371 58%	816 56%	208 53%	48 51%	144 50%	415 62%z	305 62%z	132 62%	240 66%zn	241 66%z	350 62%z	296 64%z	148 63%z	246 65%z	248 66%z
Disagree [NET]	558 25%gn opqsu v	65 33%z	52 29%	23 40%z	190 28%	153 30%z	54 33%z	320 23%	165 26%	371 25%	103 26%	37 39%z	93 32%z	151 23% pq	100 20% pq	36 17%	58 16%	60 16%	150 26% stu v	87 19%	47 20%	61 16%	68 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 855

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	798 36% _{jnr} s	416 37%	382 35%	1 100%	17 37%	120 44% _{zjm} n	158 42% _{zjn}	153 36% _j	144 37% _{jn}	136 36% _{jn}	69 23%	18 38% _j	278 43% _{zgj} jmn	297 36% _{jn}	205 30% _j	266 39% _r	244 40% _{zr}	153 35%	135 29%	149 30%	382 36% _s	231 42% _{zs}
[4] Agree slightly	575 26% _{ijn} u	302 27%	273 25%	- -	19 41% _{zij} n	79 29% _{ijn}	109 29% _{ijn}	132 31% _{zij} n	108 27% _{ijn}	79 21%	50 16%	19 40% _{zij} n	187 29% _{ijn}	240 29% _{zij} n	128 19%	178 26%	156 26%	113 26%	128 27%	143 29% _u	296 28% _u	111 20%
[3] Neither agree nor disagree	425 19% _{lo}	221 20%	204 19%	- -	9 18%	42 15%	59 16%	76 18%	79 20%	84 22% _l	78 26% _{zef} glm	9 18%	101 16%	154 19%	162 24% _{ze} fglm	108 16%	115 19%	96 22% _o	106 22% _o	105 21%	196 19%	106 19%
[2] Disagree slightly	155 7%	68 6%	87 8%	- -	* 1%	14 5%	22 6%	39 9%	31 8%	24 6%	25 8%	* 1%	36 6%	70 8%	49 7%	58 9%	37 6%	27 6%	33 7%	38 8%	65 6%	42 7%
[1] Disagree strongly	215 10% _{efgl} m	101 9%	113 10%	- -	1 2%	13 5%	23 6%	24 6%	29 7%	53 14% _{zde} fgklm	72 24% _{zdef} ghiklmn	1 2%	36 6%	53 6%	125 18% _{zde} fglhiklm	61 9%	48 8%	40 9%	65 14% _{zop} q	46 9%	91 9%	65 12%
MEAN	3.73 _{ij} nr	3.78	3.68	5.00	4.11 _{ij} n	4.05 _{zg} hijmn	3.96 _{zi} jn	3.83 _{ij} n	3.78 _{jn}	3.59 _{jn}	3.06	4.13 _{zi} jn	4.00 _{zh} ijmn	3.81 _{ij} n	3.36 _j	3.79 _r	3.85 _z r	3.73 _r	3.50	3.65	3.79	3.73
Don't know	31 1% _u	13 1%	18 2%	- -	1 1%	4 2%	1 *	7 2%	4 1%	6 1%	8 3% _{fl}	1 1%	6 1%	11 1%	14 2%	4 1%	11 2%	10 2% _o	6 1%	12 2% _{zu}	17 2%	2 *
Agree [NET]	1373 62% _{ijn} r	717 64%	655 61%	1 100%	36 77% _{zij} n	199 73% _{zhi} jmn	266 72% _{zhi} jn	286 66% _{ijn}	251 64% _{ijn}	215 56% _{ijn}	119 39%	37 78% _{zij} n	465 72% _{zhi} jmn	537 65% _{ijn}	333 49% _j	444 66% _r	400 65% _r	266 61%	263 55%	292 59%	678 65% _s	343 62%
Disagree [NET]	370 17% _{ade} fktp	169 15%	200 19%	- -	1 3%	26 10%	45 12%	62 14% _{dk}	61 15% _{dk}	77 20% _{def} klm	97 32% _{zdef} ghiklmn	1 3%	71 11%	123 15% _{dk}	174 25% _{zde} efghiklm	119 18%	85 14%	67 15%	99 21% _{zop} q	84 17%	156 15%	106 19%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 856

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETI RED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETI RED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	798 36%ln v	66 40%	91 37%	251 40%	52 41%	23 52%	312 38%l	96 42%l	75 44%l	21 30%	6 28%	16 31%	233 31%	39 44%l	611 35%	187 41%	389 40%zs v	60 37%	63 40% s	7 21%	3 21%	14 33%	226 31%	36 46%sv
[4] Agree slightly	575 26%lv	47 29%	74 31%	183 29%	35 28%	5 11%	241 30%zl	63 27%	40 23%	20 29%	11 50%	21 40%zh lm	157 21%	21 24%	453 26%	122 26%	286 29%zv	45 28%	39 24%	11 32%	5 44%	15 36%v	156 21%	16 21%
[3] Neither agree nor disagree	425 19%p	26 16%	37 15%	105 17%	27 21%	8 19%	137 17%	32 14%	35 21%	20 30%zf g	3 15%	10 19%	172 23%zf g	16 18%	352 20%z	74 16%	157 16%	29 18%	32 20%	12 35%zp q	3 27%	10 23%	168 23%zp	14 18%
[2] Disagree slightly	155 7%	10 6%	22 9%	51 8%	4 3%	1 2%	61 7%	23 10%h	5 3%	2 3%	- -	4 8%	56 7%	4 4%	117 7%	38 8%	73 7%	17 11%w	8 5%	1 3%	- -	3 7%	52 7%	2 3%
[1] Disagree strongly	215 10%cfk pu	11 7%	16 7%	39 6%	7 5%	4 10%	53 6%	14 6%	11 6%	5 7%	1 4%	1 1%	124 16%zfg hkm	7 8%	180 10%	35 8%	63 6%	9 5%	14 9%	2 6%	1 8%	- -	118 16%zpq ru	7 9%u
MEAN	3.73l nv	3.91	3.84	3.88z	3.98	3.99	3.87z	3.90l	3.98z	3.73	3.99	3.92l	3.43	3.93l	3.70	3.85	3.89z v	3.81v	3.83v	3.60	3.70	3.96v	3.44	3.95v
Don't know	31 1%p	4 2%	2 1%	4 1%	1 1%	3 6%	7 1%	3 1%	4 2%	* 1%	1 3%	1 1%	14 2%	2 2%	25 1%	6 1%	7 1%	3 2%	4 2%	* 1%	- -	1 2%	14 2%p	2 3%
Agree [NET]	1373 62%ln v	114 69%	165 68%	434 69%z	87 69%	27 63%	553 68%zl	160 69%l	115 68%l	41 59%	17 78%	37 71%l	390 52%	60 68%l	1064 61%	308 67%	676 69%zv	105 64%v	102 64%v	18 54%	8 65%	29 69%v	382 52%	52 68%v
Disagree [NET]	370 17%df hp	21 13%	39 16%	90 14%	11 9%	5 12%	113 14%	37 16%	16 9%	7 10%	1 4%	5 9%	180 24%zf ghikm	11 12%	297 17%	73 16%	136 14%	26 16%	22 14%	3 10%	1 8%	3 7%	170 23%zp ruw	9 12%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 857

FX19_3 - Agreement with statement about the cost of communications services:*The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component*

BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2*	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	798 36%ch i	499 39%zc	132 36%	166 31%	233 40%h	12 60%	1 41%	39 44%	528 34%	196 32%	286 36%	135 40%i	114 43%zi	64 35%	108 41%	100 43%	27 34%	3 18%	1 21%	1 51%	4 42%
[4] Agree slightly	575 26%ch i	361 28%zc	105 28% c	108 20%	178 31%zh	6 27%	- -	20 23%	376 24%	136 22%	212 27%i	92 27%	77 29%i	56 31%i	81 31%	69 30%	24 30%	5 27%	3 79%	- -	4 42%
[3] Neither agree nor disagree	425 19% c	238 18%	70 19%	116 22%	98 17%	2 10%	- -	10 12%	317 21% z	136 22%	149 19%	63 18%	42 16%	35 19%	47 18%	31 13%	19 23%	4 23%	- -	- -	1 16%
[2] Disagree slightly	155 7%	80 6%	25 7%	49 9%za	39 7%	1 4%	1 59%	12 14%zdh	106 7%	48 8%	45 6%	30 9%	15 6%	16 9%	17 7%	12 5%	9 11%	3 16%	- -	1 49%	-
[1] Disagree strongly	215 10%adk lmp	96 7%	34 9%	84 16%zab	26 4%	- -	- -	6 7%	186 12%zd	96 15%zj klm	80 10%klm	19 5%	13 5%	8 4%	9 3%	15 7%	1 2%	3 15%	- -	- -	-
MEAN	3.73c hi	3.85z c	3.75c	3.43	3.96zh	4.42	3.24	3.83	3.63	3.47	3.75i	3.87i ij	4.02z	3.85i	4.00z	4.00z	3.83	3.19	4.21	3.54	4.26
Don't know	31 1%	18 1%	5 1%	8 2%	5 1%	- -	- -	- -	26 2%	8 1%	16 2%	2 *	3 1%	2 1%	1 1%	4 2%	* 1%	- -	- -	- -	-
Agree [NET]	1373 62%ch i	860 67%zc	237 64% c	275 52%	410 71%zh	18 86%	1 41%	59 67%	904 59%	332 54%	498 63%i	227 67%i	191 73%zi j	120 66%i	188 72%z	169 73%z	51 64%	9 46%	3 100%	1 51%	7 84%
Disagree [NET]	370 17%ad ln	176 14%	59 16%	134 25%zab	65 11%	1 4%	1 59%	18 21% d	292 19%zd	143 23%zj klm	125 16%	49 14%	27 10%	24 13%	26 10%	27 12%	10 13%	6 31%	- -	1 49%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 858

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	798 36% ^d	114 40%	99 42%	115 38%	559 35%	784 36%	472 41% ^{ze} hi	466 38%	753 38% ^{ze} i	764 37% ^{ze}	387 47% ^{ze} fgh ikln	719 39% ^{ze} hi	557 43% ^{ze} fghi k	338 47% ^{ze} fgh ikln	592 43% ^{ze} fghi k	271 52% ^{ze} fghijkln
[4] Agree slightly	575 26% ^{dg}	80 28%	71 30%	100 33% ^{zd}	392 25%	564 26% ^g	308 27% ^g	273 22%	530 27% ^z gin	535 26% ^g	203 25%	509 28% ^{ze} fghi jn	360 28% ^g in	182 25%	341 25% ^g	137 26%
[3] Neither agree nor disagree	425 19% ^b hijk lmno	57 20% ^b	33 14%	50 16%	324 20% ^b	420 19% ^h ijklm no	208 18% ^g ijlmno	228 19% ^g ijlmno	358 18% ^g ijlmno	395 19% ^h ijklm no	111 13% ^o	325 18% ^g ijlmno	198 15% ^o	96 13% ^o	201 15% ^o	51 10%
[2] Disagree slightly	155 7% ^f	21 7%	17 7%	19 6%	114 7%	154 7% ^f	65 6%	99 8% ^f k	136 7% ^f	145 7% ^f	52 6%	124 7% ^f	89 7%	53 7%	100 7% ^f	38 7%
[1] Disagree strongly	215 10% ^a c ^f h lmo	11 4%	16 7%	16 5%	186 12% ^z abc	208 10% ^f hklmo	79 7%	148 12% ^{ze} f ^h ij klmno	168 9% ^f klmo	194 9% ^f hklmo	69 8% ^o	125 7% ^o	80 6%	45 6%	139 10% ^f hklmo	24 5%
MEAN	3.73 ^{dg}	3.94 ^{zd}	3.94 ^{zd}	3.93 ^{zd}	3.65	3.73 ^g	3.91 ^{ze} gh in	3.67	3.80 ^{ze} gi	3.75 ^{ze} g	3.96 ^{ze} gh ikn	3.87 ^{ze} gh i	3.96 ^{ze} gh ikn	4.00 ^{ze} fg hikn	3.84 ^{ze} gi	4.14 ^{ze} fghijklmn
Don't know	31 1% ^j lmno	3 1%	3 1%	3 1%	26 2%	31 1% ^j lmno	16 1% ^j lmno	15 1% ⁿ	26 1% ^j lmno	28 1% ^j lmno	5 1%	23 1% ^m no	13 1%	3 *	10 1%	2 *
Agree [NET]	1373 62% ^{dg}	194 68% ^d	170 72% ^{zd}	215 71% ^{zd}	951 59%	1348 62% ^g	780 68% ^{ze} fghi	740 60%	1283 65% ^{ze} gi	1299 63% ^{zg}	590 71% ^{ze} fgh ikn	1228 67% ^{ze} fghi	917 71% ^{ze} fgh ikn	521 73% ^{ze} fgh ikn	933 67% ^{ze} fghi	408 78% ^{ze} fghijklmn
Disagree [NET]	370 17% ^a c ^f h klmo	32 11%	32 14%	35 12%	300 19% ^z ac	361 17% ^f hklm o	144 13%	247 20% ^{ze} f ^h i jklmno	304 15% ^f klo	339 16% ^f hklm o	121 15%	248 14%	169 13%	98 14%	239 17% ^f hijk lmo	62 12%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 859

FX19_3 - Agreement with statement about the cost of communications services:*The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component*

BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	798 36%fg	678 41%zef	68 35%f	7 23%	5 28%	21 26%f	20 8%	270 33%	273 41%zg	211 37%	5 31%	23 43%	43 31%	55 32%	54 34%	138 42%l	159 51%zlm no	104 49%zlmn	33 41%
[4] Agree slightly	575 26%f	467 28%zf	52 27%f	4 13%	5 30%	16 21%	30 13%	205 25%	188 28%	151 26%	5 33%	7 14%	34 25%	44 26%	38 24%	99 30%k	79 25%	53 25%	19 24%
[3] Neither agree nor disagree	425 19%ahopq	266 16%	46 24%a	8 28%	2 11%	31 39%zab	73 31%za	174 21%h	105 16%	124 21%h	1 8%	15 29%op q	36 26%opq	28 16%	40 25%opq	49 15%	33 11%	25 11%	15 19%
[2] Disagree slightly	155 7%	106 6%	13 7%	3 10%	5 31%	3 3%	24 10%za	65 8%	37 6%	41 7%	1 6%	3 6%	10 7%	12 7%	12 8%	22 7%	20 7%	15 7%	4 5%
[1] Disagree strongly	215 10%abi	106 6%	11 6%	6 23%	- -	8 10%	83 35%zab e	103 12%zhi	53 8%	42 7%	4 22%	4 8%	15 11%	30 17%znop q	12 8%	24 7%	22 7%	16 8%	9 11%
MEAN	3.73fgm	3.93zef	3.80f	3.05	3.54	3.49f	2.47	3.58	3.90zg	3.79g	3.44	3.78	3.58	3.50	3.70	3.92zl m	4.06zl mn	4.00zlm n	3.79
Don't know	31 1%	22 1%	4 2%	1 3%	- -	- -	5 2%	13 2%	8 1%	9 2%	- -	- -	* *	4 2%p	1 1%	1 *	- -	1 1%	- -
Agree [NET]	1373 62%efg	1146 70%zbef	121 62%ef	10 36%	10 58%	37 47%f	49 21%	475 57%	461 69%zgi	362 63%	10 64%	30 57%	77 56%	99 58%	92 58%	236 71%zlm n	237 76%zkl mn	157 73%zklm n	52 65%
Disagree [NET]	370 17%ah	212 13%	25 13%	9 33%	5 31%	11 14%	108 46%zab e	168 20%zhi	90 14%	83 14%	5 28%	7 14%	25 18%	41 24%zop q	25 16%	45 14%	42 14%	32 15%	13 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 860

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	798 36%bfghk	753 37%zbg	43 27%	58 42%fghk	86 47%zfghko	73 41%fghk	31 17%	45 27%fk	19 17%	108 48%zfghko	191 42%zfhko	31 17%	40 38%fhk	81 43%zfghko	36 36%fhk	641 36%fghk	474 36%	306 37%	780 36%	659 36%	139 37%	798 36%
[4] Agree slightly	575 26%ilss	525 26%	48 30%	34 24%	42 23%	39 22%	69 38%zcd dehijlmno	67 41%zcd ehijlmno	27 24%	39 17%	109 24%	64 36%zcd deijlmno	18 17%	43 23%	24 24%	490 27%il	335 25%	235 28%	569 26%	449 25%	126 34%zsu	575 26%ss
[3] Neither agree nor disagree	425 19%nd	384 19%	41 26%zab	19 14%	14 7%	32 18%nd	41 22%cd	23 14%	36 32%zcd degimno	40 18%nd	99 22%cd	46 26%zcd dgo	25 24%cdg	33 18%nd	18 18%nd	349 19%nd	258 19%	159 19%	417 19%	366 20%	60 16%	425 19%
[2] Disagree slightly	155 7%	142 7%	13 8%	10 7%	18 10%ej	8 4%	16 9%	12 7%	6 6%	14 6%	20 4%	19 11%zejo	9 9%	13 7%	10 10%j	123 7%	101 8%	52 6%	153 7%	134 7%	21 6%	155 7%
[1] Disagree strongly	215 10%bk	205 10%	9 5%	17 12%jk	21 11%k	23 13%jk	14 8%	18 11%k	22 20%zfi ijkmo	22 10%	30 7%	8 5%	13 12%k	14 7%	13 13%jk	175 10%jk	144 11%	67 8%	211 10%	189 10%	26 7%	215 10%
MEAN	3.73f hkps	3.74	3.67	3.76h	3.86f hk	3.76h	3.51h	3.67h	3.12	3.88f hk	3.92zf hklno	3.53h	3.60h	3.89f hkl	3.59h	3.73fh k	3.68	3.81	3.73p	3.70	3.89zsu	3.73s
Don't know	31 1%a	25 1%	5 3%a	1 *	2 1%	2 1%	13 7%zcd eghijlmno	- -	1 1%	- -	1 *	9 5%zcd egijlmno	1 1%	2 1%	- -	28 2%j	22 2%	9 1%	31 1%	28 2%	3 1%	31 1%
Agree [NET]	1373 62%fhklps	1278 63%	91 57%	92 66%fhkl	128 70%zf hklo	112 64%h	100 54%	113 68%fhkl	46 41%	147 66%fhk	300 67%fhkl	95 53%	58 54%	123 67%fhkl	60 59%h	1131 63%fhkl	809 61%	541 65%	1350 62%p	1108 61%	264 71%zsu	1373 62%ss
Disagree [NET]	370 17%jqat	346 17%	22 14%	28 20%j	39 21%j	30 17%	30 16%	30 18%j	29 26%zjmo	36 16%	50 11%	28 16%	22 21%j	26 14%	23 23%j	298 17%j	244 18%zqr	119 14%	363 17%q	323 18%ztu	47 12%	370 17%at

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 861

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	798 36%ajmnp r	289 35%j	597 42%zac dj	769 38%za dj	798 36%j	729 42%zac dj	108 42%aj	764 40%zac dj	411 43%za cdgj	222 49%zab cdeghj	9 7%	711 42%zmn	19 30%n	58 19%n	10 7%	729 42%zp	69 15%	769 38%zr	29 14%
[4] Agree slightly	575 26%ajmnp pr	181 22%j	407 29%zac dj	541 27%za dj	575 26%aj	495 28%zac dj	70 28%aj	531 28%zac dj	276 29%za cdgj	111 24%j	16 12%	481 29%zmn	14 22%	59 19%	21 15%	495 28%zp	80 18%	541 27%zr	34 17%
[3] Neither agree nor disagree	425 19%bcef ghikoq	180 22%zb cdefg hi	215 15%i	356 18%be fghi	425 19%bce fghi	277 16%i	32 13%	319 17%beh i	133 14%	51 11%	50 39%zabcdef ghi	260 15%	17 27%k	96 31%zk	52 38%zk	277 16%	148 33%zo	356 18%	69 34%zq
[2] Disagree slightly	155 7%	69 8%g	91 6%	140 7%	155 7%	117 7%	16 6%	125 7%	60 6%	43 9%beg h	10 8%	112 7%	4 7%	27 9%	11 8%	117 7%	39 9%	140 7%	16 8%
[1] Disagree strongly	215 10%bceg hikoq	99 12%zbc defghi	81 6%	166 8%be gh	215 10%bceg hi	113 6%	17 7%	125 7%b	58 6%	27 6%	39 31%zabcdefg hi	105 6%	8 13%k	61 20%zk	40 29%zklm	113 6%	101 23%zo	166 8%	48 24%zq
MEAN	3.73ajm npr	3.60j	3.97za cdgj	3.81z adj	3.73aj	3.93za cdgj	3.97za dj	3.90za cdj	3.98z acdgj	4.01z acdj	2.55	3.95zlmn	3.49n	3.09n	2.63	3.93zp	2.95	3.81zr	2.90
Don't know	31 1%eko	10 1%	19 1%	27 1%e	31 1%e	18 1%	11 4%zabc deghe	23 1%e	12 1%	2 *	4 3%i	18 1%	1 1%	9 3%zk	4 3%	18 1%	13 3%zo	27 1%	5 2%
Agree [NET]	1373 62%ajmnp pr	471 57%j	1004 71%zac dj	1310 66%za dj	1373 62%aj	1224 70%zac dj	178 70%zad j	1295 69%zac dj	686 72%za cdgj	334 73%za cdgj	24 19%	1192 71%zlmn	32 52%n	118 38%n	31 22%	1224 70%zp	149 33%	1310 66%zr	63 31%
Disagree [NET]	370 17%bceg hkoq	167 20%zb cdefg hi	172 12%	306 15%be gh	370 17%bce gh	230 13%	33 13%	249 13%	118 12%	70 15%	50 39%zabcdef ghi	217 13%	13 20%	89 28%zk	51 37%zkl	230 13%	140 31%zo	306 15%	64 32%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 862

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE:** All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	798 36%a	255 28%	23 45%a	-	11 45%	6 31%	26 45%a	2 59%	166 44%za	112 41%a	2 39%	1 47%	176 43%za	16 31%
[4] Agree slightly	575 26%a	207 23%	16 32%	-	4 15%	3 15%	16 27%	1 33%	122 32%za	76 28%	3 49%	-	114 28%	12 22%
[3] Neither agree nor disagree	425 19%hl	231 25%zhlpq	9 17%	2 100%	1 5%	6 32%	8 14%	-	56 15%	34 12%	-	1 53%	69 17%	6 11%
[2] Disagree slightly	155 7%hp	82 9%zhp	1 1%	-	-	-	6 10%	* 8%	16 4%	25 9%hp	1 12%	-	17 4%	6 12%bhp
[1] Disagree strongly	215 10%hp	121 13%zbhp	1 3%	-	9 35%	4 22%	2 3%	-	16 4%	26 10%hp	-	-	20 5%	12 22%zbhlp
MEAN	3.73aq	3.44	4.18zaq	3.00	3.35	3.33	4.00aq	4.43	4.08zalq	3.81aq	4.16	3.95	4.03zalq	3.28
Don't know	31 1%	11 1%	1 3%	-	-	-	-	-	2 1%	2 1%	-	-	11 3%zh	1 2%
Agree [NET]	1373 62%a	462 51%	39 77%zaq	-	15 60%	9 46%	42 72%a	3 92%	288 76%zalq	189 68%zaq	6 88%	1 47%	289 71%zaq	28 52%
Disagree [NET]	370 17%bhp	204 22%zbhp	2 4%	-	9 35%	4 22%	8 14%	* 8%	32 8%	52 19%bhp	1 12%	-	37 9%	18 34%zbhlp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 863

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	798 36%ps	1 8%	1 100%	50 31%	-	-	4 34%	1 100%	3 39%	1 45%	1 31%	5 29%	1 56%	27 23%
[4] Agree slightly	575 26%	4 38%	-	32 20%	-	-	4 34%	-	3 49%	1 55%	-	2 12%	1 44%	38 33% ^d
[3] Neither agree nor disagree	425 19%	4 37%	-	55 34% ^z	-	-	1 6%	-	1 12%	-	1 42%	6 35%	-	28 24%
[2] Disagree slightly	155 7%	2 17%	-	5 3%	-	-	1 9%	-	-	-	1 27%	3 19%	-	8 7%
[1] Disagree strongly	215 10%	-	-	15 9%	1 100%	2 100%	1 6%	-	-	-	-	1 5%	-	14 12%
MEAN	3.73s	3.37	5.00	3.62	1.00	1.00	3.91	5.00	4.26	4.45	3.34	3.41	4.56	3.48
Don't know	31 1%	-	-	4 2%	-	-	1 11%	-	-	-	-	-	-	3 2%
Agree [NET]	1373 62% ^{ds}	5 46%	1 100%	82 51%	-	-	9 68%	1 100%	6 88%	3 100%	1 31%	7 41%	2 100%	65 55%
Disagree [NET]	370 17%	2 17%	-	20 12%	1 100%	2 100%	2 15%	-	-	-	1 27%	4 24%	-	22 19%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 863

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	798 36%ps	16 21%	1 49%	1 59%	-	1 16%	31 30%	-	3 33%
[4] Agree slightly	575 26%	19 25%	-	-	-	2 32%	29 28%	-	2 20%
[3] Neither agree nor disagree	425 19%	25 33%z	-	1 41%	-	2 32%	28 27%	1 100%	2 17%
[2] Disagree slightly	155 7%	7 9%	-	-	2 100%	-	8 8%	-	-
[1] Disagree strongly	215 10%	8 11%	1 51%	-	-	-	4 4%	-	3 30%
MEAN	3.73s	3.37	2.95	4.19	2.00	3.80	3.74	3.00	3.26
Don't know	31 1%	* 1%	-	-	-	1 21%	3 2%	-	-
Agree [NET]	1373 62%ds	35 46%	1 49%	1 59%	-	3 48%	60 58%	-	5 53%
Disagree [NET]	370 17%	15 20%	1 51%	-	2 100%	-	13 12%	-	3 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 864

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	798 36%b	620 48%zbc	178 20%	185 41%zb	18 47%b	9 82%	4 63%	22 54%	1 80%	137 51%zbc	93 48%zb	2 37%	-	139 54%zabc	11 41%	276 57%zab cj	30 62%zbc
[4] Agree slightly	575 26%b	379 29%zb	196 22%	129 29%b	13 34%	1 6%	-	12 29%	-	85 32%b	57 29%b	2 47%	-	76 30%b	5 18%	140 29%b	8 18%
[3] Neither agree nor disagree	425 19%acj nrtu	140 11%nt	285 32%zacdj nrtu	67 15%anrt	5 13%	* 4%	3 37%	2 4%	-	26 10%	12 6%	-	1 100%	22 9%	2 7%	34 7%	3 6%
[2] Disagree slightly	155 7%jrt	88 7%jrt	67 7%rt	47 10%zajrt	-	-	-	3 7%	*	10 4%	16 8%rt	1 16%	-	6 2%	5 21%	20 4%	2 4%
[1] Disagree strongly	215 10%acj t	67 5%t	147 16%zacdjnr t	22 5%	1 4%	1 8%	-	2 5%	-	11 4%	15 8%t	-	-	11 4%	3 13%	14 3%	5 10%t
MEAN	3.73b	4.08zb	3.22	3.91zb	4.24zb	4.53	4.26	4.20	4.40	4.22zabc	4.01zb	4.04	3.00	4.27zabcn	3.54	4.33za bcjn	4.19zb
Don't know	31 1%ac	6 *	25 3%zacjt	1 *	1 2%	-	-	-	-	1 *	1 *	-	-	3 1%	-	4 1%	-
Agree [NET]	1373 62%b	999 77%zbc	374 42%	313 70%zb	31 82%zb	10 88%	4 63%	33 83%	1 80%	222 82%zabc	149 77%zb	4 84%	-	215 83%zabc	16 59%	416 85%zab cn	38 80%zb
Disagree [NET]	370 17%adj rt	155 12%jrt	215 24%zacdjnr t	68 15%ajrt	1 4%	1 8%	-	5 12%	*	21 8%	31 16%jrt	1 16%	-	18 7%	9 34%	34 7%	7 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 865

FX19_3 - Agreement with statement about the cost of communications services:**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component****BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	798 36%	80 40%	77 42%	25 44%	312 47%z	232 46%z	64 39%	483 35%	242 38%	568 39%z	146 37%	53 56%z	134 46%z	285 43%z	227 46%zo	83 39%	171 47%zo	168 46%zo	240 42%z	210 45%z	107 45%z	176 47%z	174 46%z
[4] Agree slightly	575 26%g	61 31%	59 33%	14 25%	161 24%	133 26%	49 30%	334 24%	199 31%zg	426 29%z	97 25%	21 22%	76 26%	172 26%	141 29%	74 34%zmn q	110 30%	102 28%	145 25%	149 32%zr	80 34%zr	114 30%	112 30%
[3] Neither agree nor disagree	425 19%ab defik lmnpq rstuv	22 11%	16 9%	8 14%	80 12%	62 12%	18 11%	287 21%	108 17%	263 18%	75 19%	9 10%	35 12%	88 13%	60 12%	33 15%	41 11%	49 13%	78 14%b	45 10%	25 11%	39 10%	47 12%b
[2] Disagree slightly	155 7%	14 7%	14 8%	3 6%	42 6%	34 7%	14 9%	109 8%	39 6%	93 6%	30 8%	6 6%	26 9%	45 7%	34 7%	12 5%	19 5%	23 6%	36 6%	28 6%	13 5%	26 7%	21 6%
[1] Disagree strongly	215 10%ein opqstu v	19 9%	13 7%	6 10%	63 9%e	35 7%	14 8%	151 11%z	51 8%	97 7%	38 10%	4 4%	19 6%	73 11%nopq	30 6%	11 5%	21 6%	20 6%	69 12%stuv	31 7%	10 4%	20 5%	24 6%
MEAN	3.73g	3.87	3.97z	3.89	3.94z	3.99z	3.85	3.65	3.85zg	3.88z	3.73	4.22z	3.97z	3.83z m	4.02z	3.97z	4.08zm	4.03zm	3.79 r	4.04z	4.11zr	4.07zr	4.04zr
Don't know	31 1%rv	3 1%	2 1%	* 1%	10 1%	6 1%	4 2%	26 2%	5 1%	20 1%	6 1%	2 2%l	- -	6 1%	2 *	1 1%	3 1%	5 1%h	1 *	2 *	* *	1 *	1 *
Agree [NET]	1373 62%g	142 71%z	136 75%z	40 69%	473 71%z	365 73%z	113 69%	817 59%	441 69%zg	995 68%z	243 62%	74 78%z	210 73%z	457 68%z	368 74%zm	157 73%z	281 77%zm	270 74%z	385 68%z	359 77%zr	186 80%zr	290 77%zr	286 76%zr
Disagree [NET]	370 17%hi nopqs tuv	32 16%	27 15%	9 15%	105 16%	69 14%	28 17%	259 19%zh	89 14%	190 13%	68 17%l	10 10%	45 15%	118 18%nop q	64 13%	23 11%	40 11%	44 12%	105 18%stuv	59 13%	23 10%	45 12%	45 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 866

FX19 - Agreement with statements about the cost of communications services: SUMMARY**BASE: All landline bill payers**

	Total	Agree strongly [5]	Agree slightly [4]	Neither agree nor disagree [3]	Disagree slightly [2]	Disagree strongly [1]	MEAN	Don't know	Agree [NET]	Disagree [NET]
I don't tend to look at my communications bills in any detail	2199	333 15%	427 19%	321 15%	483 22%	608 28%	2.72	26 1%	761 35%	1091 50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	2199	648 29%	562 26%	403 18%	299 14%	259 12%	3.48	27 1%	1210 55%	558 25%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	2199	798 36%	575 26%	425 19%	155 7%	215 10%	3.73	31 1%	1373 62%	370 17%

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Table 867
FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
I don't tend to look at my communications bills in any detail	761 35%	411 37%	350 32%	-	22 47%j	110 41%gjm n	138 37%	136 32%	134 34%	125 33%	94 31%	22 46%	248 39%zgj mn	271 33%	220 32%	238 35%	207 34%	155 35%	160 34%	173 35%	345 33%	195 35%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55%els	601 54%	609 56%	1 100%	21 45%	122 45%	204 55%el	245 57%e	212 54%e	235 62%zde hl	170 56%e	22 47%	327 51%e	457 55%e	405 59%ze l	346 51%	357 59%zo	243 55%	264 56%	250 51%	596 57% s	307 55%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62%ijn r	717 64%	655 61%	1 100%	36 77%zj n	199 73%zhi jmn	266 72%zhi jn	286 66%ijn	251 64%ijn	215 56%jn	119 39%	37 78%zj n	465 72%zhi jmn	537 65%ijn	333 49%j	444 66%r	400 65%r	266 61%	263 55%	292 59%	678 65% s	343 62%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 868
FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
I don't tend to look at my communications bills in any detail	761 35%	62 37%	91 37%	236 37%	42 33%	15 35%	298 37%	91 39%	57 34%	23 34%	10 44%	15 29%	241 32%	25 28%	583 34%	177 38%	368 38%zu v	54 33%	54 34%	12 34%	7 57%	10 23%	235 32%	20 26%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55%fp	78 47%	126 52%	339 54%	72 57%	19 45%	417 51%	127 55%	91 54%	42 60%	10 44%	31 60%	442 58%zf	51 58%	967 56%	244 53%	504 52%	97 60%	82 52%	23 67%	3 27%	25 57%	427 58%zp	50 65%p
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62%ln v	114 69%	165 68%	434 69%z	87 69%	27 63%	553 68%zl	160 69%l	115 68%l	41 59%	17 78%	37 71%l	390 52%	60 68%l	1064 61%	308 67%	676 69%zv	105 64%v	102 64%v	18 54%	8 65%	29 69%v	382 52%	52 68%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 869

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers****Unweighted Base****Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
761 35% _{li}	468 36%	125 34%	167 31%	214 37%	6 28%	1 59%	27 31%	521 34%	184 30%	275 35%	126 37% _{li}	104 40% _{li}	65 36%	91 35% _z	87 38%	36 45%	6 29%	* 10%	- -	5 60%
1210 55% _b	711 55%	185 50%	313 59% _b	321 56%	12 60%	2 75%	50 57%	843 55%	354 57%	414 53%	196 57%	137 52%	107 59%	143 54%	137 59% _p	35 43%	11 60%	2 50%	1 100%	4 46%
1373 62% _{ch} i	860 67% _{zc}	237 64% _c	275 52%	410 71% _{zh}	18 86%	1 41%	59 67%	904 59%	332 54%	498 63% _i	227 67% _{li}	191 73% _{zi} j	120 66% _i	188 72% _z	169 73% _z	51 64%	9 46%	3 100%	1 51%	7 84%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 870

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers****Unweighted Base****Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
761 35%	105 36%	98 41% ^d	111 37%	540 34%	745 34%	440 38% ^{zeghi} k	405 33%	688 35%	716 35%	340 41% ^{zeghi} k	639 35%	491 38% ^{zeghi} k	286 40% ^{zeghi} k	535 39% ^{zeghi} k	213 41% ^{zeghi} k
1210 55% ^{fo}	152 53%	127 54%	179 59%	881 55%	1190 55% ^{fjo}	594 52%	692 56% ^{fjo}	1095 56% ^{fjko}	1136 55% ^{fjo}	430 52%	993 54% ^{fo}	705 54% ^o	387 54%	777 56% ^{fjo}	259 50%
1373 62% ^{dg}	194 68% ^d	170 72% ^{zd}	215 71% ^{zd}	951 59%	1348 62% ^g	780 68% ^{zeghi}	740 60%	1283 65% ^{zegi}	1299 63% ^{zg}	590 71% ^{zefgh} ikn	1228 67% ^{zeghi}	917 71% ^{zefgh} ikn	521 73% ^{zefgh} ikn	933 67% ^{zeghi}	408 78% ^{zefghijklmn}

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Table 871

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
I don't tend to look at my communications bills in any detail	761 35%	585 36%	57 29%	9 32%	10 58%	28 36%	72 31%	276 33%	242 36%	186 32%	4 25%	15 28%	42 30%	62 36%	57 36%	115 35%	124 40%	97 45%zklo	31 39%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55%ahqr	881 54%	125 64%za	7 25%	12 70%	55 71%zaf	130 55%	483 58%zh	339 51%	319 55%	7 43%	33 62%qr	73 53%	106 61%qr	88 56%q	200 60%qr	175 56%qr	94 44%	32 40%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62%efg	1146 70%zbe	121 62%ef	10 36%	10 58%	37 47%f	49 21%	475 57%	461 69%zgi	362 63%	10 64%	30 57%	77 56%	99 58%	92 58%	236 71%zlm n	237 76%zkl mn	157 73%zklm n	52 65%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 872
FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
I don't tend to look at my communications bills in any detail	761 35%bf	715 35%b	42 26%	57 41%fo	63 35%f	63 36%f	42 23%	63 38%f	34 30%	72 32%	153 34%f	57 32%	38 36%f	70 38%f	48 48%zd fhijk o	604 33%f	446 33%	297 36%	743 34%	619 34%	142 38%	761 35%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55%fh	1111 55%	95 60%	81 58%fh	99 54%	99 56%h	84 46%	97 59%fh	47 42%	129 58%fh	273 61%zfhl m	101 57%fh	51 48%	91 49%	58 57%	1011 56%fh	742 56%	454 55%	1196 55%z	1005 55%	205 55%	1210 55%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62%fh klps	1278 63%	91 57%	92 66%fh kl	128 70%zf hklo	112 64%h	100 54%	113 68%fhk l	46 41%	147 66%fh k	300 67%fhk l	95 53%	58 54%	123 67%fh kl	60 59%h	1131 63%fhk	809 61%	541 65%	1350 62%p	1108 61%	264 71%zsu	1373 62% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 873

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers****Unweighted Base****Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
761 35%am	233 28%	536 38%zac deg	691 35%a	761 35%a	619 35%a	94 37%a	668 35%a	380 40%za cdeg	194 43%za cdeg	48 37%a	601 36%am	18 28%	90 29%	52 37%	619 35%	142 32%	691 35%	70 35%
1210 55%b	503 61%zb cdefg hij	743 53%	1108 55%bh	1210 55%b	965 55%bh	128 50%	1033 55%b	497 52%	234 51%	64 50%	933 55%	33 52%	175 56%	70 51%	965 55%	245 55%	1108 55%	103 51%
1373 62%ajmn pr	471 57%j	1004 71%zac dgj	1310 66%za dj	1373 62%aj	1224 70%zac dgj	178 70%zad j	1295 69%zac dj	686 72%za cdgj	334 73%za cdgj	24 19%	1192 71%zlmn	32 52%n	118 38%n	31 22%	1224 70%zp	149 33%	1310 66%zr	63 31%

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Table 874

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
I don't tend to look at my communications bills in any detail	761 35%l	297 33%	22 43%l	2 100%	8 30%	5 24%	27 47%l	1 33%	149 39%zal	77 28%	2 37%	1 53%	150 37%l	16 30%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55%h	531 59%zhp	26 52%	- -	9 34%	11 52%	33 56%	4 100%	189 50%	159 58%	5 73%	2 100%	210 52%	29 54%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62%a	462 51%	39 77%zaq	- -	15 60%	9 46%	42 72%a	3 92%	288 76%zalq	189 68%zaq	6 88%	1 47%	289 71%zaq	28 52%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
I don't tend to look at my communications bills in any detail	761 35%ds	2 16%	- -	45 28%	- -	- -	5 36%	1 100%	3 47%	- -	2 73%	3 21%	- -	33 28%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55%	7 67%	1 100%	77 48%	- -	- -	8 64%	- -	2 26%	3 100%	- -	8 51%	- -	74 63%ds
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62%ds	5 46%	1 100%	82 51%	- -	- -	9 68%	1 100%	6 88%	3 100%	1 31%	7 41%	2 100%	65 55%

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Table 875

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers****Unweighted Base****Weighted Base**

I don't tend to
look at my
communications
bills in any
detail

I like to keep an
eye on my landline
bill as costs can
spiral out of
control if I'm not
careful

The cost of my
landline is
bundled up with
other products and
I think of the
cost of the whole
bundle rather than
any individual
component

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2137	70	2	2	1	6	94	1	10
2199	75*	2**	2**	2**	6**	104*	1**	9**
761 35%	16 21%	1 49%	1 59%	2 100%	1 23%	32 31%	-	3 33%
1210 55%	42 56%	- -	1 41%	- -	1 9%	53 51%	- -	6 65%
1373 62%	35 46%	1 49%	1 59%	- -	3 48%	60 58%	- -	5 53%

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Table 876

FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**BASE: All landline bill payers****Unweighted Base****Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
761 35%bn	502 39%zbn	258 29%	168 37%bn	15 41%	4 35%	1 20%	21 51%	- -	119 44%zbn	53 27%	1 14%	1 100%	109 42%zbn	11 40%	223 46%zab cn	17 34%
1210 55%jt	726 56%jt	485 54%t	266 59%jt	20 52%	6 54%	3 43%	21 52%	1 100%	126 47%	119 62%jt	5 100%	1 100%	139 54%t	18 67%	227 47%	25 53%
1373 62%b	999 77%zbc	374 42%	313 70%zb	31 82%zb	10 88%	4 63%	33 83%	1 80%	222 82%zabc	149 77%zb	4 84%	- -	215 83%zabc	16 59%	416 85%zab cn	38 80%zb

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Table 877

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I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
761 35%g	67 34%	61 34%	18 32%	227 34%	172 34%	59 36%	446 32%	246 38%zg	529 36%	127 32%	42 44%	127 44%z	247 37%	199 40%z	91 43%z	134 37%	142 39%	239 42%z	177 38%	93 40%	138 37%	143 38%
1210 55%	105 53%	101 56%	25 43%	361 54%	257 51%	80 49%	778 56%	371 58%	816 56%	208 53%	48 51%	144 50%	415 62%z	305 62%z	132 62%	240 66%zn	241 66%z	350 62%z	296 64%z	148 63%z	246 65%z	248 66%z
1373 62%g	142 71%z	136 75%z	40 69%	473 71%z	365 73%z	113 69%	817 59%	441 69%zg	995 68%z	243 62%	74 78%z	210 73%z	457 68%z	368 74%zm	157 73%z	281 77%zm	270 74%z	385 68%z	359 77%zr	186 80%zr	290 77%zr	286 76%zr

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Table 878

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
I don't tend to look at my communications bills in any detail	1091 50%aes	522 47%	569 53%za	1 100%	19 41%	113 42%	181 49%	227 53%e	195 50%	200 52%e	154 51%e	20 42%	294 46%	422 51%e	355 52%el	341 51%	317 52%	199 45%	233 49%	218 44%	549 52%zs	286 51%ss
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%an	300 27%	258 24%	-	15 33%	93 34%zghijmn	96 26%	106 24%	98 25%	85 22%	65 21%	15 32%	189 29%zfi jn	203 25%	150 22%	187 28%	159 26%	99 23%	114 24%	136 28%	257 24%	141 25%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%ade fkjpt	169 15%	200 19%	-	1 3%	26 10%	45 12%	62 14%dk	61 15%dk	77 20%def klm	97 32%zdef ghiklmn	1 3%	71 11%	123 15%dk	174 25%zd efghi klm	119 18%	85 14%	67 15%	99 21%zpq	84 17%	156 15%	106 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
I don't tend to look at my communications bills in any detail	1091 50%cd	76 46%	126 52%	286 45%	60 48%	19 45%	381 47%	107 46%	79 47%	37 54%	11 47%	31 59%	395 52%	51 57%	860 49%	232 50%	464 48%	81 49%	73 46%	18 51%	4 33%	27 63%pr	381 52%	44 57%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%ln vw	48 29%	71 29%	181 29%	29 23%	11 27%	243 30%zl	57 25%	41 24%	15 22%	5 21%	11 21%	167 22%	20 23%	422 24%	136 30%ln	297 30%zq vw	31 19%	37 23%	6 18%	4 33%	9 20%	163 22%	11 15%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%df hp	21 13%	39 16%	90 14%	11 9%	5 12%	113 14%	37 16%	16 9%	7 10%	1 4%	5 9%	180 24%zf ghikm	11 12%	297 17%	73 16%	136 14%	26 16%	22 14%	3 10%	1 8%	3 7%	170 23%zp ruw	9 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 880

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY

BASE: All landline bill payers

Unweighted Base**Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
1091 50%al	611 47%	191 51%	286 54%za	277 48%	14 67%	1 41%	50 57%	767 50%	341 55%zj	381 48%	172 50%	110 42%	86 48%	137 52%	103 45%	32 40%	11 61%	2 75%	1 51%	3 40%
558 25%	324 25%	105 28%	127 24%	156 27%	5 25%	1 25%	20 23%	384 25%	161 26%	199 25%	78 23%	73 28%	42 23%	78 29%	57 25%	24 29%	2 13%	2 50%	- -	5 54%
370 17%ad ln	176 14%	59 16%	134 25%zab	65 11%	1 4%	1 59%	18 21% d	292 19% zd	143 23% zj klm	125 16%	49 14%	27 10%	24 13%	26 10%	27 12%	10 13%	6 31%	- -	1 49%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 881

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE:** All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
I don't tend to look at my communications bills in any detail	1091 50% ^f	138 48%	108 46%	146 48%	805 50%	1074 50% ^f	535 47%	651 53% ^{zefhi jkl}	981 50% ^f	1025 50% ^f	402 49%	901 49% ^f	627 48%	352 49%	686 50% ^f	270 52% ^f
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%	78 27%	62 26%	72 24%	395 25%	547 25%	325 28% ^{zeghi k}	306 25%	496 25%	523 25%	256 31% ^{zeghi kl}	470 26%	350 27% ^h	219 30% ^{zeghi kl}	387 28% ^{zeghi k}	178 34% ^{zefghikln}
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17% ^{acfh klmo}	32 11%	32 14%	35 12%	300 19% ^{zac}	361 17% ^{fhklm o}	144 13%	247 20% ^{zefhi jklmno}	304 15% ^{fklo}	339 16% ^{fhklm o}	121 15%	248 14%	169 13%	98 14%	239 17% ^{fhjkl mo}	62 12%

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Table 882

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
I don't tend to look at my communications bills in any detail	1091 50%	813 49%	102 52%	10 36%	7 42%	41 53%	118 50%	420 51%	328 49%	293 51%	12 75%	30 57%	70 51%	86 50%	68 43%	180 54% n	151 48%	102 48%	38 48%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25% bg	442 27% zbe	31 16%	13 47%	3 20%	13 16%	56 24% b	188 23%	192 29% g	142 25%	9 57%	12 23%	28 20%	40 23%	41 26%	82 25%	83 26%	85 40% zkml nop	30 37% l
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17% ah	212 13%	25 13%	9 33%	5 31%	11 14%	108 46% zab e	168 20% zhi	90 14%	83 14%	5 28%	7 14%	25 18%	41 24% zop q	25 16%	45 14%	42 14%	32 15%	13 16%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 883
FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
I don't tend to look at my communications bills in any detail	1091 50%kn	1019 50%	69 44%	68 49%	109 60%zc fhklm no	91 52%kn	84 46%	84 51%n	51 46%	109 49%	244 54%kn	72 41%	50 47%	92 50%n	38 38%	911 50%kn	677 51%	402 49%	1079 50%	909 50%	182 49%	1091 50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%bk	534 26%zb	23 14%	34 24%	61 33%zg ijko	54 31%ik o	47 26%	38 23%	31 28%	44 20%	103 23%	31 17%	32 30%ik	59 32%zi jko	25 25%	442 24%k	338 25%	209 25%	547 25%	473 26%	85 23%	558 25%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%jt	346 17%	22 14%	28 20%j	39 21%j	30 17%	30 16%	30 18%j	29 26%zj mo	36 16%	50 11%	28 16%	22 21%j	26 14%	23 23%j	298 17%j	244 18%zqr	119 14%	363 17%q	323 18%ztu	47 12%	370 17%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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Table 884

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
I don't tend to look at my communications bills in any detail	1091 50%b	459 55%zb cdefg hij	663 47%	998 50%b	1091 50%b	881 50%bg	114 45%	931 49%b	454 48%	220 48%	55 43%	849 50%	33 52%	150 48%	60 44%	881 50%	210 47%	998 50%	93 46%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%am	168 20%	392 28%zac dg	507 25%a	558 25%a	460 26%a	70 28%a	489 26%a	284 30%za cdeg	146 32%za cdeg	34 26%	443 26%	17 27%	64 21%	34 25%	460 26%	99 22%	507 25%	51 26%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%bceg hkoq	167 20%zb cdefg hi	172 12%	306 15%be gh	370 17%bce gh	230 13%	33 13%	249 13%	118 12%	70 15%	50 39%zabcdef ghi	217 13%	13 20%	89 28%zk	51 37%zkl	230 13%	140 31%zo	306 15%	64 32%zq

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Table 885

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
I don't tend to look at my communications bills in any detail	1091 50%	446 49%	21 41%	- -	16 61%	9 44%	26 45%	2 67%	178 47%	168 61%zbhpb	4 63%	1 47%	185 46%	32 60%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%a	197 22%	11 22%	2 100%	16 61%	6 29%	15 25%	- -	123 32%zal	64 23%	2 27%	- -	106 26%	17 32%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%bhp	204 22%zbhpb	2 4%	- -	9 35%	4 22%	8 14%	* 8%	32 8%	52 19%bhp	1 12%	- -	37 9%	18 34%zbfbhp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 886

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
I don't tend to look at my communications bills in any detail	1091	6	-	75	1	2	7	-	4	3	1	10	1	61
	50%	63%	-	46%	100%	100%	52%	-	53%	100%	27%	63%	44%	52%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558	3	-	38	1	2	2	1	4	-	1	3	2	23
	25%	28%	-	23%	100%	100%	17%	100%	61%	-	58%	21%	100%	20%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370	2	-	20	1	2	2	-	-	-	1	4	-	22
	17%	17%	-	12%	100%	100%	15%	-	-	-	27%	24%	-	19%

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Table 886

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BASE: All landline bill payers

Unweighted Base**Weighted Base**

I don't tend to
look at my
communications
bills in any
detail

I like to keep an
eye on my landline
bill as costs can
spiral out of
control if I'm not
careful

The cost of my
landline is
bundled up with
other products and
I think of the
cost of the whole
bundle rather than
any individual
component

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2137	70	2	2	1	6	94	1	10
2199	75*	2**	2**	2**	6**	104*	1**	9**
1091 50%	46 61%y	1 51%	1 41%	- -	2 34%	45 43%	- -	5 50%
558 25%	12 16%	2 100%	1 59%	2 100%	1 16%	24 23%	1 100%	2 18%
370 17%	15 20%	1 51%	- -	2 100%	- -	13 12%	- -	3 30%

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Table 887

FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY

BASE: All landline bill payers

Unweighted Base**Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
1091 50%t	645 50%t	446 50%	218 49%	16 44%	5 50%	3 48%	16 41%	1 100%	122 45%	122 63%zabcdjrt	4 86%	- -	122 48%	14 52%	217 44%	28 57%
558 25%b	356 27%zb	203 23%	106 24%	9 24%	5 42%	1 20%	12 30%	- -	97 36%zabcn	44 23%	- -	- -	75 29%	6 23%	174 36%zab cnr	15 30%
370 17%adjrt	155 12%jrt	215 24%zacdjnrt	68 15%ajrt	1 4%	1 8%	- -	5 12%	* 20%	21 8%	31 16%jrt	1 16%	- -	18 7%	9 34%	34 7%	7 14%

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FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
I don't tend to look at my communications bills in any detail	1091 50%	109	99	32	361	260	85	724	298	708	208	45	134	347	241	95	186	176	275	236	114	196	191
		55%	55%	56%	54% _z	52%	52%	52% _{zh}	46%	48%	53%	47%	46%	52% _o	49%	44%	51% _o	48%	48%	51%	49%	52%	50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25% _{gn} opqsu v	65	52	23	190	153	54	320	165	371	103	37	93	151	100	36	58	60	150	87	47	61	68
		33% _z	29%	40% _z	28%	30% _z	33% _z	23%	26%	25%	26%	39% _z	32% _z	23% _{pq}	20% _{pq}	17%	16%	16%	26% _{stu} v	19%	20%	16%	18%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17% _{hi} nopqs tuv	32	27	9	105	69	28	259	89	190	68	10	45	118	64	23	40	44	105	59	23	45	45
		16%	15%	15%	16%	14%	17%	19% _{zh}	14%	13%	17% _i	10%	15%	18% _{nop} q	13%	11%	11%	12%	18% _{stu} v	13%	10%	12%	12%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
I don't tend to look at my communications bills in any detail	2.72b	2.79zb	2.65	1.00	3.07	3.01zg hijmn	2.78	2.63	2.69	2.62	2.65	3.02	2.87zg ijmn	2.66	2.64	2.70	2.69	2.79	2.73	2.81	2.67	2.67
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48el	3.43	3.53	5.00	3.22	3.09	3.49el	3.57el	3.50e	3.60el	3.55el	3.27	3.32e	3.53el	3.58z el	3.38	3.54	3.54	3.49	3.32	3.55z s	3.49
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73ij nr	3.78	3.68	5.00	4.11ij n	4.05zg hijmn	3.96zi jn	3.83ij n	3.78jn	3.59jn	3.06	4.13zi jn	4.00zh ijmn	3.81ij n	3.36j	3.79r	3.85z r	3.73r	3.50	3.65	3.79	3.73

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FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY
BASE: All landline bill payers

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
2.72l v	2.75	2.73	2.87z	2.78	2.90	2.81l	2.85	2.81	2.63	2.78	2.46	2.62	2.50	2.71	2.76	2.81z uvw	2.67	2.82u	2.76	3.30	2.33	2.62	2.47
3.48a	3.23	3.35	3.40	3.59	3.42	3.34	3.45	3.55	3.77f	3.31	3.66	3.57z f	3.63	3.50	3.40	3.34	3.63p	3.53	3.81p	2.75	3.64	3.57z p	3.85zp
3.73l nv	3.91	3.84	3.88z	3.98	3.99	3.87z l	3.90l	3.98z l	3.73	3.99	3.92l	3.43	3.93l	3.70	3.85	3.89z v	3.81v	3.83v	3.60	3.70	3.96v	3.44	3.95v

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
2.72i	2.77	2.68	2.63	2.82	2.56	3.01	2.55	2.69	2.56	2.73i	2.79i	2.91i	2.81	2.78	2.84	3.09	2.40	2.36	1.98	3.41
3.48	3.48	3.34	3.57b	3.47	3.55	4.25	3.57	3.48	3.49	3.43	3.59	3.44	3.51	3.41	3.58	3.26	3.66	3.21	4.51	3.27
3.73c hi	3.85z c	3.75c	3.43	3.96zh	4.42	3.24	3.83	3.63	3.47	3.75i	3.87i	4.02z ij	3.85i	4.00z	4.00z	3.83	3.19	4.21	3.54	4.26

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
I don't tend to look at my communications bills in any detail	2.72dg	2.83	2.86	2.80	2.68	2.72g	2.84z egh ik	2.63	2.72g	2.73g	2.84z egh ik	2.72g	2.79z egh ik	2.83z egh k	2.77eg	2.78
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48fjo	3.41	3.50	3.59	3.49	3.48fjo	3.39	3.50fjo	3.49fjo	3.48fjo	3.34	3.46fjo	3.43o	3.39	3.46jo	3.27
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73dg	3.94zd	3.94zd	3.93zd	3.65	3.73g	3.91z egh in	3.67	3.80zegi	3.75zeg	3.96z egh ikn	3.87z egh i	3.96z egh ikn	4.00z efg hikn	3.84zegi	4.14z efghijklmn

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BASE: All landline bill payers

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOU- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
2.72	2.74	2.61	3.00	3.06	2.65	2.66	2.67	2.75	2.70	2.13	2.50	2.64	2.75	2.89	2.68	2.78	2.92	2.80
3.48ahqr	3.44	3.78zaf	2.75	3.93	3.82za	3.48	3.58zh	3.36	3.49	2.72	3.70q r	3.52q	3.63qr	3.49q	3.53q	3.47q	3.10	3.11
3.73fgm	3.93zef	3.80f	3.05	3.54	3.49f	2.47	3.58	3.90zg	3.79g	3.44	3.78	3.58	3.50	3.70	3.92zl m	4.06zl mn	4.00zlm n	3.79

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
I don't tend to look at my communications bills in any detail	2.72	2.72	2.70	2.88	2.61	2.73	2.60	2.76	2.73	2.65	2.62	2.88f	2.74	2.75	3.08z dfijo	2.70	2.69	2.75	2.71	2.71	2.79	2.72
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48m	3.46	3.70z a	3.47	3.38	3.41	3.31	3.59hm	3.18	3.66f hm	3.65zd fhlm	3.55h m	3.35	3.27	3.48	3.51hm	3.49	3.48	3.49	3.48	3.49	3.48
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73f hkps	3.74	3.67	3.76h	3.86f hk	3.76h	3.51h	3.67h	3.12	3.88f hk	3.92zf hklno	3.53h	3.60h	3.89f hkl	3.59h	3.73fh k	3.68	3.81	3.73p	3.70	3.89zsu	3.73s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 895

FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**BASE: All landline bill payers**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2.72a	2.50	2.83za cdeg	2.72a	2.72a	2.72a	2.88a	2.74a	2.85z acdeg	2.84a	2.88a	2.72	2.54	2.68	2.88	2.72	2.74	2.72	2.77
3.48bhi	3.68z bcdef ghij	3.39	3.49b hi	3.48bh i	3.47bh i	3.42	3.46bh i	3.38	3.30	3.38	3.47	3.41	3.58	3.42	3.47	3.53	3.49	3.42
3.73ajm npr	3.60j	3.97za cdgj	3.81z adj	3.73aj	3.93za cdgj	3.97za dj	3.90za cdj	3.98z acdgj	4.01z acdj	2.55	3.95zlmn	3.49n	3.09n	2.63	3.93zp	2.95	3.81zr	2.90

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Table 896

FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**BASE: All landline bill payers**

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The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Landline provider (FX01A)												
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
2.72l	2.65	3.07lq	5.00	2.64	2.72	3.02l	2.65	2.89zal	2.44	2.37	3.58	2.85al	2.47
3.48h	3.60zh	3.38	2.00	2.41	3.34	3.43	4.27	3.29	3.52	4.20	4.53	3.45	3.34
3.73aq	3.44	4.18zaq	3.00	3.35	3.33	4.00aq	4.43	4.08zalq	3.81aq	4.16	3.95	4.03zalq	3.28

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Table 897

FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**BASE: All landline bill payers**

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The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
2.72s	2.39	3.00	2.59	1.00	2.00	2.68	5.00	3.35	1.45	3.91	2.38	2.56	2.55
3.48	3.83	5.00	3.46	1.00	2.00	3.87	1.00	2.57	4.55	2.12	3.55	1.44	3.66
3.73s	3.37	5.00	3.62	1.00	1.00	3.91	5.00	4.26	4.45	3.34	3.41	4.56	3.48

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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2.72s	2.35	2.46	3.38	5.00	2.77	2.73	3.00	2.61
3.48	3.47	2.00	2.62	1.00	2.83	3.56	1.00	3.54
3.73s	3.37	2.95	4.19	2.00	3.80	3.74	3.00	3.26

I don't tend to
look at my
communications
bills in any
detail

I like to keep an
eye on my landline
bill as costs can
spiral out of
control if I'm not
careful

The cost of my
landline is
bundled up with
other products and
I think of the
cost of the whole
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any individual
component

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Table 898

FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
I don't tend to look at my communications bills in any detail	2.72bn	2.79zbn	2.62	2.73n	2.98n	2.77	2.43	3.17	2.00	2.99zabn	2.39	1.59	5.00	2.93zbn	2.64	3.02zabcn	2.61
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48jt	3.46jt	3.52jt	3.56jt	3.29	2.86	3.46	3.27	4.00	3.20	3.62jt	5.00	5.00	3.41t	3.81	3.20	3.54
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73bc	4.08zbc	3.22	3.91zbc	4.24zbc	4.53	4.26	4.20	4.40	4.22zabc	4.01zbc	4.04	3.00	4.27zabcn	3.54	4.33zabcjn	4.19zbc

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Table 899

FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**BASE: All landline bill payers**

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The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
2.72g	2.63	2.63	2.69	2.66	2.69	2.73	2.64	2.83zg	2.77	2.64	2.91	2.88	2.72	2.79	2.88	2.71	2.77	2.84	2.73	2.79	2.69	2.75
3.48e	3.31	3.44	3.11	3.43	3.34	3.34	3.54z	3.50	3.49	3.44	3.17	3.26	3.63z	3.70z	3.73z	3.83zm n	3.82zm n	3.56 r	3.75z	3.73z	3.84zr	3.80zr
3.73g	3.87	3.97z	3.89	3.94z	3.99z	3.85	3.65	3.85zg	3.88z	3.73	4.22z	3.97z	3.83z m	4.02z m	3.97z	4.08zm	4.03zm	3.79 r	4.04z r	4.11zr	4.07zr	4.04zr

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Table 900
DEMOGRAPHICS
BASE: All landline bill payers

	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Unweighted Base	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
GENDER																						
MALE	1121 51% npr	1121 100% zb	-	1 100%	23 50%	145 53% j	202 54% jn	228 53% jn	207 53% jn	189 49%	126 42%	24 51%	346 54% jn	436 53% jn	314 46% j	379 56% z p r	285 47%	248 56% z p r	209 44%	250 51%	538 51%	285 51%
FEMALE	1078 49% aoq	-	1078 100% za	-	24 50%	127 47%	170 46%	203 47%	187 47%	193 51%	176 58% zef ghlmn	24 49%	296 46%	390 47%	369 54% z f ghlm	296 44%	326 53% z o q	192 44%	265 56% z o q	243 49%	510 49%	272 49%
AGE																						
16-17	1 *	1 *	-	1 100%	-	-	-	-	-	-	-	1 2% zefg hijlmn	-	-	-	-	-	1 *	-	1 *	-	-
18-24	47 2% efgh ijlmno	23 2%	24 2%	-	47 100% zefg hijlmn	-	-	-	-	-	-	47 98% zefg hijlmn	-	-	-	3 *	17 3% o	9 2% o	18 4% zo	17 3% zt	17 2%	11 2%
25-34	271 12% dfg hijkmn u	145 13%	127 12%	-	-	271 100% zdfg hijklmn	-	-	-	-	-	-	271 42% zdfg hijkmn	-	-	74 11%	81 13%	56 13%	61 13%	81 16% zu	134 13% u	39 7%
35-44	371 17% deg hijkmn	202 18%	170 16%	-	-	-	371 100% zdeg hijklmn	-	-	-	-	-	371 58% zdeg hijkmn	-	-	120 18%	103 17%	70 16%	78 17%	108 22% zt u	160 15%	88 16%
45-54	431 20% def hijkl n r	228 20%	203 19%	-	-	-	-	431 100% zdef hijklmn	-	-	-	-	-	431 52% zdef hijkl n	-	141 21% r	135 22% r	81 18%	74 16%	92 19%	218 21%	97 17%
55-64	394 18% def gijkl n	207 19%	187 17%	-	-	-	-	-	394 100% zdef gijklmn	-	-	-	-	394 48% zdef gijkl n	-	127 19%	112 18%	78 18%	77 16%	85 17%	188 18%	106 19%
65-74	381 17% def ghijkl m s	189 17%	193 18%	-	-	-	-	-	-	381 100% zdef ghijklmn	-	-	-	-	381 56% z d efgh j klm	124 18%	92 15%	86 20%	79 17%	64 13%	182 17% s	116 21% zs
75+	302 14% ade fghikl m s	126 11%	176 16% za	-	-	-	-	-	-	-	302 100% zdef ghijklmn	-	-	-	302 44% z d efgh i klm	87 13%	71 12%	58 13%	86 18% zop	46 9%	150 14% s	100 18% zs

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 900
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL	MALE	FEMALE	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	16-24	25-44	45-64	65+	AB	C1	C2	DE	URBAN	SUB-URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
AGE																						
16-24	48 2%efgh ijlmno	24 2%	24 2%	1 100%	47 100%zefg hijlmn	- -	- -	- -	- -	- -	- -	48 100%zefg hijlmn	- -	- -	- -	3 *	17 3%o	10 2%o	18 4%zo	18 4%zt	17 2%	11 2%
25-44	643 29%dgh ijkmn	346 31%	296 27%	- -	- -	271 100%zd ghijklm n	371 100%zdgh ijkmn	- -	- -	- -	- -	- -	643 100%zdgh ijkmn	- -	- -	194 29%	184 30%	126 29%	139 29%	189 38%zt u	293 28%	127 23%
45-64	825 38%def ijklm	436 39%	390 36%	- -	- -	- -	- -	431 100%zd efijkl n	394 100%zdef ijklm	- -	- -	- -	- -	825 100%zdef ijklm	- -	268 40%r	247 40%r	160 36%	151 32%	176 36%	406 39%	203 36%
65+	683 31%ade fghklm ps	314 28%	369 34%za	- -	- -	- -	- -	- -	- -	381 100%zd efghkl m	302 100%zdef ghklm	- -	- -	- -	683 100%zd efghkl m	211 31%	163 27%	144 33%	165 35%zp	110 22%	332 32%zs	216 39%zst
AREA																						
URBAN	493 22%ijn tu	250 22%	243 23%	1 100%	17 37%zgh ijmn	81 30%zgh ijmn	108 29%zgh ijmn	92 21%	85 22%jn	64 17%	46 15%	18 38%zgh ijmn	189 29%zgh ijmn	176 21%jn	110 16%	132 19%	121 20%	94 21%	146 31%z opq	493 100%ztu	- -	- -
SUBURBAN	1048 48%rsu	538 48%	510 47%	- -	17 36%	134 49%	160 43%	218 51%	188 48%	182 48%	150 50%	17 35%	293 46%	406 49%	332 49%	309 46%	314 51%zr	237 54%zo r	188 40%	- -	1048 100%zsu	- -
RURAL	557 25%elr st	285 25%	272 25%	- -	11 23%	39 14%	88 24%el	97 23%e	106 27%el	116 30%zeg l	100 33%zef glm	11 22%	127 20%e	203 25%e	216 32%ze fglm	215 32%zp qr	144 24%	100 23%	98 21%	- -	- -	557 100%zst

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
SOCIAL GRADE

TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
A	87 4% epqr t	52 5% 3%	- -	- -	3 1%	15 4% e	23 5% e	18 4% e	18 5% e	11 4%	- -	18 3% e	41 5% e	28 4% e	87 13% zpq r	- -	- -	- -	13 3%	30 3%	43 8% zst
B	588 27% bdk pqr	327 29% zb 24%	- -	3 6%	71 26% dk	105 28% dk	118 27% dk	109 28% dk	106 28% dk	76 25% dk	3 5%	176 27% dk	227 28% dk	183 27% dk	588 87% zpq r	- -	- -	- -	119 24%	279 27%	172 31% zs
C1	611 28% ano qr	285 25% 30% za	- -	17 36%	81 30%	103 28%	135 31% ijn	112 28%	92 24%	71 24%	17 35%	184 29%	247 30% jn	163 24%	- -	611 100% zoq r	- -	- -	121 25%	314 30% s	144 26%
C2	440 20% bop r	248 22% zb 18%	1 100%	9 19%	56 20%	70 19%	81 19%	78 20%	86 23%	58 19%	10 21%	126 20%	160 19%	144 21%	- -	- -	440 100% zop r	- -	94 19%	237 23% z	100 18%
D	299 14% opq t	140 13% 15%	- -	14 29% zef ghijlm n	39 15%	58 16%	51 12%	49 12%	42 11%	46 15%	14 29% zef ghijlm n	98 15%	100 12%	88 13%	- -	- -	- -	299 63% zo pq	95 19% zt u	119 11%	62 11%
E	174 8% amop qt	68 6% 10% za	- -	5 10%	21 8%	20 5%	23 5%	28 7%	37 10% fg	40 13% zfg him	5 10%	41 6%	51 6%	77 11% zfg him	- -	- -	- -	174 37% zo pq	52 10% ztu	69 7%	37 7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
STANDARD REGION																						
NORTH	139 6% _s	68 6%	71 7%	-	3 7%	19 7%	21 6%	21 5%	36 9% _{zgm}	20 5%	20 7%	3 7%	39 6%	57 7%	40 6%	35 5%	37 6%	34 8%	33 7%	6 1%	85 8% _{zs}	48 9% _{zs}
NORTH WEST	182 8% _r	86 8%	96 9%	-	1 3%	21 8%	28 8%	37 9%	34 9%	35 9%	25 8%	1 3%	49 8%	71 9%	60 9%	77 11% _{zqr}	50 8% _r	31 7%	24 5%	41 8%	105 10% _{zu}	36 6%
YORKS & HUMBERSIDE	176 8% _{otu}	93 8%	83 8%	1 100%	5 12%	25 9%	31 8%	30 7%	38 10%	26 7%	18 6%	7 14% _d	57 9%	68 8%	45 7%	38 6%	52 9%	39 9%	46 10% _o	104 21% _{ztu}	57 5% _u	14 2%
WEST MIDLANDS	183 8% _{eu}	94 8%	89 8%	-	2 4%	13 5%	31 8%	34 8%	39 10% _e	34 9%	31 10% _e	2 4%	43 7%	73 9%	65 10% _e	65 10%	51 8%	34 8%	33 7%	62 12% _{zu}	115 11% _{zu}	6 1%
EAST MIDLANDS	165 8% _{pt}	75 7%	90 8%	-	7 15% _h	20 8%	26 7%	34 8%	26 7%	26 7%	26 8%	7 15%	46 7%	60 7%	52 8%	58 9%	33 5%	34 8%	40 8%	74 15% _{ztu}	59 6%	33 6%
EAST ANGLIA	111 5% _s	57 5%	54 5%	-	1 2%	13 5%	20 5%	16 4%	18 5%	20 5%	23 7% _{zgm}	1 2%	33 5%	34 4%	42 6%	37 6%	26 4%	25 6%	22 5%	-	77 7% _{zs}	34 6% _s
SOUTH WEST	223 10% _{st}	119 11%	104 10%	-	5 12%	23 9%	36 10%	47 11%	32 8%	51 13% _{zh}	28 9%	5 11%	60 9%	79 10%	79 12%	74 11%	51 8%	51 12%	48 10%	11 2%	56 5% _s	156 28% _{zst}
SOUTH EAST	449 20% _{rs}	240 21%	209 19%	-	6 14%	56 20%	71 19%	90 21%	81 21%	85 22%	61 20%	6 14%	127 20%	171 21%	146 21%	126 19%	153 25% _{zo} r	102 23% _r	69 14%	21 4%	283 27% _{zs}	146 26% _{zs}
GREATER LONDON	177 8% _{hint} u	102 9%	75 7%	-	5 12%	26 10% _h	45 12% _{zhim} n	39 9% _h	19 5%	21 5%	22 7%	5 11%	71 11% _{zhim} n	58 7% _h	42 6%	48 7%	48 8%	27 6%	53 11% _{zo} q	109 22% _{ztu}	68 6% _u	-
WALES	106 5% _s	53 5%	54 5%	-	3 7%	7 3%	16 4%	17 4%	18 5%	21 6%	24 8% _{zegl} m	3 7%	23 4%	35 4%	45 7% _{zel}	27 4%	27 4%	16 4%	36 8% _{zop} q	7 1%	46 4% _s	53 10% _{zst}
SCOTLAND	185 8% _{inru}	87 8%	99 9%	-	4 9%	30 11% _{in}	30 8%	42 10% _n	37 10% _n	22 6%	19 6%	4 9%	61 9% _n	80 10% _{in}	41 6%	70 10% _r	50 8%	37 8%	29 6%	58 12% _{zu}	97 9% _u	30 5%
NORTHERN IRELAND	101 5% _{joqs} tu	48 4%	53 5%	-	2 4%	17 6% _j	16 4%	24 6% _j	16 4%	20 5% _j	6 2%	2 4%	33 5% _j	40 5% _j	26 4% _j	19 3%	32 5% _{ooq}	9 2%	41 9% _{zop} q	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 900
DEMOGRAPHICS
BASE: All landline bill payers

	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
SELF EMPLOYED																						
FULL-TIME	127 6%bjnr	93 8%zb	34 3%	- -	3 6%ijn	9 3%ijn	36 10%zeijln	50 12%zehijn	27 7%ijn	2 1%	- -	3 6%ijn	45 7%eijn	77 9%zehijn	2 *	31 5%	54 9%zor	27 6%r	14 3%	30 6%	67 6%	28 5%
PART-TIME	43 2%jn	18 2%	25 2%	- -	1 2%j	5 2%j	9 3%jn	11 3%jn	14 4%zijn	3 1%	- -	1 2%j	14 2%jn	25 3%zijn	3 *	18 3%r	15 2%r	7 2%	3 1%	7 1%	18 2%	17 3%
OCCUPATION																						
FULL-TIME	811 37%bhinjru	523 47%zb	288 27%	- -	22 47%hij n	170 63%zhijkmn	211 57%zhijmn	276 64%zdhi ijkmn	116 29%ijn	16 4%jn	- -	22 46%hij n	381 59%zhi jmn	391 47%zhijn	16 2%j	285 42%zr	248 41%zr	164 37%r	114 24%	212 43%zt u	391 37%u	173 31%
PART-TIME	232 11%ajjn	58 5%	174 16%za	- -	8 18%ijn	39 14%ijn	63 17%zgijmn	46 11%jn	46 12%ijn	24 6%jn	5 2%	8 18%ijn	102 16%zgj jmn	92 11%ijn	29 4%j	72 11%	63 10%	49 11%	48 10%	56 11%	99 9%	62 11%
SELF-EMPLOYED	170 8%bjnr	111 10%zb	59 5%	- -	4 8%ijn	13 5%ijn	46 12%zeijln	60 14%zeijn	41 10%zeijn	5 1%	- -	4 7%ijn	59 9%eijn	102 12%zeijn	5 1%	50 7%r	68 11%zor	34 8%r	17 4%	37 7%	85 8%	45 8%
NOT WORKING - HOUSEWIFE	69 3%ajjn o	2 *	66 6%za	- -	5 11%zghijmn	15 6%zgijn	19 5%zgijn	9 2%j	14 3%jn	5 1%	1 *	5 11%zghijmn	35 5%zgijmn	23 3%jn	6 1%	5 1%	13 2%	13 3%o	37 8%zop q	10 2%	37 4%	11 2%
STILL IN EDUCATION	22 1%imn	7 1%	15 1%	1 100%	5 11%zfghijlmn	12 4%zfghijlmn	3 1%	1 *	- -	* *	- -	6 13%zdefghijlmn	15 2%zfghijmn	1 *	* *	4 1%	12 2%zr	5 1%	1 *	10 2%ztu	8 1%	2 *
UNEMPLOYED	52 2%ijnopqu	31 3%	21 2%	- -	2 4%ijn	14 5%zijn	12 3%ijn	13 3%ijn	11 3%ijn	- -	- -	2 4%ijn	26 4%zijn	24 3%jn	- -	5 1%	7 1%	3 1%	38 8%zop q	25 5%ztu	18 2%	5 1%
RETIRED	756 34%ade fgklmps	346 31%	410 38%za	- -	- -	- -	- -	2 *	129 33%def gklm	329 86%zde fghklm	296 98%zdef ghiklmn	- -	- -	131 16%def gkl	625 91%zd efghiklm	245 36%	187 31%	153 35%	172 36%	129 26%	366 35% s	234 42%zst
OTHER	88 4%ijnop	43 4%	46 4%	- -	* 1%	8 3%ijn	16 4%ijn	25 6%ijn	37 9%zeijn	1 *	* *	* 1%	25 4%ijn	62 7%zeijn	1 *	9 1%	12 2%	20 5%op	47 10%zop q	14 3%	44 4%	24 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL	MALE	FEMALE	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	16-24	25-44	45-64	65+	AB	C1	C2	DE	URBAN	SUB- URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
CHIEF INCOME EARNER																						
YES	1738 79%bfl m	1000 89%zb	738 68%	- -	33 72%	201 74%	276 74%	325 75%	303 77%	321 84%zde fghklm	279 92%zde fghikl mn	33 70%	477 74%	628 76%	600 88%zd efghi klm	529 78%	471 77%	336 76%	402 85%zo pq	399 81%	835 80%	431 77%
NO	461 21%aj nr	121 11%	340 32%za	1 100%	13 28%ijn	71 26%ijn	95 26%zij n	106 25%ijn	91 23%ijn	60 16%jn	23 8%	14 30%ijn	166 26%zij n	197 24%zij n	83 12%j	146 22%r	140 23%r	104 24%r	72 15%	94 19%	214 20%	126 23%
CIE WORKING STATUS																						
FULL-TIME	976 44%bhi jnru	561 50%zb	415 38%	- -	29 63%zhi jn	197 73%zhi jmn	256 69%zhi jmn	317 73%zhi jmn	150 38%ijn	27 7%jn	- -	29 61%zhi jn	453 70%zhi jmn	467 57%zhij n	27 4%j	335 50%zr	300 49%zr	206 47%r	135 29%	254 52%zt u	465 44%u	211 38%
PART-TIME	163 7%ajn	61 5%	102 9%za	1 100%	6 13%jn	23 8%jn	36 10%jn	28 6%j	38 10%jn	25 7%jn	6 2%	7 15%dgjn	59 9%jn	66 8%jn	31 5%j	42 6%	49 8%	32 7%	40 8%	38 8%	78 7%	39 7%
SELF-EMPLOYED	159 7%ijnr	93 8%	66 6%	- -	3 6%jn	11 4%jn	42 11%zei jln	49 11%zei jn	45 11%zej n	8 2%	2 *	3 6%jn	53 8%ej n	94 11%zej n	10 1%	52 8%r	53 9%r	37 9%r	17 4%	35 7%	71 7%	52 9%
NOT WORKING - HOUSEWIFE	34 2%ajno pu	2 *	32 3%za	- -	3 6%zgij mn	8 3%gijn	11 3%gijn	3 1%	7 2%n	2 1%	1 *	3 6%zgij mn	19 3%zgij mn	10 1%	3 *	2 *	4 1%	5 1%	24 5%zop q	5 1%	22 2%u	3 1%
STILL IN EDUCATION	12 1%amn	3 *	10 1%	- -	3 6%zfg ijlmn	8 3%zfg ijlmn	1 *	1 *	- -	- *	- -	3 5%zfg ijlmn	8 1%zfhm n	1 *	- *	2 *	8 1%z	1 *	1 *	5 1%	6 1%	1 *
UNEMPLOYED	43 2%ijno pqt	28 3%	15 1%	- -	2 4%ijn	10 4%ijn	10 3%ijn	10 2%ijn	11 3%ijn	- -	- -	2 4%ijn	20 3%zijn	21 3%ijn	- -	4 1%	6 1%	1 *	32 7%zop q	21 4%ztu	13 1%	5 1%
RETIRED	735 33%ade fgklmp s	340 30%	395 37%za	- -	1 2%	2 1%	1 *	2 1%	117 30%def gklm	318 83%zde fghklm	293 97%zdef ghiklmn	1 2%	3 *	120 15%def gkl	611 89%zd efghi klm	233 35%	184 30%	141 32%	177 37%zp	123 25%	356 34% s	226 41%zst
OTHER	77 3%ijno p	33 3%	43 4%	- -	* 1%	12 4%ijn	16 4%ijn	21 5%ijn	27 7%zijn	1 *	* *	* 1%	27 4%ijn	48 6%zijn	1 *	5 1%	7 1%	17 4%op	48 10%zop q	13 3%	37 4%	21 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
MARITAL STATUS																						
MARRIED/LIVING AS	1293 59% knr	802 72% zb	491 45%	-	21 44%	188 69% zdh ijkn	271 73% zdh ijkmn	289 67% zdh ijkmn	231 59% jn	195 51% jn	98 33%	21 43%	459 71% zdh ijkmn	519 63% zdh ijkn	293 43% j	440 65% zpr	356 58% r	280 64% r	217 46%	291 59%	621 59%	324 58%
SINGLE	372 17% ojn o	179 16%	193 18%	1 100%	26 56% zef ghijlm n	77 28% zfg hijlmn	66 18% ijn	77 18% ijn	60 15% jn	42 11%	22 7%	27 57% zef ghijlm n	144 22% zfh ijmn	137 17% ijn	64 9%	93 14%	97 16%	68 15%	114 24% zo pq	94 19%	174 17%	82 15%
WIDOWED/DIVORCED/ SEPERATED	532 24% ade fgklm	139 12%	393 36% za	-	-	6 2%	34 9% dek l	64 15% def kl	102 26% def gklm	144 38% zde fghklm	182 60% zdef ghiklmn	-	40 6% e	166 20% def gkl	326 48% zde efghi klm	142 21%	157 26%	92 21%	141 30% zo q	108 22%	252 24%	151 27%
PARENT																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26% hij mnu	286 26%	292 27%	1 100%	26 55% zgh ijmn	140 52% zgh ijmn	259 70% zeg hijlmn	135 31% zhij mn	12 3% jn	4 1%	-	27 56% zgh ijmn	400 62% zeg hijmn	147 18% hijn	4 1%	179 26%	149 24%	123 28%	128 27%	165 34% zt u	273 26% u	110 20%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1% bn	18 2% zb	2 *	-	1 2% ijn	5 2% ijn	7 2% ijn	6 1% in	2 *	-	-	1 2% ijn	11 2% zijn	8 1% n	-	3 *	10 2%	3 1%	5 1%	3 1%	8 1%	8 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	2 *	* *	-	-	* *	-	1 *	1 *	-	-	-	* *	2 *	-	1 *	* *	1 *	-	-	2 *	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4% aeij nr	34 3%	53 5% a	-	-	1 *	17 4% eij ln	51 12% zdef hijklmn	16 4% eijn	2 1%	1 *	-	17 3% eijn	67 8% zefh ijn	3 *	34 5% r	31 5% r	13 3%	9 2%	14 3%	41 4%	30 5%
NONE OF THESE	1539 70% def gkl	792 71%	747 69%	-	20 43% f	126 47% fl	99 27%	252 58% efk l	365 93% zde fgklm	375 98% zd efghk lm	301 100% zde fghklmn	20 42% f	225 35% f	618 75% zde fgkl	677 99% zd efghk lm	468 69%	429 70%	305 69%	337 71%	314 64%	739 70% s	417 75% zs

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Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
NUMBER IN HOUSEHOLD																						
1	619 28%ade fgklmq	227 20%	392 36%za	-	6 14%	22 8%	36 10%	75 17%eff	120 31%def gklm	163 43%zde fghklm	196 65%zde fghikl mn	6 14%	58 9%	195 24%efg l	359 53%zd efghi klm	171 25%	180 30%q	98 22%	169 36%zo pq	128 26%	295 28%	169 30%
2	789 36%bll rs	460 41%zb	328 30%	-	15 31%f	109 40%fl	62 17%	136 32%f	189 48%zdf gijklmn	181 48%zdf gijklmn	97 32%f	15 31%f	171 27%f	324 39%zfg jl	278 41%zf gjl	256 38%r	222 36%r	166 38%r	144 30%	151 31%	386 37%ss	217 39%ss
3	340 15%ijn	184 16%	156 15%	-	15 32%zhi jmn	60 22%zhi jn	84 23%zhi jn	93 22%zhi jmn	54 14%ijn	25 7%j	9 3%	15 31%zhi jmn	144 22%zhi jn	148 18%zhij n	34 5%j	105 16%	90 15%	81 18%	65 14%	76 15%	169 16%	80 14%
4	263 12%hij nr	151 13%zb	112 10%	-	4 8%ijn	47 17%zhi jmn	114 31%zde ghijkl mn	76 18%zhij mn	19 5%ijn	3 1%	-	4 8%ijn	160 25%zde ghijklm n	95 11%hijn	3 *	95 14%r	76 12%r	52 12%	40 9%	59 12%	130 12%	60 11%
5+	181 8%hijn tu	94 8%	87 8%	1 100%	6 12%hij n	32 12%hij n	75 20%zeg hijlmn	49 11%zhij mn	11 3%jn	7 2%jn	-	7 14%dhi jn	107 17%zegh ijmn	60 7%hijn	7 1%	48 7%	41 7%	38 9%	53 11%zo p	77 16%ztu	63 6%	30 5%
NUMBER OF CHILDREN IN HOUSEHOLD																						
1	263 12%hij nu	127 11%	136 13%	-	18 38%zfg hijlmn	65 24%zhi jmn	86 23%zhi jmn	77 18%zhij mn	14 3%ijn	4 1%	*	18 37%zgh ijlmn	150 23%zhi jmn	91 11%hijn	4 1%	72 11%	76 12%	64 14%	52 11%	74 15%zu	127 12%	49 9%
2	231 11%hij mn	116 10%	115 11%	-	8 16%hij mn	50 18%zgh ijmn	125 34%zde ghijkl mn	45 10%hijm n	2 *	3 1%	-	8 16%hij mn	174 27%zegh ijmn	47 6%hijn	3 *	88 13%zpr	54 9%	48 11%	42 9%	56 11%	113 11%	51 9%
3	81 4%hijm nu	39 3%	42 4%	1 100%	2 4%hijn	21 8%zgh ijmn	41 11%zghi jmn	15 3%hijm n	1 *	-	-	3 6%dhi jn	62 10%zghi jmn	15 2%hijn	-	23 3%	20 3%	10 2%	27 6%zq	35 7%ztu	31 3%	10 2%
4	19 1%mnop	8 1%	11 1%	-	-	7 3%zghi jmn	11 3%zghi jmn	*	-	1 *	-	-	17 3%zghi jmn	*	1 *	1 *	2 *	7 2%op	10 2%zop	9 2%zt	5 1%	4 1%
5	3 *	1 *	2 *	-	-	-	2 1%	1 *	1 *	-	-	-	2 *	1 *	-	-	1 *	1 *	2 *	2 *	2 *	-
6+	1 *	1 *	1 *	-	-	-	1 *	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	1 *	1 *	-	1 *

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Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
REFUSED	8 *	6 1%	2 *	- -	1 3%zfhijmn	3 1%n	-	2 1%	1 *	1 *	-	1 3%zfhijmn	3 1%	3 *	1 *	- -	2 *	3 1%	3 1%o	1 *	5 1%	1 *

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	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
CHILDREN IN HOUSEHOLD																						
AGED 0-5	287 13%ghi jmn	145 13%	142 13%	1 100%	24 51%zfg hijmn	110 41%zgh ijmn	129 35%zghi jmn	19 4%hijm n	4 1%n	-	-	25 52%zfg hijmn	239 37%zghi jmn	23 3%hijn	-	74 11%	76 12%	61 14%	75 16%zo	91 18%zt u	133 13%	50 9%
AGED 6-9	237 11%hij mn	115 10%	122 11%	1 100%	3 7%hij n	60 22%zdg hijmn	124 33%zde ghijkl mn	44 10%hijm n	2 *	3 1%	-	5 10%dhi jn	184 29%zdeg hijkmn	45 6%hijn	3 1%	79 12%	55 9%	41 9%	61 13%	73 15%zt u	104 10%	48 9%
AGED 10-15	303 14%hij nu	138 12%	165 15%	1 100%	2 5%j	26 10%hij n	142 38%zde ghijkl mn	112 26%zdeh ijkmn	13 3%jn	7 2%j	*	3 7%dij n	168 26%zde hijkmn	124 15%hijn	7 1%j	100 15%	72 12%	67 15%	64 14%	94 19%zt u	137 13%	55 10%
NONE < 16	1601 73%def gkls	829 74%	772 72%	-	20 42%	129 48%fl	107 29%	292 68%def kl	377 96%zde fgklm	374 98%zd efgkl m	302 100%zde fghiklm n	20 41%	236 37%f	670 81%zde fgkl	676 99%zd efghk lm	491 73%	457 75%	311 71%	342 72%	317 64%	770 74% s	443 79%zst

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 900
DEMOGRAPHICS
BASE: All landline bill payers

	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
DURABLES OWNED																						
TV	2161 98%	1095 98%	1066 99%	1 100%	45 95%	263 97%	362 98%	426 99%	389 99%	375 98%	300 99%dk	46 96%	626 97%	815 99%	675 99%	660 98%	602 99%	436 99%	464 98%	485 98%	1033 99%	542 97%
SATELLITE/CABLE TV	1147 52%ijn u	609 54%	538 50%	1 100%	37 78%zeh ijlmn	154 57%hij n	240 65%zhi jmn	279 65%zhi jmn	188 48%ijn	167 44%ijn	81 27%	38 78%zeh ijlmn	394 61%zhi jn	467 57%zhi jn	248 36%j	347 51%	323 53%	248 56%r	230 49%	274 55%u	590 56%zu	222 40%
FREEVIEW/FREESAT	1230 56%ade fkls	600 54%	630 58%za	1 100%	16 34%	126 47%	166 45%	231 54%dfk l	248 63%zde fgklm	238 62%zde fgkl	203 67%zde fgklm	17 36%	293 46%	479 58%def efgkl m	441 65%zde efgkl m	380 56%	359 59%r	246 56%	245 52%	215 44%	569 54%s	391 70%zst
MOBILE PHONE	1970 90%ijnr	1019 91%z	951 88%	1 100%	43 92%ijn	266 98%zdh ijklmn	351 94%zij n	417 97%zhi jmn	358 91%ijn	335 88%ijn	200 66%	44 92%ijn	617 96%zhi jn	774 94%zhi jn	535 78%j	632 94%zq r	570 93%zq r	389 88%r	379 80%	440 89%	933 89%	510 92%
TELEPHONE	2061 94%flr	1046 93%	1014 94%	1 100%	43 92%	246 91%	334 90%	421 98%zde fhjklm n	369 94%	364 96%efl	282 93%	44 92%	580 90%	790 96%zef hl	646 95%fl	646 96%zr	579 95%r	407 93%	428 90%	456 92%	977 93%	539 97%zst
PVR/DTR	828 38%bjn rs	452 40%zb	376 35%	- -	17 36%	99 37%j	156 42%ijn	195 45%zij n	152 39%ijn	137 36%ijn	71 24%	17 35%	255 40%ijn	347 42%zhj n	209 31%j	281 42%zr	255 42%zr	155 35%	136 29%	126 25%	432 41%zs	234 42%zs
PC/LAPTOP	1825 83%bj nqr	974 87%zb	850 79%	- -	36 78%j	248 91%zdi jkn	337 91%zdi jkn	397 92%zdi jkn	358 91%zdi jkn	298 78%jn	151 50%	36 76%j	585 91%zdi jkn	754 91%zdi jkn	449 66%j	627 93%zp qr	525 86%zq r	347 79%r	326 69%	410 83%	861 82%	479 86%
TABLET/EBOOK READER	1297 59%ijn qr	674 60%	622 58%	1 100%	28 60%ijn	199 74%zhi jn	293 79%zdh ijkmn	322 75%zdh ijmn	223 57%ijn	163 43%ijn	67 22%	29 61%ijn	492 77%zdh ijkmn	545 66%zhi jn	231 34%j	457 68%zq r	399 65%zq r	237 54%r	203 43%	308 63%	599 57%	340 61%
GAMES CONSOLE	717 33%hij nr	351 31%	367 34%	1 100%	33 71%zgh ijmn	162 60%zgh ijmn	216 58%zgh ijmn	198 46%zhi jmn	73 18%ijn	26 7%jn	8 3%	34 71%zgh ijmn	378 59%zgh ijmn	271 33%hijn	34 5%j	223 33%	220 36%zr	144 33%	131 28%	158 32%	361 34%	173 31%
DVD/BLU-RAY	1383 63%djk nrs	728 65%	655 61%	1 100%	19 41%	171 63%djk	234 63%djk	310 72%zde fijkln	260 66%djk n	241 63%djk n	147 49%	20 42%	405 63%djk n	570 69%zdi kln	388 57%dj	457 68%zq r	405 66%zr	267 61%	254 54%	279 57%	667 64%s	365 66%s
MP3 PLAYER	523 24%bj nqrs	301 27%zb	222 21%	- -	12 25%ijn	99 36%zhi jn	117 32%zhi jn	160 37%zhi jmn	80 20%ijn	46 12%jn	8 3%	12 24%ijn	216 34%zhi jn	240 29%zhij n	55 8%j	214 32%zq r	176 29%zq r	79 18%r	53 11%	99 20%	266 25%s	143 26%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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BASE: All landline bill payers

Weighted Base	GENDER			AGE												SOCIAL GRADE				AREA		
	TOTAL	MALE	FEMALE	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	16-24	25-44	45-64	65+	AB	C1	C2	DE	URBAN	SUB-URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
INTERNET ACCESS																						
FREQUENT - ROUGHLY EVERY DAY	1645 75%bj nqr	894 80%zb	751 70%	1 100%	45 97%zhi jmn	263 97%zgh ijmn	345 93%zgh ijmn	376 87%zhi jmn	303 77%ijn	230 60%jn	81 27%	47 97%zhi jmn	608 95%zgh ijmn	680 82%zhi jn	311 46%j	576 85%zp qr	489 80%zq r	307 70%r	274 58%	384 78%	788 75%	414 74%
REGULAR - AT LEAST ONCE A WEEK	195 9%defk l	90 8%	106 10%	-	-	5 2%	18 5%	29 7%el	42 11%def klm	56 15%zde fgklm	45 15%zdef gklm	-	23 4%	72 9%def kl	101 15%zde fgklm	56 8%	50 8%	41 9%	49 10%	38 8%	96 9%	51 9%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%l	16 1%	12 1%	-	-	1 *	1 *	7 2%	3 1%	7 2%l	9 3%zefh lm	-	2 *	9 1%	16 2%zfl	7 1%	6 1%	6 1%	9 2%	4 1%	14 1%	7 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1% s	7 1%	11 1%	-	-	1 *	3 1%	2 1%	3 1%	5 1%	4 1%	-	4 1%	5 1%	9 1%	3 *	4 1%	6 1%	5 1%	1 *	6 1%	9 2% s
NEVER - BUT DO HAVE ACCESS	78 4%aefl o	27 2%	51 5%za	-	1 3%e	-	3 1%	9 2%e	22 6%zefg lm	23 6%zefg l	20 6%zefg l	1 3%e	3 1%	31 4%efgl	42 6%zef glm	6 1%	21 3%o	26 6%zo	26 5%zo	22 4%	35 3%	13 2%
NEVER - AND DO NOT HAVE ACCESS	235 11%ade fghklmop	87 8%	148 14%za	-	-	1 *	1 *	8 2%l	21 5%efg lm	61 16%zde fghklm	143 47%zdef ghiklmn	-	2 *	29 3%efg l	204 30%zde fghikl m	27 4%	42 7%o	55 12%op	111 24%zop q	45 9%	110 10%	63 11%
TENURE																						
OWNED OUTRIGHT BY HOUSEHOLD	830 38%def gklmrs	430 38%	400 37%	-	3 6%	14 5%	44 12%el	77 18%efl	204 52%zde fgklm	260 68%zde fghklm	227 75%zdef ghklm	3 6%	58 9%e	282 34%def gkl	487 71%zd efghk lm	313 46%zp qr	226 37%r	163 37%r	129 27%	157 32%	414 40% s	259 46%zst
BEING BOUGHT ON A MORTGAGE	664 30%hij nr	360 32%	304 28%	-	9 19%ijn	94 35%hij kn	191 51%zde hijklm n	235 55%zde hijklm n	98 25%ijn	27 7%jn	9 3%	9 19%ijn	285 44%zde hijkn	333 40%zdhi jkn	37 5%j	257 38%zq r	205 33%zr	136 31%r	67 14%	156 32%	346 33%z	162 29%
RENTED	578 26%agh ijmnpou	270 24%	308 29%za	1 100%	31 67%zfg hijlmn	137 50%zfg hijlmn	120 32%zgh ijmn	92 21%	71 18%	70 18%	55 18%	33 68%zef ghijlm n	257 40%zfg hijmn	164 20%	125 18%	78 12%	142 23%o	126 29%o	232 49%zo pq	176 36%zt u	281 27%	121 22%
OTHER	16 1%t	8 1%	8 1%	-	-	6 2%zfgm	-	-	3 1%	3 1%	5 2%fgm	-	6 1%	3 *	8 1%	4 1%	5 1%	5 1%	2 *	1 *	3 *	13 2%zst

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL (Z)	GENDER		AGE												SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)	
	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557	
INCOME																							
UP TO £6499	53 2%aflo p	19 2%	34 3%a	-	-	3 1%	2 1%	5 1%	21 5%zefg lm	14 4%fgl	7 2%	-	5 1%	26 3%fgl	21 3%fl	5 1%	7 1%	9 2%	32 7%zop q	11 2%	27 3%	14 3%	
£6500-£9499	138 6%agop s	44 4%	94 9%za	-	2 5%	14 5%	14 4%	14 3%	28 7%gm	27 7%g	38 13%zefg hilmn	2 5%	29 4%	42 5%g	65 10%zfg ilm	14 2%	28 5%o	30 7%o	66 14%zop q	17 3%	76 7% s	34 6%	
£9500-£13499	172 8%afgh lmot	58 5%	115 11%za	-	5 12%	14 5%	18 5%	21 5%	20 5%	54 14%zef ghlm	40 13%zef ghlm	5 11%	32 5%	41 5%	94 14%zef ghlm	32 5%	43 7%	38 9%o	60 13%zop	40 8%	67 6%	56 10%t	
£13500-£17499	157 7%mo	82 7%	75 7%	-	3 7%	20 7%	33 9%	22 5%	24 6%	27 7%	28 9%gm	3 7%	53 8%	46 6%	55 8%	24 4%	44 7%o	34 8%o	56 12%zop	45 9%t	64 6%	32 6%	
£17500-£29999	331 15%bjr s	191 17%zb	140 13%	-	8 18%	43 16%	62 17%j	57 13%	52 13%	78 20%zgh jmn	31 10%	8 17%	105 16%j	109 13%	109 16%j	93 14%	104 17%r	79 18%r	56 12%	54 11%	152 14%	107 19%zst	
£30000-£49999	313 14%bj nr	181 16%zb	132 12%	-	6 12%	60 22%zij n	59 16%ijn	74 17%ijn	67 17%ijn	30 8%	18 6%	6 12%	119 19%zij n	140 17%zjin	49 7%	124 18%zq r	109 18%zq r	56 13%r	24 5%	64 13%	152 14%	90 16%	
£50000-£99999	215 10%bj nqrs	134 12%zb	80 7%	-	5 10%ijn	37 14%hij n	52 14%zhi jn	74 17%zhij mn	32 8%ijn	10 3%	5 1%	5 10%ijn	89 14%zhi jn	106 13%zhij n	15 2%	128 19%zpq r	54 9%r	27 6%r	5 1%	35 7%	119 11%zs	55 10%	
£100000 PLUS	80 4%jnr	46 4%	34 3%	-	-	5 2%	19 5%jn	29 7%zej n	15 4%jn	9 2%	2 1%	-	25 4%jn	44 5%zhij n	11 2%	50 7%zpq r	24 4%qr	5 1%	1 *	15 3%	34 3%	31 6%zt	
ETHNICITY																							
WHITE	2033 92%aef lrs	1009 90%	1024 95%za	1 100%	44 93%	238 88%fl	300 81%	404 94%efl	378 96%zef l	371 97%zef gl	296 98%zef glm	45 93%	539 84% f	782 95%zef l	667 98%ze fglm	632 94%r	568 93%	406 92%	426 90%	388 79%	1002 96%zs	543 97%zs	
NON-WHITE	158 7%bhij mntu	106 9%zb	52 5%	-	3 7%n	32 12%zgh ijmn	70 19%zegh ijlmn	26 6%ijn	13 3%	8 2%	6 2%	3 7%n	102 16%zegh ijmn	39 5%in	14 2%	40 6%	40 7%	33 8%	45 10%zo	101 21%ztu	46 4%u	10 2%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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	TOTAL	MALE	FEMALE	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	16-24	25-44	45-64	65+	AB	C1	C2	DE	URBAN	SUB-URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
SERVICES HAVE AT HOME																						
SIMPLE/FEATURE MOBILE PHONE	827 38%def gkls	413 37%	414 38%	1 100%	7 15%	36 13%	72 19%	138 32%def kl	182 46%zde fgklm	228 60%zde fghklm	164 54%zde fghklm	8 17% d	108 17%	319 39%def gkl	392 57%zde efghk lm	260 38%	212 35%	176 40%	179 38%	149 30%	392 37% s	242 43% zst
SMART PHONE	1410 64%bjj nru	766 68%zb	644 60%	1 100%	43 93%zhi jmn	260 96%zfg hijlmn	333 90%zgh ijmn	353 82%zhi jmn	240 61%ijn	142 37%jn	38 13%	45 93%zhi jmn	593 92%zfg hijmn	593 72%zhi jn	179 26%j	471 70%zq r	414 68%zq r	269 61% r	256 54%	367 74% zt u	655 62%	328 59%
ANY MOBILE PHONE	1999 91%ijnr	1034 92%zb	965 89%	1 100%	45 96%jn	269 99%zhi jmn	363 98%zhi jn	423 98%zhi jmn	364 92%jn	337 89%jn	196 65%	46 96%jn	632 98%zhi jmn	787 95%zhi jn	534 78%j	637 94%zr	575 94%zr	399 91% r	387 82%	458 93%	942 90%	502 90%
LANDLINE	2199 100%	1121 100%	1078 100%	1 100%	47 100%	271 100%	371 100%	431 100%	394 100%	381 100%	302 100%	48 100%	643 100%	825 100%	683 100%	675 100%	611 100%	440 100%	474 100%	493 100%	1048 100%	557 100%
FIXED BROADBAND	1750 80%bjn r	930 83%zb	820 76%	1 100%	39 83%jn	252 93%zdf hijklm n	322 87%zij n	384 89%zij n	332 84%zij n	290 76%jn	130 43%	40 83%jn	574 89%zfh ijn	716 87%zhi jn	421 62%j	578 86%zq r	528 87%zq r	337 77% r	306 65%	388 79%	827 79%	457 82%
MOBILE BROADBAND	255 12%ijn ru	129 12%	125 12%	- -	12 25%zeh ijn	34 13%ijn	53 14%ijn	80 19%zhi jmn	40 10%jn	26 7%j	9 3%	12 25%zeh ijn	87 14%ijn	121 15%zhij n	35 5%j	106 16%zp r	61 10%	49 11%	39 8%	73 15% zu	126 12%	49 9%
ANY INTERNET ACCESS	1886 86%bjj nqr	1000 89%zb	886 82%	1 100%	44 95%ijn	270 99%zdf hijklm n	357 96%zhi jn	420 97%zhi jmn	350 89%ijn	302 79%jn	143 47%	46 95%ijn	627 97%zfh ijmn	769 93%zhi jn	445 65%j	629 93%zq r	553 90%zq r	361 82% r	343 72%	434 88%	894 85%	478 86%
PAY TV	949 43%hij nru	504 45%	445 41%	1 100%	28 59%zhi jn	155 57%zhi jmn	207 56%zhi jmn	234 54%zhi jmn	149 38%jn	121 32%jn	55 18%	29 60%zhi jn	362 56%zhi jmn	382 46%zhi jn	176 26%j	293 43% r	276 45% r	205 47% r	174 37%	233 47% zu	490 47% zu	190 34%
VOIP	457 21%bhi jnqr	256 23%zb	201 19%	1 100%	13 28%ijn	64 23%ijn	114 31%zhi jmn	129 30%zhi jmn	66 17%jn	50 13%jn	20 7%	14 29%hij n	178 28%zhi jn	195 24%zhi jn	69 10%j	219 33%zp qr	129 21% qr	69 16% r	40 8%	117 24% t	188 18%	138 25% zt

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Weighted Base	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557	
LANDLINE USERS	1687	896	791	1	39	250	318	380	320	271	108	40	568	700	379	559	514	326	288	377	798	435	
BROADBAND+ MOBILE	77% nr	bij	80% zb	73%	100%	83% ijn	92% zfh ijlmn	86% zij n	88% zhi jmn	81% zij n	71% ijn	36%	83% ijn	88% zfh ijn	85% zhi jn	56% aj	83% zq r	84% zq r	74% r	61%	76%	76%	78%
LANDLINE+ BROADBAND+ NO MOBILE	62	33	29	-	-	2	3	4	12	19	22	-	5	16	41	19	15	11	18	11	30	22	
	3% fjl	3%	3%	-	-	1%	1%	1%	3% glm	5% zefg lm	7% zefg him	-	1%	2%	6% zef ghlm	3%	2%	3%	4%	2%	3%	4%	
LANDLINE+ MOBILE+ NO BROADBAND	312	137	174	-	6	19	44	44	44	66	88	6	63	87	154	78	61	73	99	81	144	66	
	14% aeg lmp	12%	16% za	-	14%	7%	12%	10%	11%	17% egh lm	29% zde fghikl mn	13%	10%	11%	23% zde fghil m	12%	10%	17% op	21% zo p	16%	14%	12%	
LANDLINE+ NO MOBILE+ NO BROADBAND	138	54	84	-	2	*	5	4	18	25	83	2	6	22	108	19	21	29	69	24	77	34	
	6% aefg lmop	5%	8% za	-	4% e	*	1%	1%	5% efgl m	7% efg lm	28% zdef ghiklmn	4% e	1%	3% egl	16% zde fghikl m	3%	3%	7% op	15% zop q	5%	7%	6%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 900
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base	TOTAL (z)	GENDER		AGE												SOCIAL GRADE				AREA		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
PRODUCT BUNDLES																						
LL AND BB BUNDLE	1300 59%bjn r	697 62%zb	603 56%	1 100%	29 62%jn	186 69%zjn	246 66%zjn	287 67%zjn	246 63%ijn	210 55%jn	94 31%	30 63%jn	432 67%zjn	533 65%zjn	305 45%j	476 70%zp qr	374 61%r	243 55%r	208 44%	297 60%	604 58%	343 62%
NO LL AND BB BUNDLE	899 41%aef glimo	424 38%	475 44%za	-	18 38%	85 31%	126 34%	144 33%	148 37%	171 45%efg hlm	208 69%zde fghikl mn	18 37%	211 33%	292 35%	379 55%zd efghi kim	199 30%	237 39%o	197 45%o	265 56%zo pq	196 40%	445 42%	214 38%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Unweighted Base	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
GENDER																									
MALE	1121 51%gi loqsv	92 56%	143 59%z	345 54%	93 73%z	18 41%	523 64%zg ilm	58 25%l	111 65%zgi lm	2 3%	7 31%	31 60%gi l	346 46%gi	43 48%gi	1000 58%zo	121 26%	561 57%zq svw	61 37%svw	93 59%qsv w	2 7%	3 21%	28 66%zq svw	340 46%svw	33 43%svw	
FEMALE	1078 49%bcd fhnpu	73 44%	100 41%	289 46%	34 27%	25 59%	288 36%	174 75%zf hkml	59 35%	66 97%zf ghklm	15 69%	21 40%	410 54%zf hk	46 52%fh	738 42%	340 74%zn	415 43%	102 63%zpu ru	66 41%	32 93%zpu ruvw	10 79%	15 34%	395 54%zpu ru	43 57%pru	
AGE																									
16-17	1 *	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	1 *	-	1 1%zpv	-	-	-	-	-	-	
18-24	47 2%lv	3 2%	1 *	27 4%zo	3 2%	1 2%	22 3%l	8 4%l	4 2%l	5 8%zf lm	2 22%	2 4%l	-	*	33 2%	13 3%	29 3%v	6 4%v	3 2%v	3 8%zr vw	3 21%	2 5%v	1 *	* 1%	
25-34	271 12%ln v	32 19%z	46 19%z	131 21%z	9 7%	5 11%	170 21%zh lm	39 17%hl	13 8%l	15 22%zh lm	12 52%	14 27%zhl m	-	8 9%l	201 12%	71 15%	197 20%zr v	23 14%v	11 7%v	8 25%zr v	8 63%	10 24%zrv	2 *	12 15%v	
35-44	371 17%ln v	39 23%	66 27%z	170 27%z	36 29%z	9 22%	211 26%zl	63 27%zl	46 27%zl	19 28%zl	3 15%	12 23%l	-	16 19%l	276 16%	95 21%zn	256 26%zv	36 22%v	42 26%zv	11 32%zv	1 5%	10 23%v	1 *	16 20%v	
45-54	431 20%ln v	60 36%z	84 35%z	177 28%z	50 39%z	11 25%	276 34%zg il	46 20%l	60 36%zg il	9 13%l	1 4%	13 25%l	2 *	25 28%zi l	325 19%	106 23%	317 32%zq sv	28 17%v	49 31%zqs v	3 9%v	1 7%	10 24%v	2 *	21 28%sv	
55-64	394 18%fp	21 13%	34 14%	107 17%	27 21%	14 33%	116 14%	46 20%	41 24%l	14 20%	-	11 22%	129 17%	37 42%zf ghkl	303 17%	91 20%	150 15%	38 23%p	45 28%zp v	7 19%	-	11 25%	117 16%	27 35%zpv	
65-74	381 17%abc dfghik mopruw	12 7%c	12 5%	17 3%	2 2%	3 7%	16 2%	24 10%fhk m	5 3%	5 8%lkm	* 2%	-	329 44%zfg hikm	1 1%	321 18%zo	60 13%	27 3%	25 15%pru w	8 5%	2 6%	* 3%	-	318 43%zpq rsuw	1 1%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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DEMOGRAPHICS
BASE: All landline bill payers

					SELF EMPLOYED										CHIEF INCOME EARNER										
		WORK FROM HOME					OCCUPATION										CIE WORKING STATUS								
	TOTAL (z)	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
Weighted Base 75+	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
	302	-	-	5	-	-	-	5	-	1	-	-	296	*	279	23	-	6	2	1	-	-	293	*	
	14%abc dfghik mopqrs uw	-	-	1%	-	-	-	2%f	-	1%f	-	-	39%zfg hikm	*	16%zo	5%	-	4%p	1%p	2%p	-	-	40%zpq rsuw	*p	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
AGE																								
16-24	48 2%lv	3 2%	1 *	27 4%zb	3 2%	1 2%	22 3%l	8 4%l	4 2%l	5 8%zf lm	6 27%	2 4%l	- -	* *	33 2%	14 3%	29 3%v	7 4%v	3 2%v	3 8%zf vw	3 21%	2 5%v	1 *	* 1%
25-44	643 29%ln v	71 43%z	112 46%z	301 47%z	45 36%	14 33%	381 47%zh lm	102 44%zl m	59 35%l	35 51%zh lm	15 67%	26 50%zlm	- -	25 28%l	477 27%	166 36%zn	453 46%zq rv	59 36%v	53 33%v	19 56%zq rvw	8 69%	20 47%zv	3 *	27 36%v
45-64	825 38%ln v	81 49%z	118 49%z	284 45%z	77 61%z	25 58%	391 48%zi l	92 40%l	102 60%zf gil	23 33%l	1 4%	24 47%l	131 17%	62 70%zf gikl	628 36%	197 43%zn	467 48%zs v	66 40%v	94 59%zp qsv	10 28%	1 7%	21 48%v	120 16%	48 62%zpqsv
65+	683 31%abc dfghik mopqrs uw	12 7%	12 5%	22 3%	2 2%	3 7%	16 2%	29 13%fhk m	5 3%	6 9%fk	* 2%	- -	625 83%zfg hikm	1 1%	600 35%zo	83 18%	27 3%	31 19%pru w	10 6%	3 8%	* 3%	- -	611 83%zpq rsuw	1 2%
AREA																								
URBAN	493 22%lv	39 24%	54 22%	175 28%z	30 23%	7 17%	212 26%zl m	56 24%l	37 22%	10 15%	10 45%	25 48%zf ghilm	129 17%	14 16%	399 23%	94 20%	254 26%zv	38 23%	35 22%	5 15%	5 39%	21 48%zp qrsvw	123 17%	13 17%
SUBURBAN	1048 48%ku	86 52%	111 46%	293 46%	67 53%	18 43%	391 48%	99 43%	85 50%	37 54%k	8 37%	18 34%	366 48%k	44 49%	835 48%	214 46%	465 48%u	78 48%	71 44%	22 65%zp ruv	6 48%	13 31%	356 49%u	37 48%
RURAL	557 25%cf kpsu	36 22%	68 28%	131 21%	28 22%	17 41%	173 21%	62 27%k	45 27%k	11 16%	2 9%	5 10%	234 31%zf ik	24 27%k	431 25%	126 27%	211 22%	39 24% s	52 33%psu	3 8%	1 5%	5 11%	226 31%zp su	21 27% su

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
SOCIAL GRADE

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
A	87 4%cn	10 6%c	18 7%zc	11 2%	1 1%	5 12%	27 3%	13 5%	6 3%	2 3%	1 4%	- -	37 5%	1 2%	60 3%	26 6%	36 4%	5 3%	9 6%w	2 5%w	- -	- -	35 5%	- -
B	588 27%ci kmsuw	66 40%zc	114 47%zc	136 21%	31 24%	14 31%	257 32%zi km	59 26%ik m	44 26%ikm	4 5%	3 15%	5 10%	208 28%ikm	8 9%	469 27%	120 26%	299 31%zs uw	37 23%sw	43 27%suw	- -	2 17%	4 9%	198 27%suw	5 7%
C1	611 28%kl msuvw	47 29%	84 34%z	180 28%	54 43%z	15 34%	248 31%kl m	63 27%km	68 40%zf giklm	13 19%	12 54%	7 13%	187 25%m	12 14%	471 27%	140 30%	300 31%zs uvw	49 30%sw	53 33%su w	4 12%	8 65%	6 15%	184 25%w	7 9%
C2	440 20%ab ku	19 11%	20 8%	174 27%za b	27 21%	7 16%	164 20%k	49 21%k	34 20%k	13 19%k	5 21%	3 5%	153 20%k	20 23%k	336 19%	104 22%	206 21%u	32 19%u	37 24%u	5 14%u	1 7%	1 2%	141 19%u	17 22%u
D	299 14%b	20 12%b	6 3%	130 20%za b	14 11%	3 7%	111 14%	45 20%zh l	17 10%	19 27%zfh lm	- -	9 17%	90 12%	9 10%	245 14%	54 12%	132 13%	39 24%zp rvw	17 11%	8 22%w	- -	5 12%	93 13%	6 7%
E	174 8%abc dfgho pqr	3 2%	1 *	3 *	* *	- -	4 *	3 1%	* *	19 27%zfg hl	1 6%	29 55%zf ghil	81 11%zf gh	38 43%zfg hl	157 9%zo	18 4%	4 *	1 *	* *	16 47%zp qrv	1 10%	27 63%zp qrv	84 11%zp qr	42 54%zpqrv

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA LLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
STANDARD REGION																								
NORTH	139 6%	8 5%	12 5%	46 7%	7 5%	3 6%	49 6%	16 7%	10 6%	3 4%	2 11%	2 3%	50 7%	7 8%	113 7%	26 6%	57 6%	12 7%	12 7%	2 6%	1 11%	1 3%	48 6%	6 8%
NORTH WEST	182 8%	9 6%	14 6%	65 10%	6 5%	2 4%	72 9%	16 7%	8 5%	3 5%	3 13%	4 7%	70 9%	7 8%	142 8%	41 9%	83 9%	14 8%	6 4%	1 1%	3 23%	2 6%	67 9%	7 8%
YORKS & HUMBERSIDE	176 8%a	3 2%	22 9%a	65 10%za	11 8%	1 2%	76 9%	13 6%	11 7%	4 5%	1 5%	5 10%	57 8%	8 10%	143 8%	33 7%	87 9%	10 6%	9 6%	1 4%	-	3 8%	56 8%	8 11%
WEST MIDLANDS	183 8%bc	23 14%zbc	14 6%	38 6%	15 11%	3 8%	67 8%	9 4%	18 10%g	2 3%	3 13%	3 6%	74 10%g	8 9%	145 8%	39 8%	79 8%	7 4%	17 11%q	2 6%	1 7%	3 6%	68 9%	7 9%
EAST MIDLANDS	165 8%	14 8%	19 8%	41 7%	9 7%	2 4%	58 7%	17 7%	11 6%	5 7%	1 6%	11 22%zfg hilm	56 7%	6 7%	127 7%	39 8%	73 7%	10 6%	12 8%	3 8%	-	9 20%zpq rvw	55 7%	5 6%
EAST ANGLIA	111 5%p	7 4%	8 3%	30 5%	4 3%	3 8%	30 4%	16 7%	8 4%	6 9%	-	3 5%	47 6%f	2 2%	93 5%	18 4%	32 3%	16 10%zp	8 5%	4 10%p	-	3 6%	46 6%p	2 2%
SOUTH WEST	223 10%	9 5%	22 9%	68 11%	7 5%	15 35%	70 9%	28 12%	22 13%	4 6%	3 12%	2 4%	88 12%	6 7%	168 10%	56 12%	94 10%	13 8%	19 12%	1 4%	1 10%	2 5%	85 12%	8 10%
SOUTH EAST	449 20%c	53 32%zc	62 26%c	94 15%	33 26%	6 13%	160 20%	50 21%	38 23%	23 34%zfk l	2 9%	8 16%	149 20%	19 21%	344 20%	106 23%	198 20%	34 21%	35 22%	12 35%zp vw	2 17%	8 19%	149 20%	12 15%
GREATER LONDON	177 8%lo v	20 12%	20 8%	54 9%	19 15%z	6 14%	75 9%l	19 8%	25 15%zil	3 4%	2 11%	4 7%	43 6%	5 6%	156 9%zo	21 4%	85 9%v	16 10%	21 13%zv	2 7%	2 14%	4 9%	43 6%	5 6%
WALES	106 5%o	3 2%	10 4%	28 4%	5 4%	1 2%	33 4%	9 4%	6 3%	1 2%	-	1 2%	50 7%z	6 7%	94 5%zo	12 3%	38 4%	5 3%	7 4%	1 2%	-	* 1%	49 7%zp	6 8%
SCOTLAND	185 8%lv	11 7%	31 13%z	69 11%z	10 8%	2 5%	86 11%zl	25 11%l	12 7%	4 6%	3 12%	5 10%	45 6%	6 7%	142 8%	43 9%	105 11%zv	17 11%v	11 7%	2 5%	1 10%	3 7%	40 5%	6 8%
NORTHERN IRELAND	101 5%	4 2%	10 4%	35 6%	2 2%	-	34 4%	15 6%h	2 1%	10 15%zfh l	2 9%	4 8%h	27 4%	7 8%h	73 4%	28 6%	46 5%	9 6%	2 1%	4 12%zrv	1 8%	4 9%r	29 4%	6 8%r

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME	YES - OCCASIONALLY	NO	FULL-TIME	PART-TIME	FULL-TIME	PART-TIME	SELF-EMPLOYED	NOT WORKING - HOUSEWIFE	STILL IN EDUCATION	UNEMPLOYED	RETIRED	OTHER	YES	NO	FULL-TIME	PART-TIME	SELF-EMPLOYED	NOT WORKING - HOUSEWIFE	STILL IN EDUCATION	UNEMPLOYED	RETIRED	OTHER	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
SELF EMPLOYED																									
FULL-TIME	127 6%abc fglm vw	-	-	-	127 100%z	-	-	-	127 75%zfg iklm	-	-	-	-	-	97 6%	30 6%	16 2%v	7 4%pv	103 65%zpq suvw	-	-	-	-	-	-
PART-TIME	43 2%cd pv	-	-	-	-	43 100%	-	-	43 25%zfg iklm	-	-	-	-	-	30 2%	13 3%	9 1%v	1 1%	33 21%zpq suvw	-	-	-	-	-	-
OCCUPATION																									
FULL-TIME	811 37%cdg hiklm oqrsu vw	131 79%z	199 82%z	480 76%z	-	-	811 100%zgh iklm	-	-	-	-	-	-	-	687 40%zo	124 27%	799 82%zqr suvw	2 1%v	8 5%v	-	-	-	-	1 *	1 1%
PART-TIME	232 11%cd hiklm nprsu vw	34 21%z	44 18%z	153 24%z	-	-	-	232 100%zfh iklm	-	-	-	-	-	-	131 8%	101 22%zn	79 8%vw	143 88%zpr suvw	6 4%v	-	-	-	-	1 *	1 2%v
SELF-EMPLOYED	170 8%abc fgikl mpvw	-	-	-	127 100%z	43 100%	-	-	170 100%zfg iklm	-	-	-	-	-	127 7%	43 9%	25 3%v	8 5%v	136 86%zpq suvw	-	-	-	-	-	-
NOT WORKING - HOUSEWIFE	69 3%bcf ghlnv	-	-	-	-	-	-	-	69 100%zfg hklm	-	-	-	-	-	31 2%	37 8%zn	25 3%v	1 1%	1 1%	34 100%zpq ruvw	-	-	-	5 1%	3 3%v
STILL IN EDUCATION	22 1%cd nv	-	-	-	-	-	-	-	-	22 100%	-	-	-	-	11 1%	12 3%zn	6 1%	2 1%	-	-	12 100%	-	2 *	-	
UNEMPLOYED	52 2%bcf lpv	-	-	-	-	-	-	-	-	-	-	52 100%zfg hilm	-	-	37 2%	15 3%	6 1%	-	-	-	-	43 100%zpq rsw	1 *	2 3%qv	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base RETIRED	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
	756	-	-	-	-	-	-	-	-	-	-	-	756	-	646	110	22	5	6	-	-	-	723	-
	34%abc dfghik mopqrs uw	-	-	-	-	-	-	-	-	-	-	-	100%zfg hikm	-	37%zo	24%	2%	3%	4%	-	-	-	98%zpq rsuw	-
OTHER	88	-	-	-	-	-	-	-	-	-	-	-	-	88	68	20	13	1	1	-	-	-	2	70
	4%abc dfghl pqv	-	-	-	-	-	-	-	-	-	-	-	-	100%zfg hikl	4%	4%	1%v	1%	1%	-	-	-	*	92%zpqrsuv

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		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
		165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
CHIEF INCOME EARNER																									
YES	1738 79%gi op	129 78%	194 80%	495 78%	97 76%	30 70%	687 85%zg hik	131 56%	127 75%gi	31 46%	11 48%	37 71%i	646 85%zg hikm	68 77%gi	1738 100%zo	-	687 70%	131 80%p	127 80%p	31 92%p	11 88%	37 87%p	646 88%zp qr	68 88%zo	
NO	461 21%fl nw	37 22%	49 20%	138 22%	30 24%	13 30%	124 15%	101 44%zf hlm	43 25%fl	37 54%zf hkml	12 52%	15 29%fl	110 15%	20 23%l	-	461 100%zn	289 30%zq rsuvw	32 20%v	32 20%v	3 8%	1 12%	6 13%	89 12%	9 12%	
CIE WORKING STATUS																									
FULL-TIME	976 44%dg hkilmn qrsuv w	143 87%z	209 86%z	526 83%z	16 13%	9 21%	799 99%zg hkilm	79 34%hk lm	25 15%l	25 36%hk lm	6 26%	6 12%l	22 3%	13 15%l	687 40%	289 63%zn	976 100%zqr suvw	-	-	-	-	-	-	-	-
PART-TIME	163 7%fk lmpr vw	21 13%z	30 12%z	95 15%z	7 6%	1 2%	2 *	143 62%zfh iklm	8 5%fl	1 2%	2 10%	-	5 1%	1 1%	131 8%	32 7%	-	163 100%zpr suvw	-	-	-	-	-	-	-
SELF-EMPLOYED	159 7%abc fgklm pqvw	-	5 2%	9 1%	103 82%z	33 77%	8 1%	6 3%	136 80%zfg iklm	1 1%	-	-	6 1%	1 2%	127 7%	32 7%	-	-	159 100%zpq suvw	-	-	-	-	-	-
NOT WORKING - HOUSEWIFE	34 2%cfi pv	-	-	-	-	-	-	-	-	34 50%zfg hkml	-	-	-	-	31 2%	3 1%	-	-	-	34 100%zpq ruvw	-	-	-	-	-
STILL IN EDUCATION	12 1%p	-	-	-	-	-	-	-	-	-	12 55%	-	-	-	11 1%	1 *	-	-	-	-	12 100%	-	-	-	-
UNEMPLOYED	43 2%cfi pv	-	-	-	-	-	-	-	-	-	-	43 82%zfg hilm	-	-	37 2%	6 1%	-	-	-	-	-	43 100%zpq rsvw	-	-	-
RETIRED	735 33%abc dfghik mopqrs uw	1 *	-	2 *	-	-	1 *	1 1%	-	5 7%fgh	2 9%	1 1%	723 96%zfg hkml	2 3%l	646 37%zo	89 19%	-	-	-	-	-	-	735 100%zpq rsuw	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
OTHER	77	-	-	2	-	-	1	1	-	3	-	2	-	70	68	9	-	-	-	-	-	-	-	77
	3%abc	-	-	*	-	-	*	1%	-	4%fhl	-	4%fgh	-	80%zfg	4%	2%	-	-	-	-	-	-	-	100%zpqrsuv
	fghlp													hikl										
	qrv																							

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLOYED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLOYED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
MARITAL STATUS																									
MARRIED/LIVING AS	1293 59%lm nsvw	113 68%z	161 66%z	440 70%z	99 78%z	24 55%	568 70%zk lm	146 63%lm	122 72%zk lm	44 64%lm	8 37%	27 51%	342 45%	35 39%	870 50%	423 92%zn	716 73%zq suvw	83 51%sw	113 71%zq suvw	11 31%	4 29%	20 46%	321 44%	26 33%	
SINGLE	372 17%lo v	32 20%	46 19%	120 19%	15 12%	6 15%	154 19%l	44 19%l	21 13%	14 20%l	13 60%	23 43%zf ghil	72 10%	30 34%zf ghl	348 20%zo	24 5%	163 17%v	40 24%zp rv	20 12%	14 40%zp rv	8 66%	20 47%zp qrv	76 10%	31 40%zpqrv	
WIDOWED/DIVORCED/ SEPERATED	532 24%ab cdfgh kopu	20 12%	36 15%	71 11%	13 10%	13 30%	86 11%	41 18%fk	26 15%	10 14%	1 3%	3 5%	342 45%zf ghikm	24 27%fh k	517 30%zo	15 3%	94 10%	40 25%pu	27 17%p	9 27%pu	1 5%	3 7%	338 46%zp qrsuw	20 26%pu	
PARENT																									
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%ln v	65 39%z	84 34%z	265 42%z	53 42%z	13 31%	297 37%zl	117 50%zf lm	66 39%zl	40 59%zf hklm	9 39%	19 36%l	7 1%	23 26%l	416 24%	162 35%zn	386 40%zv	63 39%zv	58 37%zv	20 57%zp rvw	5 40%	16 36%v	7 1%	23 30%v	
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%lv	3 2%	4 2%	7 1%	1 1%	-	15 2%zl	-	1 1%l	-	-	2 5%zgl	-	2 3%gl	21 1%zo	-	15 2%v	-	1 1%v	-	-	2 6%zpq rv	-	2 3%qv	
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	-	-	2 *	-	-	2 *	-	-	*	-	-	-	-	2 *	*	2 *	-	-	*	-	-	-	-	
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%lv	12 7%	19 8%z	35 6%	3 3%	3 6%	54 7%zil	12 5%l	6 3%l	-	-	2 3%	7 1%	7 8%zil	63 4%	24 5%	60 6%zv	4 2%	10 7%v	-	-	1 2%	7 1%	6 8%v	
NONE OF THESE	1539 70%ab cdfgh ikopq rsu	89 54%	140 57%	337 53%	69 55%	27 63%	459 57%gi	107 46%	97 57%i	28 41%	14 61%	30 58%	744 98%zf ghikm	62 70%fg i	1260 73%zo	279 61%	531 54%	98 60%	89 56%	14 42%	7 60%	24 56%	724 98%zp qrsuw	52 67%ps	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All landline bill payers

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		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
NUMBER IN HOUSEHOLD																									
1	619 28%ab cdlgh iopqr	26 16%	42 17%	87 14%	17 14%	7 17%	123 15%	31 14%	24 14%	10 14%	3 12%	14 28%fg h	385 51%zf ghikm	28 32%fg hi	613 35%zo	6 1%	124 13%	31 19%	23 15%	10 29%p	3 22%	13 30%pr	385 52%zp qrsuw	30 39%zpq	
2	789 36%ci nsw	55 34%	93 38%	200 32%	46 37%	17 39%	280 34%i	68 29%	63 37%i	12 18%	11 47%	17 32%	312 41%zf gim	26 30%	576 33%	213 46%zn	325 33% s	66 40%sw	56 35% s	4 13%	4 35%	14 32% s	301 41% zp sw	19 24%	
3	340 15%ln v	29 18%	53 22%z	137 22%z	28 22%	9 22%	159 20%zl	59 26%zl	37 22%zl	19 27%zl	4 19%	10 19%l	38 5%	13 15%l	244 14%	97 21%zn	207 21%zv w	33 20%v	37 23%zv w	8 23%v	3 28%	9 20%v	35 5%	8 10%v	
4	263 12%ln v	32 20%z	46 19%z	122 19%z	19 15%	8 20%	155 19%zk lm	45 20%zk lm	27 16%l	16 24%zk lm	2 10%	3 5%l	8 1%	6 7%l	174 10%	89 19%zn	191 20%zq uvw	17 11%v	29 18%zu v	6 19%v	1 8%	2 5%v	7 1%	8 10%v	
5+	181 8%ln v	22 14%zb	10 4%	82 13%zb	16 13%	1 2%	89 11%zl	26 11%l	18 10%l	12 17%zl	3 12%	8 16%zl	11 1%	15 17%zl	125 7%	56 12%zn	123 13%zv	16 10%v	14 9%v	6 17%v	1 7%	5 12%v	5 1%	11 15%zv	
NUMBER OF CHILDREN IN HOUSEHOLD																									
1	263 12%ln v	34 20%z	43 18%z	111 18%z	26 21%z	5 12%	139 17%zl m	49 21%zl	32 19%zl	17 24%zlm	2 8%	8 16%l	7 1%	9 10%l	192 11%	71 15%zn	178 18%zv	23 14%v	31 19%zv	9 25%zv	1 7%	8 18%v	5 1%	9 12%v	
2	231 11%ln v	21 13%	37 15%z	112 18%z	19 15%	8 18%	119 15%zl	52 22%zf lm	26 15%l	15 22%zl m	4 20%	6 12%l	3 *	6 7%l	157 9%	74 16%zn	160 16%zv w	28 17%zv	23 15%v	6 17%v	3 21%	5 11%v	1 *	6 7%v	
3	81 4%lv	10 6%	5 2%	41 6%zb	10 8%z	-	41 5%zl	15 6%l	10 6%l	5 8%l	3 11%	3 5%l	1 *	4 4%l	59 3%	22 5%	53 5%zv	11 7%v	5 3%v	4 12%zr v	1 12%	2 4%v	1 *	4 5%v	
4	19 1%lv	1 1%	-	7 1%	1 1%	-	5 1%	3 1%l	1 *	3 5%zfh l	-	2 4%zfl	1 *	3 4%zfl	17 1%	2 *	7 1%	3 2%v	1 *	2 7%zpr v	-	2 4%zpv	1 *	3 4%zprv	
5	3 *	-	-	1 *	1 1%	*	1 *	-	1 1%	1 2%zfl	-	-	-	1 1%l	2 *	1 *	2 *	-	1 1%	-	-	-	-	1 1%v	

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		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
6+	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	1
	*	-	-	-	-	-	-	-	-	1%zfl	-	-	-	1%zfl	*	-	-	-	-	2%zpv	-	-	-	1%zpv
REFUSED	8	-	-	6	-	-	5	1	-	-	-	-	1	1	6	2	5	-	-	-	-	-	1	2
	*	-	-	1%z	-	-	1%	1%	-	-	-	-	*	1%	*	*	*	-	-	-	-	-	*	3%zpqv

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
CHILDREN IN HOUSEHOLD																								
AGED 0-5	287 13%ln v	22 13%	33 14%	148 23%za b	17 14%	6 14%	150 19%zl	53 23%zl	23 14%l	30 44%zf ghklm	5 22%	11 21%l	1 *	13 14%l	208 12%	79 17%zn	198 20%zv	28 17%v	21 13%v	17 49%zp qruvw	3 26%	9 20%v	1 *	11 14%v
AGED 6-9	237 11%lv	27 16%	36 15%	111 18%z	20 16%	5 12%	126 16%zl	47 20%zl	25 15%l	11 16%l	5 24%	8 15%l	4 1%	10 12%l	182 10%	56 12%	149 15%zv	31 19%zv	28 18%zv	6 18%v	4 35%	6 14%v	2 *	11 14%v
AGED 10-15	303 14%ln v	37 22%z	36 15%	130 21%z	36 28%z	5 12%	135 17%zl	69 30%zf l	41 24%zf l	16 24%zl	5 24%	11 20%l	10 1%	16 18%l	211 12%	92 20%zn	193 20%zv	34 21%zv	35 22%zv	8 23%v	1 12%	8 19%v	7 1%	17 22%zv
NONE < 16	1601 73%ab cdfgh iopqr s	99 60%	158 65%	362 57%	71 56%	30 69%	506 62%gi	113 49%	100 59%l	26 38%	14 61%	33 63%l	745 99%zf ghikm	65 73%gh i	1309 75%zo	292 63%	577 59% s	98 60% s	97 61% s	13 37%	7 60%	27 63% s	728 99%zp qrsuw	54 70% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
DURABLES OWNED																									
TV	2161 98%nr	161 98%	235 97%	626 99%	122 97%	40 94%	793 98%	230 99%h	163 96%	69 100%	22 98%	52 99%	746 99%h	87 98%	1702 98%	459 99%z	958 98%	162 99%	152 96%	34 100%	12 96%	42 98%	725 99%r	75 98%	
SATELLITE/CABLE TV	1147 52%ln v	101 61%z	138 57%	406 64%z	70 55%	22 50%	517 64%zh klm	129 56%l	92 54%l	39 56%l	15 65%	26 49%	286 38%	44 50%l	882 51%	265 57%zn	624 64%zq rv	78 48%v	85 54%v	19 55%v	7 59%	22 50%	271 37%	41 54%v	
FREEVIEW/FREESAT	1230 56%af ip	75 45%	135 56%	333 53%	62 49%	27 62%	405 50%	138 60%fi k	89 52%	29 42%	11 48%	22 43%	490 65%zf hikm	46 52%	957 55%	273 59%	495 51%	100 61%pu	81 51%	15 44%	4 35%	18 42%	480 65%zp rsuw	37 48%	
MOBILE PHONE	1970 90%ln v	158 95%z	236 97%z	612 97%z	121 96%z	41 96%	786 97%zk lm	220 95%zk lm	162 96%zk lm	64 94%l	22 100%	45 87%	594 79%	76 86%	1534 88%	437 95%zn	941 96%zu vw	153 94%uv	153 96%zu vw	33 95%v	12 100%	36 84%	576 78%	66 86%	
TELEPHONE	2061 94%km nuw	160 97%	226 93%	596 94%	115 91%	40 94%	767 95%km	214 93%	156 92%	64 94%	21 95%	45 87%	716 95%km	77 87%	1619 93%	442 96%	927 95%uw	148 91%	147 92%	30 88%	12 100%	36 84%	695 95%uw	67 87%	
PVR/DTR	828 38%kl nuv	87 53%zb	92 38%	270 43%z	48 38%	18 43%	345 43%zk lm	104 45%ik lm	66 39%k	20 30%k	6 28%	6 12%	254 34%k	26 29%k	605 35%	223 48%zn	429 44%zs uvw	59 36%u	59 37%u	9 27%	2 17%	5 13%	241 33%u	22 29%u	
PC/LAPTOP	1825 83%ln v	152 92%z	234 96%zc	562 89%z	124 98%z	42 98%	741 91%zi klm	208 90%zl	166 98%zf giklm	56 81%l	20 89%	43 82%l	520 69%	72 81%l	1402 81%	422 92%zn	891 91%zs vw	146 90%zv w	153 96%zs uvw	27 79%	11 89%	37 87%v	500 68%	59 77%	
TABLET/EBOOK READER	1297 59%lm nvw	117 71%z	191 79%z	456 72%z	98 78%z	37 86%	593 73%zi klm	171 74%zi klm	135 80%zi klm	40 59%l	20 88%	25 47%	271 36%	42 47%l	946 54%	351 76%zn	738 76%zq suwv	109 67%su vw	119 75%zs uvw	16 46%	11 87%	20 46%	250 34%	34 45%	
GAMES CONSOLE	717 33%ln v	80 48%z	114 47%z	308 49%z	58 46%z	11 25%	383 47%zl m	119 52%zl m	69 41%l	35 51%zl	15 69%	20 39%l	45 6%	31 35%l	506 29%	212 46%zn	485 50%zq vw	61 38%v	65 41%v	12 34%v	7 57%	17 40%v	44 6%	26 34%v	
DVD/BLU-RAY	1383 63%ik Insuv w	102 62%	177 73%z	420 66%	90 71%	30 71%	540 67%zi kl	159 69%ik l	121 71%zi kl	33 48%	14 64%	19 37%	445 59%k	51 58%k	1053 61%	330 72%zn	670 69%zs uwv	102 63%su vw	109 69%su vw	14 41%	8 62%	15 36%	427 58%u	37 49%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
MP3 PLAYER	523 24% ilnsv	56 34% z	100 41% zc	188 30% z	44 35% z	16 37%	282 35% zgi	61 26% il	60 36% zi	8 11%	9 41%	9 18%	76 10%	17 20% l	361 21%	162 35% zn	339 35% zqsuvv	35 21% v	53 34% zqsuvv	2 7%	5 38%	7 17%	69 9%	12 16%

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		WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
	TOTAL (z)	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
INTERNET ACCESS																								
FREQUENT - ROUGHLY EVERY DAY	1645 75%lnv	154 93%z	233 96%zc	554 87%z	120 95%z	39 91%	733 90%zilm	207 90%zilm	159 94%ziklm	48 69%l	22 100%	43 83%l	365 48%	67 76%l	1264 73%	381 83%zn	878 90%zsuvw	145 89%zsvw	146 92%zsvw	24 70%v	12 100%	34 80%v	349 47%	57 74%v
REGULAR - AT LEAST ONCE A WEEK	195 9%abcfp	6 4%	7 3%	41 6%	5 4%	3 7%	40 5%	14 6%	8 5%	8 12%fh	-	4 7%	115 15%zfhm	6 7%	159 9%	36 8%	52 5%	12 7%	7 4%	4 13%	-	4 9%	111 15%zpq r	6 8%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	1 *	1 1%	8 1%	- -	- -	8 1%	2 1%	- -	- -	- -	- -	17 2%z	1 1%	24 1%	4 1%	10 1%	- -	- -	- -	- -	- -	17 2%z	1 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	-	-	4 1%	- -	- -	4 1%	- -	- -	1 2%g	- -	- -	10 1%	2 2%g	14 1%	3 1%	5 1%	- -	- -	- -	- -	- -	11 1%z	1 2%
NEVER - BUT DO HAVE ACCESS	78 4%bfhp	1 1%	-	15 2%b	- -	1 2%	13 2%	3 1%	1 *	7 10%zfh h	-	3 6%fh	46 6%zfh h	5 6%fh h	59 3%	19 4%	18 2%	1 1%	2 1%	3 8%pq r	-	3 7%pq r	47 6%zpq r	4 6%pq r
NEVER - AND DO NOT HAVE ACCESS	235 11%abcdfghopqr	4 2%	2 1%	12 2%	2 1%	-	12 1%	5 2%	2 1%	4 6%fh	-	2 5%	203 27%zfhikm	7 8%fh h	218 13%zo	17 4%	13 1%	5 3%	4 3%	3 9%p	-	2 4%	200 27%zpq rsuw	7 9%pr
TENURE																								
OWNED OUTRIGHT BY HOUSEHOLD	830 38%abcdfghikmopw	31 19%	45 19%	125 20%	25 20%	15 36%	138 17%	64 28%l	41 24%	17 24%	2 7%	11 22%	535 71%zfghikm	23 26%	692 40%zo	138 30%	169 17%	58 36%pw	49 31%p	9 25%	* 3%	11 25%	517 70%zpq rsuw	17 22%
BEING BOUGHT ON A MORTGAGE	664 30%iklmnsuvw	95 58%zc	138 57%zc	273 43%z	59 47%z	16 38%	421 52%zghiklm	86 37%iklm	76 45%ziklm	12 18%l	4 17%	7 13%	47 6%	11 13%l	462 27%	202 44%zn	511 52%zghiklm	37 22%svw	60 38%ghiklm	3 7%	2 13%	5 13%	42 6%	5 6%
RENTED	578 26%bl ov	32 19%	45 18%	193 31%za b	38 30%	11 26%	209 26%l	62 27%l	49 29%l	29 43%zf ghl	15 67%	30 58%zf ghl	137 18%	47 54%zf ghl	493 28%zo	86 19%	240 25%v	55 34%zp v	46 29%v	19 56%zp qrv	9 75%	23 53%zp qrv	138 19%	48 62%zpq rsuw
OTHER	16 1%	1 *	4 1%	3 *	- -	- -	6 1%	1 *	- -	* 1%	- -	- -	8 1%	-	12 1%	4 1%	7 1%	1 1%	- -	- -	- -	- -	8 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/gh/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Weighted Base

INCOME	UP TO £6499																								
	53 2%cfp	- -	2 1%	6 1%	2 2%	3 7%	5 1%	3 1%	5 3%f	6 8%zfg l	1 3%	3 6%f	23 3%f	6 7%zfg	47 3%	5 1%	7 1%	3 2%	5 3%p	3 10%zpq	1 5%	2 5%p	26 3%zp	5 6%zpq	
£6500-£9499	138 6%abc dfop	2 1%	5 2%	27 4%	2 2%	3 7%	15 2%	18 8%f	5 3%	10 15%zfh	1 5%	5 10%fh	74 10%zfh	8 9%fh	131 8%zo	7 2%	15 2%	18 11%zpr	5 3%	10 30%zpq rvw	- -	5 12%pr	75 10%zp	8 11%pr	
£9500-£13499	172 8%abc fop	4 2%	8 3%	21 3%	5 4%	1 2%	18 2%	15 6%f	6 4%	5 7%f	3 13%	6 12%fh	106 14%zfh gh	14 16%zfg h	157 9%zo	16 3%	21 2%	15 9%p	6 4%	3 8%p	2 18%	5 11%p	106 14%zp	16 20%zfh	
£13500-£17499	157 7%bo	11 7%	5 2%	52 8%b	7 5%	1 3%	51 6%	17 7%	8 5%	6 8%	2 9%	5 10%	63 8%	5 5%	143 8%zo	14 3%	56 6%	20 12%zp	8 5%	* 1%	2 16%	4 10%	64 9%p	3 4%	
£17500-£29999	331 15%k	20 12%	28 11%	111 18%	16 13%	9 21%	126 16%	33 14%	25 15%	8 11%	5 21%	3 6%	118 16%	14 16%	272 16%	59 13%	155 16%	21 13%	23 14%	3 8%	3 21%	2 5%	116 16%	9 11%	
£30000-£49999	313 14%ik lmnsu vw	27 16%	53 22%z	121 19%z	26 20%	7 16%	168 21%zi klm	33 14%kl	33 19%ikl m	4 6%	4 18%	- -	67 9%k	5 6%	219 13%	95 21%zn	216 22%zqs uvw	14 9%	24 15%uvw	1 3%	- -	- -	56 8%	2 3%	
£50000-£99999	215 10%lm nquvw	33 20%zc	62 25%zc	74 12%	8 6%	4 10%	148 18%zgh klm	21 9%l	12 7%l	7 10%l	1 4%	1 2%	22 3%	3 3%	145 8%	69 15%zn	172 18%zqr suwv	5 3%	16 10%quv w	1 3%	1 7%	- -	20 3%	- -	
£100000 PLUS	80 4%lnq v	14 8%zc	22 9%zc	18 3%	9 7%	3 6%	49 6%zlm	5 2%	12 7%zgl m	3 4%	- -	2 5%lm	9 1%	- -	54 3%	25 5%n	57 6%zqv w	- -	11 7%zqv w	3 8%qvw	- -	2 6%qvw	7 1%	- -	
ETHNICITY																									
WHITE	2033 92%cd fhnp	151 91%	228 94%	561 88%	108 86%	38 88%	721 89%	218 94%fh	146 86%	61 88%	18 80%	46 88%	738 98%zf ghik	85 96%h	1590 92%	442 96%zn	882 90%	150 92%	137 86%	29 86%	9 70%	37 87%	716 97%zp rsu	73 94%	
NON-WHITE	158 7%lov	13 8%	14 6%	72 11%zb	17 13%z	5 12%	87 11%zgl m	11 5%	22 13%zg lm	8 11%l	4 20%	6 11%l	16 2%	3 3%	141 8%zo	17 4%	92 9%zv	11 7%v	21 13%zv	5 13%v	4 30%	5 12%v	17 2%	4 5%	

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		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO (c)	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Weighted Base	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
SERVICES HAVE AT HOME																									
SIMPLE/FEATURE MOBILE PHONE	827 38% fkpu	36 21%	75 31%	154 24%	43 34%	19 43%	192 24%	73 31% f	61 36% f	26 38% f	3 14%	13 24%	425 56% zf ghikm	34 38% f	657 38%	170 37%	246 25%	59 36% p	53 33%	15 45% pu	1 10%	10 23%	416 57% zp qrw	26 34%	
SMART PHONE	1410 64% ln v	141 86% z	207 85% z	539 85% z	106 83% z	38 89%	704 87% zg ilm	182 79% zl m	144 85% zi lm	48 69% l	21 93%	41 79% zl m	215 28%	55 63% l	1063 61%	347 75% zn	845 87% zq svw	117 72% v	136 86% zq svw	23 66% v	11 93%	33 76% v	197 27%	49 63% v	
ANY MOBILE PHONE	1999 91% ln v	159 96% z	241 99% z	621 98% z	125 99% z	43 100%	795 98% zk lm	226 97% zl m	168 99% zk lm	67 98% l m	22 100%	49 93% l	595 79%	77 87%	1558 90%	441 96% zn	955 98% zu vw	158 97% zv w	157 99% z uvw	34 100% v w	12 100%	39 92% v	575 78%	67 87%	
LANDLINE	2199 100%	165 100%	243 100%	634 100%	127 100%	43 100%	811 100%	232 100%	170 100%	69 100%	22 100%	52 100%	756 100%	88 100%	1738 100%	461 100%	976 100%	163 100%	159 100%	34 100%	12 100%	43 100%	735 100%	77 100%	
FIXED BROADBAND	1750 80% ln sv	148 89% z	227 93% z	557 88% z	116 92% z	35 81%	725 89% zi lm	207 89% zi l	151 89% zi l	51 75%	20 88%	43 83% l	481 64%	71 81% l	1351 78%	398 86% zn	877 90% zs vw	143 88% zs vw	141 88% zs vw	23 66%	10 83%	36 83% v	461 63%	59 77% v	
MOBILE BROADBAND	255 12% ln v	30 18% z	47 19% zc	81 13%	18 14%	12 28%	128 16% zl	30 13% l	30 17% zl	10 14% l	3 15%	5 10%	37 5%	12 13% l	187 11%	68 15% ln	156 16% zv	17 10% v	25 16% v	3 8%	2 19%	5 13% v	37 5%	9 12% v	
ANY INTERNET ACCESS	1886 86% ln v	159 96% z	239 98% z	608 96% z	123 97% z	43 100%	787 97% zi klm	220 95% zi lm	166 98% zi klm	60 87% l	21 93%	47 91% l	508 67%	78 88% l	1459 84%	427 93% zn	947 97% zs uvw	154 94% zs v	154 97% zs vw	29 84% v	11 93%	39 90% v	486 66%	67 87% v	
PAY TV	949 43% ln v	92 56% z	118 48%	365 58% zb	57 45%	18 41%	467 58% zg hilm	109 47% l	75 44% l	28 40% l	11 49%	23 45% l	203 27%	34 38% l	709 41%	239 52% zn	567 58% zq rsvw	60 37% v	68 43% v	13 37%	4 35%	18 43% v	191 26%	26 34%	
VOIP	457 21% il mnsvw	47 29% z	98 40% zc	143 23%	41 32% z	12 27%	229 28% zi lm	59 26% il m	52 31% zi lm	7 10%	9 40%	9 16%	82 11%	9 10%	336 19%	121 26% zn	274 28% zs vw	32 20% sv	52 33% zqs vw	1 4%	5 38%	8 19% s	76 10%	8 11%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/gh/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

LANDLINE USERS

LANDLINE+
BROADBAND+ MOBILE

LANDLINE+
BROADBAND+ NO
MOBILE

LANDLINE+ MOBILE+
NO BROADBAND

LANDLINE+ NO
MOBILE+ NO
BROADBAND

TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
1687 v	146 77%ln	226 88%z	552 87%z	116 92%z	35 81%	719 89%zi lm	204 88%zi lm	151 89%zi lm	51 75%l	20 88%	43 82%l	437 58%	63 71%l	1295 75%	392 85%zn	869 89%zs vw	141 86%zs vw	141 88%zs vw	23 66%	10 83%	35 81%v	417 57%	52 68%
62 3%cp	2 1%	1 1%	5 1%	-	-	6 1%	2 1%	-	-	-	1 1%	45 6%zf ghi	8 10%zg hi	56 3%z	6 1%	8 1%	2 1%	-	-	-	1 2%	45 6%zpq r	7 9%zpq
312 14%bcd fop	13 8%	15 6%	69 11%	9 7%	8 19%	76 9%	21 9%	17 10%	16 23%zf gh	3 12%	6 12%	158 21%zf gh	14 16%	263 15%zo	49 11%	86 9%	17 10%	17 11%	12 34%zp qr	2 17%	5 11%	159 22%zp qr	15 19%p
138 6%bcd fghop qr	4 3%	1 *	7 1%	2 1%	-	9 1%	3 1%	2 1%	2 2%	-	3 5%f	116 15%zfg hikm	3 3%	124 7%zo	14 3%	13 1%	3 2%	2 1%	-	-	3 6%pr	115 16%zpq rsw	3 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 901
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME	YES - OCCA SION ALLY	NO	FULL- TIME	PART- TIME	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETIR ED	OTHER	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
Weighted Base																									
PRODUCT BUNDLES																									
LL AND BB BUNDLE	1300	101	180	422	77	33	552	151	109	35	16	24	361	53	1008	292	661	102	107	15	8	18	343	45	
	59%kl	61%	74%za	67%z	61%	76%	68%zi	65%ik	64%kl	51%	69%	46%	48%	60%l	58%	63%	68%zs	63%uv	67%su	44%	68%	42%	47%	59%	
	nuv						kl	l									uv		v						
NO LL AND BB BUNDLE	899	64	64	211	50	10	259	80	60	34	7	28	395	36	730	169	315	61	52	19	4	25	391	32	
	41%bc	39%b	26%	33%	39%	24%	32%	35%	36%	49%fg	31%	54%zf	52%zf	40%	42%z	37%	32%	37%	33%	56%pr	32%	58%zp	53%zp	41%	
	fp											gh	ghm								qr		qr		

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	2137	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
GENDER																					
MALE	1121 51%cl	802 62%zbc	179 48%cb	139 26%	286 50%	18 89%	2 84%	34 39%	792 51%	227 37%	460 58%zi	184 54%li	151 57%li	94 52%li	127 48%	116 50%	39 48%	8 41%	1 36%	1 51%	6 75%
FEMALE	1078 49%aj	491 38%	193 52%ca	393 74%zab	292 50%	2 11%	* 16%	53 61%	747 49%	392 63%zjklm	328 42%	156 46%	112 43%	87 48%	136 52%	115 50%	42 52%	11 59%	2 64%	1 49%	2 25%
AGE																					
16-17	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	1 1%zj	-	-	1 1%z	-	-	-	-
18-24	47 2%chi	21 2%cb	26 7%zac	-	26 4%zh	1 4%	-	-	20 1%	6 1%	15 2%	15 4%zij	4 2%	6 3%	18 7%z	8 3%	2 2%	-	-	-	1 16%
25-34	271 12%cg hi	188 15%zc	77 21%zac	6 1%	140 24%zgh	5 22%	* 16%	1 1%	126 8%g	22 4%	109 14%li	60 18%zi	47 18%zi	32 18%li	65 25%z	50 22%z	21 26%z	7 36%	-	-	3 40%
35-44	371 17%ch ij	271 21%zc	66 18%cb	34 6%	259 45%zgh	7 33%	-	17 19%h	99 6%	36 6%	62 8%	84 25%zi j	114 43%zi jk	75 42%zi jk	86 33%z	125 54%zn	41 51%zn	11 56%	2 64%	1 49%	-
45-54	431 20%ch i	289 22%zc	77 21%cb	64 12%	135 23%zh	6 31%	1 25%	51 58%zdh	252 16%	75 12%	136 17%li	93 27%zi j	76 29%zi j	49 27%zi j	77 29%zo	45 19%	15 19%	* 2%	1 21%	1 51%	2 26%
55-64	394 18%dl mnop	231 18%	60 16%	102 19%	12 2%	2 9%	1 59%	16 19%ld	365 24%zdg	120 19%lm	189 24%zklm	54 16%lm	19 7%	11 6%	14 5%o	2 1%	1 1%	-	1 15%	-	1 8%
65-74	381 17%ab dgklmnop	195 15%	42 11%	144 27%zab	4 1%	-	-	2 3%	375 24%zdg	163 26%zklm	181 23%zklm	25 7%li	3 1%	7 4%	4 1%	3 1%	-	1 5%	-	-	1 9%
75+	302 14%abd gklmnop	98 8%	22 6%	182 34%zab	-	-	-	1 1%	301 20%zdg	196 32%zjklm	97 12%klm	9 3%li	-	-	* *	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
AGE																						
16-24	48 2%achi	21 2%ci	27 7%zaci	-	27 5%zhi	1 4%	-	-	20 1%	6 1%	15 2%	15 4%ziji	4 2%	7 4%ii	18 7%zi	8 3%	3 4%	-	-	-	1 16%	
25-44	643 29%chij	459 36%zci	144 39%zci	40 8%	400 69%zghi	11 55%	*	17 20%	225 15%	58 9%	171 22%ii	144 42%ziji	160 61%ziji	107 59%ziji	150 57%zi	174 75%zni	62 77%zni	17 93%	2 64%	1 49%	3 40%	
45-64	825 38%cdiop	519 40%zci	137 37%	166 31%	147 25%	8 40%	2 84%	67 77%zdhi	618 40%zdi	195 32%	324 41%zii	148 43%ziji	95 36%	60 33%	91 35%opi	47 20%	15 19%	*	1 36%	1 51%	3 34%	
65+	683 31%abdgklmnop	293 23%bi	64 17%	326 61%zabi	4 1%	-	-	3 3%di	677 44%zdgi	359 58%zjklm	278 35%zklm	34 10%lm	3 1%	7 4%	4 2%	3 1%	-	1 5%	-	-	1 9%	
AREA																						
URBAN	493 22%hji	291 23%	94 25%	108 20%	165 29%zghi	3 16%	-	14 16%	314 20%	128 21%	151 19%	76 22%	59 22%	77 42%zijkl	74 28%zi	56 24%	35 43%znio	9 46%	2 47%	1 49%	1 9%	
SUBURBAN	1048 48%mi	621 48%	174 47%	252 47%	273 47%	8 37%	2 100%	41 47%	739 48%	295 48%mi	386 49%mi	169 50%mi	130 50%mi	63 35%	127 48%mi	113 49%	31 38%	5 28%	2 53%	-	5 64%	
RURAL	557 25%dmnp	324 25%	82 22%	151 28%	110 19%	8 37%	-	30 34%di	417 27%zdi	169 27%mi	217 27%mi	80 24%	60 23%	30 17%	49 19%	51 22%	10 12%	4 20%	-	1 51%	1 14%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
SOCIAL GRADE

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
TOTAL (z)	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8*
87 4%bci	68 5%zbc	7 2%	12 2%	18 3%	-	-	14 16%zdh	58 4%	11 2%	43 5%zim	12 4%	17 7%im	3 1%	8 3%	10 4%	-	-	-	-	-
588 27%	372 29%z	86 23%	130 24%	161 28%	3 15%	1 59%	20 23%	410 27%	160 26%	213 27%	93 27%	77 30%	45 25%	64 24%	78 34%z	23 29%	1 5%	-	-	-
611 28%	356 28%	97 26%	157 30%	149 26%	10 47%	* 16%	31 36%	429 28%	180 29%	222 28%	90 26%	76 29%	41 23%	76 29%	54 23%	20 25%	2 8%	1 29%	1 51%	2 29%
440 20%i	280 22%z	68 18%	92 17%	123 21%	3 15%	1 25%	13 15%	305 20%	98 16%	166 21%i	81 24%i	52 20%	38 21%	64 24%	48 21%	10 13%	7 35%	1 21%	-	3 31%
299 14%	165 13%	58 16%	75 14%	92 16%	-	-	7 8%	203 13%	80 13%	102 13%	42 12%	33 12%	40 22%zi jkl	36 14%	30 13%	21 26%zn o	6 34%	2 50%	-	1 16%
174 8%ajl	52 4%	56 15%za	66 12%za	36 6%	5 23%	-	2 3%	133 9%	88 14%zjk lm	42 5%	22 7%	8 3%	13 7%	16 6%	11 5%	6 8%	3 18%	-	1 49%	2 25%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
STANDARD REGION																						
NORTH	139 6%	85 7%	21 6%	34 6%	29 5%	1 5%	- -	5 6%	105 7%	35 6%	61 8%l	24 7%	9 3%	11 6%	12 5%	11 5%	6 7%	1 6%	- -	- -	- -	
NORTH WEST	182 8%	114 9%	28 8%	40 8%	47 8%	3 15%	- -	15 17%zdh	121 8%	48 8%	67 9%	30 9%	23 9%	14 8%	18 7%	21 9%	3 4%	1 16%	1 19%	1 51%	1 10%	
YORKS & HUMBERSIDE	176 8%	104 8%	26 7%	45 8%	50 9%	2 11%	1 59%	7 8%	119 8%	53 8%	59 7%	27 8%	17 7%	20 11%	20 7%	17 8%	13 16%z	2 8%	- -	- -	- -	
WEST MIDLANDS	183 8%gk	112 9%	26 7%	46 9%	52 9%g	2 12%	- -	- -	129 8%g	50 8%	72 9%k	16 5%	19 7%	26 14%zik	17 6%	20 9%	13 17%zn	2 8%	1 15%	1 49%	- -	
EAST MIDLANDS	165 8%	100 8%	28 7%	37 7%	48 8%	1 4%	- -	5 6%	113 7%	40 6%	69 9%	27 8%	20 8%	8 4%	25 9%	17 7%	4 5%	2 8%	- -	- -	1 9%	
EAST ANGLIA	111 5%	67 5%	19 5%	25 5%	29 5%	- -	- -	1 2%	80 5%	24 4%	48 6%	21 6%	12 5%	6 3%	9 3%	16 7%	4 5%	2 9%	- -	- -	1 8%	
SOUTH WEST	223 10%	138 11%	34 9%	51 10%	54 9%	1 5%	- -	4 4%	166 11%	53 9%	80 10%	43 13%	28 11%	18 10%	23 9%	24 10%	8 10%	1 7%	- -	- -	1 14%	
SOUTH EAST	449 20%	254 20%	85 23%	110 21%	105 18%	6 27%	- -	25 29%cd	319 21%	147 24%zj	149 19%	64 19%	60 23%	27 15%	48 18%	47 20%	10 13%	2 12%	2 66%	- -	4 46%	
GREATER LONDON	177 8%hj	111 9%	28 7%	38 7%	73 13%zgh	1 4%	1 25%	3 3%	102 7%	47 8%j	33 4%	33 10%j	34 13%zi	29 16%zi	42 16%z	25 11%	11 14%	3 16%	- -	- -	- -	
WALES	106 5%adn	45 4%	20 5%	40 8%za	13 2%	- -	* 16%	8 9%cd	87 6%zd	47 8%zkl	40 5%	9 3%	7 2%	4 2%	5 2%	7 3%	1 2%	1 4%	- -	- -	- -	
SCOTLAND	185 8%cm	106 8%	36 10%	44 8%	49 9%	1 7%	- -	12 14%	128 8%	49 8%	77 10%cm	31 9%	21 8%	7 4%	33 12%zp	15 6%	2 2%	- -	- -	- -	- -	
NORTHERN IRELAND	101 5%	57 4%	22 6%	22 4%	29 5%	2 10%	- -	2 2%	70 5%	27 4%	35 4%	15 4%	13 5%	11 6%	13 5%	11 5%	5 6%	1 5%	- -	- -	1 12%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
SELF EMPLOYED																						
FULL-TIME	127 6%chi	99 8%zbc	15 4%	13 2%	53 9%zh	1 6%	-	3 4%	69 5%	17 3%	46 6%i	28 8%i	19 7%i	16 9%i	26 10%z	19 8%	10 12%z	1 4%	1 21%	-	-	
PART-TIME	43 2%	24 2%	6 2%	13 2%	13 2%	-	-	3 3%	27 2%	7 1%	17 2%	9 3%	8 3%	1 1%	5 2%	8 3%	-	-	*	-	-	
OCCUPATION																						
FULL-TIME	811 37%chi i	568 44%zc	154 41%c	86 16%	297 51%zh	15 71%	2 84%	54 61%zh	459 30%	123 20%	280 35%i	159 47%zi j	155 59%zi jk	89 49%zi j	139 53%z	119 51%z	41 51%z	5 29%	1 15%	-	5 58%	
PART-TIME	232 11%chi ij	146 11%c	44 12%	41 8%	117 20%zh	-	-	12 14%h	107 7%	31 5%	68 9%i	59 17%zi j	45 17%zi j	26 14%ij j	49 19%z	52 22%z	15 18%	3 16%	-	-	1 14%	
SELF-EMPLOYED	170 8%chi	122 9%zbc	21 6%	26 5%	66 11%zh	1 6%	-	6 7%	97 6%	24 4%	63 8%i	37 11%zi	27 10%i	18 10%i	32 12%z	26 11%	10 12%	1 4%	1 31%	-	-	
NOT WORKING - HOUSEWIFE	69 3%hij	44 3%	14 4%	10 2%	40 7%zgh	-	*	-	28 2%	10 2%	12 2%	19 5%zij	16 6%zij	12 7%zij	17 6%z	15 7%z	5 7%	3 17%	1 35%	1 49%	-	
STILL IN EDUCATION	22 1%c	8 1%	13 4%zac	1 *	9 2%	-	-	-	14 1%	3 *	11 1%	4 1%	2 1%	3 1%	2 1%	4 2%	3 3%	-	-	-	-	
UNEMPLOYED	52 2%c	27 2%c	23 6%zac	3 1%	19 3%	2 12%	-	2 2%	30 2%	14 2%	17 2%	10 3%	3 1%	8 5%l	8 3%	6 3%	3 3%	2 11%	-	-	-	
RETIRED	756 34%ab dgklm nop	342 26%b	72 19%	342 64%zab	7 1%	-	-	7 8%d	744 48%zdg	385 62%zj klm	312 40%zk lm	38 11%l	8 3%	11 6%	7 3%	3 1%	1 1%	1 5%	-	-	1 17%	
OTHER	88 4%a	35 3%	30 8%zac	24 4%	23 4%	2 11%	-	7 8%	62 4%	28 5%	26 3%	13 4%	6 2%	15 8%zjl	9 3%	6 3%	4 4%	3 18%	1 19%	1 51%	1 10%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
CHIEF INCOME EARNER																					
YES	1738 79%ad ijklmno	870 67%	348 94%za	517 97%zab	416 72%	21 100%	2 84%	63 72%	1260 82%zd	613 99%zj klm	576 73%	244 72%	174 66%	125 69%	192 73%	157 68%	59 73%	17 91%	2 65%	1 100%	6 75%
NO	461 21%abc hi	423 33%zbc	24 6%c	15 3%	162 28%zh	-	* 16%	24 28%	279 18%	6 1%	213 27%zi	97 28%zi	89 34%zi	56 31%zi	71 27%z	74 32%z	22 27%	2 9%	1 35%	-	2 25%
CIE WORKING STATUS																					
FULL-TIME	976 44%ch ij	716 55%zb c	163 44%c	94 18%	386 67%zh	15 71%	2 84%	60 69%zh	531 35%	124 20%	325 41%i	207 61%zi j	191 73%zi jk	123 68%zi j	178 68%z	160 69%z	53 65%z	7 36%	2 50%	-	5 58%
PART-TIME	163 7%hi	83 6%	40 11%za	40 8%	63 11%zh	-	-	4 4%	98 6%	31 5%	66 8%i	33 10%i	17 7%	16 9%	23 9%	28 12%z	11 14%	3 16%	-	-	-
SELF-EMPLOYED	159 7%chi	113 9%zc	20 5%	27 5%	58 10%zh	1 6%	-	10 12%h	89 6%	23 4%	56 7%i	37 11%zi	29 11%zi	14 8%	31 12%z	23 10%	5 7%	1 4%	1 31%	-	-
NOT WORKING - HOUSEWIFE	34 2%ahj	11 1%	14 4%za	9 2%	20 3%zh	-	* 16%	-	14 1%	10 2%	4 1%	8 2%j	6 2%j	6 3%j	9 3%z	6 3%	4 5%z	2 13%	-	1 49%	-
STILL IN EDUCATION	12 1%a	4 *	8 2%zac	1 *	5 1%	-	-	-	7 *	3 *	4 1%	3 1%	1 *	1 *	1 *	3 1%	1 2%	-	-	-	-
UNEMPLOYED	43 2%ch	20 2%	20 5%zac	3 1%	16 3%	2 12%	-	1 1%	24 2%	13 2%	14 2%	9 3%	2 1%	5 3%	8 3%	5 2%	2 2%	2 9%	-	-	-
RETIRED	735 33%ab dgklmnop	321 25%	76 20%	338 64%zab	7 1%	-	-	7 7% d	724 47%zd g	385 62%zj klm	301 38%zk lm	35 10%lm	7 3%	5 3%	5 2%	1 *	1 1%	1 5%	-	-	1 17%
OTHER	77 3%aj	26 2%	31 8%zac	20 4%a	23 4%	2 11%	-	6 7%	52 3%	30 5%zj	19 2%	8 2%	8 3%	11 6% j	9 3%	6 2%	4 4%	3 18%	1 19%	1 51%	2 25%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
TOTAL (z)	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
MARITAL STATUS																					
MARRIED/LIVING AS	1293 59%b chi	1293 100%zbc	- -	- -	466 81%zgh	11 54%	1 41%	57 65%h	777 50%	- -	639 81%zi k	250 73%zi	243 93%zi jk	158 87%zi k	199 76%z	196 85%zn	65 81%z	11 60%	3 90%	1 51%	4 46%
SINGLE	372 17%acd gilmo	- -	372 100%zac	- -	67 12%	6 30%	- -	5 6%	294 19%zd g	210 34%zj klm	87 11%l	47 14%l	10 4%	15 8%	36 14%	23 10%	11 13%	4 20%	- -	- -	3 31%
WIDOWED/DIVORCED/ SEPERATED	532 24%abd jklmno p	- -	- -	532 100%zab	44 8%	3 16%	1 59%	26 29%d	465 30%zd	408 66%zjk lm	61 8%l	43 13%ilm	10 4%	8 4%	27 10%	13 6%	5 6%	4 20%	* 10%	1 49%	1 8%
PARENT																					
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%bc hij	466 36%zb c	67 18% c	44 8%	578 100%zgh	2 9%	- -	27 30%h	- -	1 *	37 5%i	191 56%zi j	205 78%zi jk	141 78%zi jk	248 94%z	223 97%z	78 97%z	18 98%	3 100%	1 100%	5 54%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%h	11 1%	6 2%	3 1%	2 *h	21 100%	- -	- -	- -	5 1%	10 1%	2 1%	2 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	1 *	- -	1 *	- -	- -	2 100%	- -	- -	1 *	- -	- -	- -	1 1%	1 *	- -	- -	* 2%	- -	- -	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%bhi j	57 4%b	5 1%	26 5%b	27 5%h	- -	- -	88 100%zdh	- -	1 *	12 1%i	31 9%zi j	26 10%zi j	17 10%zi	22 8%zo	3 1%	2 2%	1 5%	1 19%	- -	1 10%
NONE OF THESE	1539 70%ad gklmn op	777 60%	294 79%za	465 87%zab	- -	- -	- -	- -	1539 100%zd g	610 99%zj klm	730 93%zk lm	122 36%lm	40 15%	32 18%	13 5%	7 3%	3 3%	- -	- -	- -	4 46%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	1	2	3	4	5+	1	2	3	4	5	6+	REF
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
NUMBER IN HOUSEHOLD																					
1	619 28%adg jklmnop	-	210 56%za	408 77%zab	1 *	5 26%	1 59%	1 1%	610 40%zdg	619 100%zjk lm	-	-	-	-	-	-	-	-	-	-	
2	789 36%abc dgikl mnop	639 49%zbc	87 23%c	61 11%	37 6%	10 48%	-	12 13%d	730 47%zdg	-	789 100%zik lm	-	-	-	38 14%op	-	-	-	-	-	
3	340 15%ch ijlmp	250 19%zb c	47 13%c	43 8%	191 33%zh	2 12%	-	31 36%zh	122 8%	-	-	340 100%zij lm	-	-	167 64%zo p	32 14%p	-	-	-	-	
4	263 12%abc hijk	243 19%zbc	10 3%	10 2%	205 36%zh	2 10%	-	26 30%zh	40 3%	-	-	-	263 100%zij km	-	33 13%	166 72%zn p	11 13%	-	-	1 10%	
5+	181 8%abc hijk l	158 12%zbc	15 4%c	8 1%	141 24%zh	1 5%	1 41%	17 20%zh	32 2%	-	-	-	-	181 100%zij kl	25 9%	33 14%z	70 87%z no	19 100%	3 100%	1 100%	1 12%
NUMBER OF CHILDREN IN HOUSEHOLD																					
1	263 12%ch ijop	199 15%zb c	36 10%c	27 5%	248 43%zgh	-	1 25%	22 25%zh	13 1%	-	38 5%i	167 49%zi jlm	33 13%ij	25 14%l j	263 100%zop	-	-	-	-	-	-
2	231 11%abc hijnp	196 15%zbc	23 6%c	13 2%	223 39%zgh	1 7%	-	3 4%h	7 *	-	-	32 9%ij	166 63%zi jkm	33 18%zi k	-	231 100%znp	-	-	-	-	-
3	81 4%chi jkno	65 5%zc	11 3%c	5 1%	78 14%zgh	1 5%	-	2 2%h	3 *	-	-	-	11 4%ij k	70 39%zi kl	-	-	81 100%zno	-	-	-	-
4	19 1%hij	11 1%	4 1%	4 1%	18 3%zh	-	* 16%	1 1%h	-	-	-	-	-	19 10%zi kl	-	-	-	19 100%	-	-	-
5	3 *	3 *	-	* *	3 1%zh	-	-	1 1%h	-	-	-	-	-	3 2%zi k	-	-	-	-	3 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
6+	1	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	*	*	-	-	-	-	-	-	-	-	1%Z	-	-	-	-	-	100%	-
REFUSED	8	4	3	1	5	-	-	1	4	-	-	-	1	1	-	-	-	-	-	-	8
	*	*	1%	*	1%	-	-	1%	*	-	-	-	*	1%	-	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
CHILDREN IN HOUSEHOLD																					
AGED 0-5	287 13%cg hij	237 18%zb c	36 10%c c	14 3%	276 48%zgh	1 5%	*	2 3%h	10 1%	- -	11 1%i	101 30%zi j	91 35%zi j	84 46%zi jkl	106 40%z	105 46%z	56 70%zn o	16 84%	3 85%	1 100%	-
AGED 6-9	237 11%ch ij	180 14%zc	41 11%c	15 3%	231 40%zgh	2 12%	*	6 7%h	5 *	- -	13 2%i	42 12%ij	94 36%zi jk	89 49%zi jkl	37 14%	118 51%zn	61 76%zn o	16 86%	3 100%	1 100%	-
AGED 10-15	303 14%bc hij	232 18%zbc	31 8%	38 7%	290 50%zgh	1 7%	1	27 30%zh	10 1%	- -	14 2%i	76 22%zi j	114 43%zi jk	98 54%zi jkl	120 46%z	117 51%z	48 59%z	14 72%	3 100%	1 100%	-
NONE < 16	1601 73%ad klmno p	817 63%	299 80%za	482 91%zab	5 1%	18 88%	1 59%	59 68%d	1518 99%z dg	619 100%zj klm	751 95%zk lm	141 41%lm	53 20%	30 16%	-	-	-	-	-	-	8 100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
DURABLES OWNED																					
TV	2161 98%	1274 99%	361 97%	523 98%	565 98%	21 100%	2 100%	88 100%	1514 98%	602 97%	780 99% i	334 98%	258 98%	179 99%	256 97%	228 98%	78 97%	19 100%	3 100%	1 100%	8 100%
SATELLITE/CABLE TV	1147 52%ch i	749 58%zb c	189 51% c	208 39%	385 67%zh	10 50%	1 59%	52 59%	722 47%	225 36%	415 53% i	212 62%zi j	169 64%zi j	120 67%zi j	183 69%z	146 63%z	57 71%z	9 48%	3 90%	1 100%	7 78%
FREEVIEW/FREESAT	1230 56%dk lmnop	707 55%	189 51%	333 63%zab	253 44%	9 42%	1 41%	56 64% d	930 60%zd	378 61%zk lm	477 61%zk lm	169 50%	127 48%	76 42%	117 44%	96 41%	34 43%	10 51%	1 21%	- -	3 34%
MOBILE PHONE	1970 90%ch i	1222 95%zb c	330 89% c	417 78%	552 96%zh	21 100%	2 84%	85 97%zh	1339 87%	489 79%	725 92%zi	319 94%zi j	254 97%zi j	175 97%zi j	254 96%z	217 94%	78 97%	17 93%	3 100%	1 100%	8 100%
TELEPHONE	2061 94%do	1220 94%	348 94%	489 92%	520 90%	20 95%	2 100%	83 95%	1463 95%zd	582 94%	753 95%zi	315 92%	238 91%	167 92%	239 91%	208 90%	71 88%	16 83%	3 100%	1 100%	7 88%
PVR/DTR	828 38%ch i	549 42%zb c	125 34%	153 29%	240 41%h	10 46%	42 25%	549 48%h	36%	175 28%	320 41% i	143 42% i	115 44% i	71 39% i	103 39%	97 42%	36 45%	6 31%	2 69%	- -	5 61%
PC/LAPTOP	1825 83%ch i	1181 91%zb c	297 80% c	343 65%	520 90%zh	20 96%	2 100%	84 96%zh	1226 80%	397 64%	697 88%zi	315 93%zi j	246 94%zi j	162 90%zi j	240 91%z	210 91%z	69 86%	19 100%	2 47%	1 100%	7 84%
TABLET/EBOOK READER	1297 59%bc hi	911 70%zb c	180 48% c	206 39%	460 80%zh	13 61%	1 41%	75 86%zh	773 50%	199 32%	481 61% i	249 73%zi j	222 85%zi jk	145 80%zi j	206 78%z	197 85%zp	58 72%z	12 65%	3 85%	1 49%	2 22%
GAMES CONSOLE	717 33%ch ij	499 39%zc	132 36% c	87 16%	380 66%zh	9 44%	2 84%	71 81%zdh	282 18%	62 10%	175 22% i	193 57%zi j	179 68%zi jk	109 60%zi j	167 63%z	160 69%z	48 60%z	13 70%	3 85%	- -	1 10%
DVD/BLU-RAY	1383 63%ci	846 65%zc	231 62%	303 57%	372 64%	13 63%	1 25%	63 72%	954 62%	358 58%	499 63%	226 66% i	183 70%zi j	112 62%	161 61%	157 68%	56 70%	10 52%	1 31%	- -	4 50%
MP3 PLAYER	523 24%ch i	385 30%zb c	81 22% c	57 11%	198 34%zh	7 32%	1 41%	43 49%zdh	290 19%	72 12%	182 23% i	113 33%zi j	104 40%zi j	53 29% i	82 31%z	89 38%z	25 31%	6 32%	* 10%	- -	1 10%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
TOTAL (z)	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
INTERNET ACCESS																					
FREQUENT - ROUGHLY EVERY DAY	1645 75%ch i	1090 84%zb c	275 74%zc	278 52%	537 93%zh	21 100%	1 41%	78 89%zh	1034 67%	323 52%	609 77%ai	301 88%zi j	244 93%zi j	162 90%zi j	240 91%z	216 93%z	75 93%z	18 95%	3 100%	1 49%	6 75%
REGULAR - AT LEAST ONCE A WEEK	195 9%adk lno	92 7%	36 10%	67 13%za	27 5%	- -	- -	7 8%	164 11%zd	81 13%zk lm	75 10%kl	18 5%	12 4%	9 5%	13 5%	10 4%	4 6%	- -	- -	- -	1 9%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%cd	12 1%	9 2%a	6 1%	1 *	- -	1 59%	1 1%	26 2%zd	12 2%l	13 2%	2 1%	- -	- -	1 *	- -	- -	- -	- -	- -	1 16%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	8 1%	4 1%	6 1%	2 *	- -	- -	- -	16 1%	6 1%	6 1%	3 1%	1 *	1 1%	- -	1 *	- -	- -	- -	1 51%	-
NEVER - BUT DO HAVE ACCESS	78 4%cd	39 3%	14 4%	25 5%	7 1%	- -	- -	2 3%	69 4%zd	22 4%	33 4%	12 4%	4 2%	7 4%	5 2%	4 2%	- -	1 5%	- -	- -	- -
NEVER - AND DO NOT HAVE ACCESS	235 11%adg jklmnop	51 4%	34 9%a	150 28%zab	5 1%	- -	- -	- -	230 15%zdg	174 28%zjk lm	52 7%klm	5 1%	2 1%	2 1%	4 1%	- -	1 1%	- -	- -	- -	- -
TENURE																					
OWNED OUTRIGHT BY HOUSEHOLD	830 38%bd gklmnop	466 36%b	83 22%	280 53%zab	63 11%	3 13%	1 25%	21 24%cd	748 49%zdg	304 49%zk lm	371 47%zk lm	83 24%l	40 15%	31 17%	25 10%	27 12%	13 16%	2 13%	1 15%	- -	1 17%
BEING BOUGHT ON A MORTGAGE	664 30%abc hi	506 39%zb c	86 23%cd	73 14%	275 48%zh	7 33%	* 16%	48 54%zh	349 23%	88 14%	218 28%ai	144 42%zi j	138 53%zi jk	77 42%zi j	127 48%z	116 50%z	34 42%z	4 23%	- -	- -	- -
RENTED	578 26%ah j	248 19%	176 47%za c	153 29%a	203 35%zgh	9 44%	1 59%	16 18%	356 23%	193 31%zj	157 20%	92 27%j	70 27%j	62 34%zj	92 35%z	75 33%	29 36%	11 59%	3 85%	1 100%	3 40%
OTHER	16 1%	11 1%	2 1%	3 1%	4 1%	- -	- -	- -	12 1%	5 1%	6 1%	5 1%	- -	- -	4 2%	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
INCOME																					
UP TO £6499	53 2%adk i	11 1%	14 4%a	28 5%za	4 1%	-	-	1 1%	49 3%zd	30 5%zjk lm	20 2%	2 1%	1 *	1 *	2 1%	2 1%	-	-	-	-	-
£6500-£9499	138 6%ajl	32 2%	34 9%za	71 13%za	27 5%	-	1 59%	1 1%	109 7%z	81 13%zjk lm	28 4%	17 5%	6 2%	5 3%	17 6%	7 3%	6 7%	-	-	-	-
£9500-£13499	172 8%ajl	47 4%	34 9%a	91 17%zab	37 6%	-	-	4 4%	134 9%z	95 15%zjk lm	36 5%	21 6%	10 4%	10 6%	13 5%	19 8%	4 5%	2 10%	-	1 51%	1 12%
£13500-£17499	157 7%	83 6%	39 11%zac	35 7%	48 8%	-	-	3 4%	106 7%	46 8%	57 7%	27 8%	15 6%	12 6%	18 7%	19 8%	9 11%	2 13%	1 19%	-	-
£17500-£29999	331 15%	199 15%	64 17%	67 13%	77 13%	7 32%	* 16%	16 18%	237 15%	84 14%	129 16%	57 17%	29 11%	29 16%	34 13%	24 10%	14 17%	6 32%	1 35%	-	3 34%
£30000-£49999	313 14%bch hi	238 18%zbc	33 9%	43 8%	95 17%	5 23%	-	24 28%zdh	197 13%	44 7%	131 17%zi	63 19%zi	47 18%i	29 16%i	52 20%z	37 16%	11 13%	-	-	-	-
£50000-£99999	215 10%bch hi	181 14%zbc	25 7%c	9 2%	81 14%zh	2 12%	-	15 17%h	121 8%	12 2%	93 12%zi	40 12%i	57 22%zij km	13 7%i	32 12%p	45 20%zp	3 3%	2 9%	-	-	-
£100000 PLUS	80 4%bch i	72 6%zbc	-	8 1%b	33 6%zh	-	-	6 6%	43 3%	5 1%	31 4%i	15 5%i	18 7%zi	11 6%i	11 4%	16 7%z	6 8%	1 4%	-	-	-
ETHNICITY																					
WHITE	2033 92%ad lmop	1171 91%	346 93%	512 96%za	486 84%	19 92%	2 75%	79 90%	1473 96%zd g	599 97%zk lm	760 96%zk lm	316 93%lm	225 86%rm	125 69%	237 90%p	193 84%p	56 69%	12 65%	2 75%	1 51%	8 100%
NON-WHITE	158 7%chi j	116 9%zc	26 7%c	17 3%	90 16%zh	* 2%	1 25%	9 10%h	61 4%	18 3%	25 3%	23 7%ij jk	37 14%zi jkl	54 30%zi jkl	25 10%	38 16%z	25 31%zn o	6 31%	1 25%	1 49%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
		MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
SERVICES HAVE AT HOME																						
SIMPLE/FEATURE MOBILE PHONE	827	454	117	255	115	6	*	25	690	282	346	91	59	49	58	48	15	4	1	1	1	
	38%ab dklmn op	35%	31%	48%zab	20%	28%	16%	29%	45%zdg	46%zklm	44%zklm	27%	22%	27%	22%	21%	18%	23%	15%	51%	10%	
SMART PHONE	1410	973	240	195	529	18	2	79	810	218	485	293	240	165	241	214	71	17	3	1	8	
	64%ch i	75%zbc	65%c	37%	92%zh	87%	84%	90%zh	53%	35%	62%i	86%zji	91%zji	91%zji	92%z	93%z	88%z	89%	100%	49%	100%	
ANY MOBILE PHONE	1999	1235	334	427	568	21	2	88	1348	490	734	332	259	176	261	229	77	18	3	1	8	
	91%ch i	96%zbc	90%c	80%	98%zh	100%	100%	100%zh	88%	79%	93%zi	97%zji	99%zji	97%zji	99%z	99%z	96%	95%	100%	100%	100%	
LANDLINE	2199	1293	372	532	578	21	2	88	1539	619	789	340	263	181	263	231	81	19	3	1	8	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
FIXED BROADBAND	1750	1117	300	330	509	16	2	84	1168	385	667	301	233	159	235	206	70	15	3	1	6	
	80%ch i	86%zbc	81%c	62%	88%zh	80%	84%	95%zh	76%	62%	85%zi	88%zi	89%zi	88%zi	89%z	89%z	87%	81%	85%	51%	76%	
MOBILE BROADBAND	255	177	38	40	84	5	-	15	154	34	96	50	45	28	35	39	12	3	-	1	1	
	12%ch i	14%zbc	10%	7%	15%zh	24%	-	17%	10%	5%	12%i	15%i	17%zi	15%i	13%	17%z	14%	17%	-	49%	14%	
ANY INTERNET ACCESS	1886	1202	325	357	563	19	2	84	1247	412	708	331	255	173	258	226	77	17	3	1	8	
	86%ch i	93%zbc	87%c	67%	97%zh	93%	84%	96%zh	81%	67%	90%zi	97%zji	97%zji	96%zji	98%z	98%z	96%z	93%	100%	100%	100%	
PAY TV	949	635	149	163	347	10	-	52	559	162	338	180	148	114	155	134	57	11	2	1	7	
	43%ch i	49%zbc	40%c	31%	60%zh	48%	-	59%zh	36%	26%	43%i	53%zi	56%zi	63%zji	59%z	58%z	71%z	61%	53%	51%	79%	
VOIP	457	321	71	65	155	8	-	37	270	74	172	82	84	45	65	76	19	2	-	-	-	
	21%ch i	25%zbc	19%c	12%	27%zh	40%	-	42%zdh	18%	12%	22%i	24%i	32%zi	25%i	25%	33%z	23%	10%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base**LANDLINE USERS**LANDLINE+
BROADBAND+ MOBILELANDLINE+
BROADBAND+ NO
MOBILELANDLINE+ MOBILE+
NO BROADBANDLANDLINE+ NO
MOBILE+ NO
BROADBAND

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
1687 77%ch i	1093 85%zb c	282 76%c	310 58%	506 87%zh	16 80%	2 84%	84 95%zh	1108 72%	354 57%	641 81%zi	297 87%zi j	231 88%zi j	158 88%zi	235 89%z	205 89%z	68 84%	15 81%	3 85%	1 51%	6 76%
62 3%adl no	25 2%	18 5%za	20 4%a	3 1%	-	-	-	59 4%zd	31 5%zkl m	25 3%l	4 1%	1 1%	1 *	-	1 *	2 3%n	-	-	-	-
312 14%ad gjk	143 11%	51 14%	117 22%zab	63 11%	4 20%	* 16%	4 5%	240 16%zd g	136 22%zj klm	93 12%	35 10%	28 11%	17 10%	26 10%	24 10%	9 12%	3 14%	1 15%	1 49%	2 24%
138 6%adg jklmn o	33 3%	20 5%a	86 16%zab	7 1%	-	-	-	132 9%zd g	97 16%zjk lm	29 4%l	5 1%	2 1%	4 2%	2 1%	2 1%	1 1%	1 5%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 902
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
		MAR/ LIV- NG AS	SI- NGLE	WID/ DIV/ SEP	CHILD/ CHILDREN UNDER 16 LIVE WITH ME	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION	NONE OF THESE	1	2	3	4	5+	1	2	3	4	5	6+	REF
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Weighted Base	2199	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
PRODUCT BUNDLES																					
LL AND BB BUNDLE	1300 59%chi	839 65%zb	206 56%c	253 48%	379 66%zh	13 63%	2 84%	70 80%zdh	858 56%	282 46%	496 63%zi	231 68%zi	180 69%zi	110 61%il	173 66%z	160 69%z	51 64%	6 32%	3 90%	1 100%	2 18%
NO LL AND BB BUNDLE	899 41%ad gijklno	453 35%	165 44%a	279 52%zab	199 34%g	8 37%	* 16%	18 20%	681 44%zd g	336 54%zj klm	292 37%	110 32%	82 31%	71 39%	90 34%	71 31%	29 36%	13 68%	* 10%	- -	7 82%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
GENDER																
MALE	1121 51%eg	145 51%	115 48%	138 46%	829 52%	1095 51%	609 53%egim	600 49%	1019 52%egi	1046 51%	452 55%zegim	974 53%zeghim	674 52%g	351 49%	728 53%eg	301 58%zeghimn
FEMALE	1078 49%jko	142 49%	122 52%	165 54%	772 48%	1066 49%zfjhj no	538 47%	630 51%zfjhj lno	951 48%ko	1014 49%fhjko	376 45%	850 47%	622 48%o	367 51%ljko	655 47%o	222 42%
AGE																
16-17	1 *	1 *d	1 *d	1 *d	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -
18-24	47 2%dgn	24 8%zbcd	3 1%	2 1%	20 1%	45 2%gn	37 3%zeghij kln	16 1%	43 2%gn	43 2%gn	17 2%	36 2%gn	28 2%gn	33 5%zeghij kln	19 1%	12 2%
25-34	271 12%dgi	110 38%zbcd	60 25%zcd	26 9%	129 8%	263 12%g	154 13%gi	126 10%	266 14%zegi	246 12%g	99 12%	248 14%zegi	199 15%zefgh ijkn	162 23%zefgh ijkln	171 12%g	99 19%zefghijkln
35-44	371 17%dgi	129 45%zd	124 52%zd	142 47%zd	107 7%	362 17%gi	240 21%zeghi kn	166 14%	351 18%zegi	334 16%g	156 19%gi	337 18%zezin	293 23%zeghi jkn	216 30%zefgh ijkln	234 17%g	117 22%zeghikn
45-54	431 20%ad	19 7%	44 18%a	112 37%zabd	292 18%a	426 20%	279 24%zeghi k	231 19%	417 21%zeg	421 20%ze	195 24%zegi	397 22%zegi	322 25%zeghi kn	198 28%zefgh ijkn	310 22%zegi	160 31%zefghijkln
55-64	394 18%abcm	4 1%	2 1%	13 4%b	377 24%zabc	389 18%am	188 16%am	248 20%zefhi lmo	358 18%lm	369 18%am	152 18%am	358 20%zefhi lmo	223 17%am	73 10%	260 19%lmo	80 15%am
65-74	381 17%abcfk lmo	- -	3 1%	7 2%a	374 23%zabc	375 17%flklmo	167 15%lmo	238 19%zefhi klmno	335 17%flmo	364 18%flklmo	137 17%lmo	298 16%flmo	163 13%lmo	26 4%	241 17%flmo	46 9%am
75+	302 14%abcfh jklmno	- -	- -	* *	302 19%zabc	300 14%fhjklm no	81 7%lmo	203 16%zefhi jklmno	200 10%flklmo	282 14%fhjklm no	71 9%lmo	151 8%lmo	67 5%mo	8 1%	147 11%fjklmo	8 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
AGE																
16-24	48 2% dgn	25 9% zabcd	5 2% b	3 1% c	20 1% d	46 2% gn	38 3% zeghij kln	17 1% g	44 2% gn	44 2% gn	17 2% j	36 2% n	29 2% gn	34 5% zefghi jklno	20 1% n	12 2% o
25-44	643 29% dgi	239 83% zcd	184 77% zcd	168 55% zd	236 15% d	626 29% gi	394 34% zeghi jkn	293 24% g	617 31% zegin	580 28% g	255 31% g	585 32% zegin	492 38% zefgh ijkn	378 53% zefgh ijklno	405 29% g	216 41% zefghijkn
45-64	825 38% ab	23 8% ab	45 19% a	124 41% ab	670 42% zab	815 38% ab	467 41% zei	479 39% ab	774 39% zei	790 38% z	347 42% zei	754 41% zeghi m	545 42% zeghi m	271 38% ab	570 41% zghi	240 46% zefghikmn
65+	683 31% abcdfh jklmno	- - jklmno	3 1% b	7 2% a	676 42% zabc	675 31% fhjkl mno	248 22% lmo	441 36% zefhi jklmno	535 27% fkmo	646 31% fhjkl mno	209 25% flmo	449 25% flmo	231 18% mo	34 5% ab	388 28% fjklm o	55 10% m
AREA																
URBAN	493 22% dgjn	91 32% zd	73 31% zd	94 31% zd	317 20% d	485 22% gjn	274 24% gino	215 17% j	440 22% gjn	456 22% gjn	126 15% j	410 22% gjn	308 24% gino	158 22% gj	279 20% gj	99 19% j
SUBURBAN	1048 48% ab	133 46% ab	104 44% ab	137 45% ab	770 48% ab	1033 48% ab	590 51% zeghi kln	569 46% ab	933 47% ab	977 47% ab	432 52% zeghi kln	861 47% ab	599 46% ab	361 50% l	667 48% ab	266 51% l
RURAL	557 25% acf	50 17% ac	48 20% ab	55 18% ab	443 28% zabc	542 25% f	222 19% f	391 32% zefhi jklmn	510 26% ef	539 26% zef	234 28% zefm	479 26% ef	340 26% f	173 24% f	365 26% f	143 27% f

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
SOCIAL GRADE

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
A	87 4%a	3 1%	8 3%	10 3%	69 4%a	87 4%	48 4%	48 4%	85 4%z	86 4%z	43 5%z	85 5%ze	69 5%zeghi	28 4%	38 7%zefghikmn
B	588 27%	71 25%	72 30%	90 30%	422 26%	573 27%	299 26%	333 27%	548 28%ze	560 27%e	238 29%	542 30%zefgh i	388 30%zefgh i	194 27%	176 34%zefghijmn
C1	611 28%	76 27%	55 23%	72 24%	457 29%	602 28%	323 28%	359 29%	570 29%ze	579 28%	255 31%ze	525 29%	399 31%zefhi k	220 31%	176 34%zefghikn
C2	440 20%klo	61 21%	41 17%	67 22%	311 19%	436 20%klo	248 22%jklno	246 20%o	389 20%o	407 20%o	155 19%	347 19%o	237 18%	144 20%o	79 15%
D	299 14%hikl o	52 18%zd	46 20%zd	47 15%	205 13%	293 14%hko	164 14%hklo	152 12%o	250 13%ko	272 13%ko	101 12%o	211 12%o	158 12%o	96 13%o	37 7%
E	174 8%fhijk lmno	23 8%	15 6%	17 6%	137 9%	171 8%fhjklm no	66 6%jlo	93 8%jklmno	129 7%jlo	157 8%fhjklm no	35 4%	115 6%jlo	45 3%	35 5%lo	15 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
STANDARD REGION																
NORTH	139 6%	11 4%	10 4%	15 5%	110 7%	136 6%	77 7%	101 8%zehik	124 6%	130 6%	77 9%zefhik l	117 6%	92 7%	53 7%	106 8%zehik	36 7%
NORTH WEST	182 8%	22 8%	26 11%	23 8%	136 8%	179 8%	91 8%	123 10%zehikn	171 9%	176 9%	77 9%	156 9%	116 9%	77 11%zefikn	114 8%	59 11%zefhikn
YORKS & HUMBERSIDE	176 8%	25 9%	22 9%	28 9%	124 8%	174 8%	112 10%zeghij kl	89 7%	164 8%	166 8%	65 8%	143 8%	104 8%	73 10%zegikl	127 9%zegik	40 8%
WEST MIDLANDS	183 8%lmo	25 9%	23 10%	32 11%	131 8%	181 8%lmo	84 7%o	114 9%lmo	161 8%lmo	168 8%lmo	73 9%lmo	154 8%lmo	90 7%o	43 6%o	115 8%lmo	20 4%
EAST MIDLANDS	165 8%gjn	17 6%	18 8%	30 10%	117 7%	163 8%gjn	94 8%gjno	69 6%	151 8%gjn	156 8%gjn	41 5%	130 7%gjn	91 7%j	49 7%	82 6%	29 5%
EAST ANGLIA	111 5%jlno	9 3%	16 7%a	16 5%	80 5%	111 5%jlno	49 4%	65 5%jlno	99 5%jlno	100 5%jlno	27 3%	95 5%jlno	51 4%	36 5%o	50 4%	14 3%
SOUTH WEST	223 10%e	36 13%c	24 10%	21 7%	166 10%	215 10%	113 10%	137 11%	205 10%k	217 11%zek	87 11%	177 10%	143 11%k	74 10%	140 10%	56 11%
SOUTH EAST	449 20%c	61 21%	40 17%	47 15%	340 21%c	443 21%	218 19%	243 20%	405 21%	417 20%	211 25%zefgh iklmn	384 21%f	269 21%	150 21%	288 21%	147 28%zefghiklmn
GREATER LONDON	177 8%dghi jmno	42 15%zbd	22 9%	42 14%zd	97 6%	171 8%ghjmno	87 8%gjmn	67 5%j	147 7%gjmn	158 8%gjmn	21 2%	158 9%zeghij mno	109 8%gjmn	34 5%j	83 6%j	26 5%j
WALES	106 5%chkl	7 3%	8 3%	5 2%	93 6%zc	105 5%hkl	49 4%	61 5%l	80 4%	100 5%hkl	30 4%	74 4%	48 4%	28 4%	62 4%	21 4%
SCOTLAND	185 8%	18 6%	16 7%	28 9%	136 9%	181 8%	112 10%ze	106 9%	176 9%ze	183 9%ze	82 10%	162 9%	134 10%zeghi k	76 11%ze	144 10%zeghi k	62 12%zeghik
NORTHERN IRELAND	101 5%iko	13 5%	12 5%	17 6%	71 4%	101 5%iko	61 5%iklmo	55 4%	87 4%	89 4%	36 4%	74 4%	50 4%	26 4%	72 5%iklo	14 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
SELF EMPLOYED																
FULL-TIME	127 6% ^d	17 6%	20 8% ^d	36 12% ^{zad}	71 4%	122 6%	70 6%	62 5%	121 6% ^{egi}	115 6%	48 6%	124 7% ^{zeghi}	98 8% ^{zefghi} j	58 8% ^{zefghi} j	90 7% ^{gi}	44 8% ^{zeghij}
PART-TIME	43 2% ^e	6 2%	5 2%	5 2%	30 2%	40 2%	22 2%	27 2%	41 2%	40 2%	18 2%	42 2% ^{ze}	37 3% ^{zefhim}	11 1%	30 2%	16 3% ^m
OCCUPATION																
FULL-TIME	811 37% ^{dg}	150 52% ^{zd}	126 53% ^{zcd}	135 44% ^{zd}	506 32%	793 37% ^g	517 45% ^{zeghi} jkn	405 33%	786 40% ^{zegi}	767 37% ^g	345 42% ^{zegi}	741 41% ^{zegi}	593 46% ^{zeghi} jkn	383 53% ^{zefgh} ijkln	540 39% ^{zeg}	282 54% ^{zefghijkln}
PART-TIME	232 11% ^d	53 19% ^{zd}	47 20% ^{zd}	69 23% ^{zd}	113 7%	230 11%	129 11%	138 11%	220 11% ^{zi}	214 10%	104 13% ^{zi}	208 11% ^{zei}	171 13% ^{zefgh} ikn	119 17% ^{zefgh} ijklno	159 12%	61 12%
SELF-EMPLOYED	170 8% ^{de}	23 8%	25 11% ^d	41 14% ^{zad}	100 6%	163 8%	92 8%	89 7%	162 8% ^{zei}	156 8%	66 8%	166 9% ^{zeghi}	135 10% ^{zefgh} ijkn	69 10% ^{egi}	121 9% ^{zegi}	60 12% ^{zefghijn}
NOT WORKING - HOUSEWIFE	69 3% ^{dgno}	30 11% ^{zbcd}	11 5% ^d	16 5% ^{zd}	26 2%	69 3% ^{gno}	39 3% ^{no}	29 2%	64 3% ^{gno}	64 3% ^{gno}	20 2%	56 3% ^{no}	40 3% ^o	35 5% ^{zeghij} klno	33 2%	8 1%
STILL IN EDUCATION	22 1%	5 2%	5 2%	5 2%	14 1%	22 1%	15 1%	11 1%	22 1%	21 1%	6 1%	20 1%	20 2% ^{zegij} kn	15 2% ^{zeghij} kn	14 1%	9 2%
UNEMPLOYED	52 2% ^{jn}	11 4%	8 3%	11 4%	33 2%	52 2% ^{jn}	26 2% ^{jn}	22 2% ^j	45 2% ^{jn}	45 2% ^{jn}	6 1%	43 2% ^{jn}	25 2% ^j	20 3% ^{jn}	19 1%	9 2% ^j
RETIRED	756 34% ^{abcfh} jklmno	1 *	4 2%	10 3% ^a	745 47% ^{zabc}	746 35% ^{fhjkl} mno	286 25% ^{lmo}	490 40% ^{zefhi} jklmno	594 30% ^{fkmo}	716 35% ^{fhjkl} mno	254 31% ^{flmo}	520 28% ^{flmo}	271 21% ^{mo}	45 6%	445 32% ^{fhklm} o	76 14% ^m
OTHER	88 4% ^{il}	13 4%	10 4%	16 5%	65 4%	87 4% ^{il}	44 4%	46 4%	76 4%	77 4%	26 3%	72 4%	42 3%	31 4%	51 4%	17 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
CHIEF INCOME EARNER																
YES	1738 79%acef hijklmno	208 72%	182 77% ^c	211 70%	1309 82%zac	1702 79%fhjkl mno	882 77% ^{jl} mo	957 78% ^{jl} mo	1534 78%ijklmn o	1619 79%ijklmn o	605 73%	1402 77% ^{jl} mo	946 73% ^o	506 71%	1053 76% ^{jl} mo	361 69%
NO	461 21% ^d	79 28%zd	56 23%	92 30%zbd	292 18%	459 21% ^z	265 23%ze	273 22%	437 22%ze	442 21%	223 27%zefgh ikn	422 23%zehi	351 27%zefgh ikn	212 29%zefgh ikn	330 24%zehi	162 31%zefghikln
CIE WORKING STATUS																
FULL-TIME	976 44% ^{dg}	198 69%zd	149 63%zd	193 64%zd	577 36%	958 44% ^g	624 54%zeghi kn	495 40%	941 48%zegi	927 45% ^g	429 52%zeghi n	891 49%zegi	738 57%zeghi jkn	485 68%zefgh ijkln	670 48%zegi	339 65%zefghijkln
PART-TIME	163 7% ^d	28 10% ^d	31 13%zd	34 11%zd	98 6%	162 7%	78 7%	100 8%	153 8% ⁱ	148 7%	59 7%	146 8%zfi	109 8% ^{fi}	61 9%	102 7%	35 7%
SELF-EMPLOYED	159 7% ^{de}	21 7%	28 12%zad	35 12%zd	97 6%	152 7%	85 7%	81 7%	153 8%zegi	147 7%	59 7%	153 8%zegi	119 9%zefghi j	65 9%eg	109 8%	53 10%zefgij
NOT WORKING - HOUSEWIFE	34 2% ^{dno}	17 6%zbd	6 3% ^d	8 3% ^d	13 1%	34 2% ^{no}	19 2% ^{no}	15 1%	33 2% ^{no}	30 1% ⁿ	9 1%	27 1% ^{no}	16 1%	12 2% ^o	14 1%	2 *
STILL IN EDUCATION	12 1%	3 1%	4 2%zd	1 *	7 *	12 1%	7 1%	4 *	12 1%	12 1%	2 *	11 1%	11 1%gj	7 1% ^j	8 1%	5 1%
UNEMPLOYED	43 2% ^{ijn}	9 3%	6 3%	8 3%	27 2%	42 2% ^{ijn}	22 2% ^{jn}	18 1% ^j	36 2% ^{jn}	36 2% ^{jn}	5 1%	37 2% ^{jn}	20 2% ^j	17 2% ^{jn}	15 1%	7 1%
RETIRED	735 33%abc ^{fh} jklmno	1 *	2 1%	7 2%	728 45%zabc	725 34%fhjkl mno	271 24%lmo	480 39%zefhi jklmno	576 29% ^{fk} lmo	695 34% ^{fh} ijkl mno	241 29% ^{fl} lmo	500 27% ^{fl} lmo	250 19% ^{mo}	44 6%	427 31% ^{fk} lmo	69 13% ^m
OTHER	77 3% ^{iln}	11 4%	11 5%	17 6%	54 3%	75 3% ^{iln}	41 4% ^l	37 3%	66 3% ^l	67 3%	22 3%	59 3%	34 3%	26 4%	37 3%	12 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

MARITAL STATUS
MARRIED/LIVING AS

SINGLE

WIDOWED/DIVORCED/
SEPERATED

PARENT

CHILD/CHILDREN
UNDER 16 LIVE WITH
ME

CHILD/CHILDREN
UNDER 16 DOES NOT
LIVE WITH ME

CHILD/CHILDREN
UNDER 16 NO
FINANCIAL SUPPORT

CHILD/CHILDREN 16-
19 FULL TIME
EDUCATION

NONE OF THESE

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383
1293 59% ^d	237 83% ^{zbd}	180 76% ^{zd}	232 77% ^{zd}	817 51%	1274 59%	749 65% ^{zeghi n}	707 57%	1222 62% ^{zegi}	1220 59%	549 66% ^{zeghi n}	1181 65% ^{zeghi n}	911 70% ^{zefgh ijkn}	499 70% ^{zefgh ikn}	846 61% ^{zegi}	385 74% ^{zefghijkn}
372 17% ^{cd}	36 13%	41 17% ^c	31 10%	299 19% ^{zac}	361 17% ^l	189 16% ^l	189 15%	330 17% ^l	348 17% ^l	125 15%	297 16% ^l	180 14%	132 18% ^{jl}	231 17% ^l	81 16%
532 24% ^{abcfh jklmno}	14 5%	15 7%	38 13% ^{ab}	482 30% ^{zabc}	523 24% ^{fhjkl mno}	208 18% ^{lmo}	333 27% ^{zefhi jklmno}	417 21% ^{ljkml o}	489 24% ^{fhjkl mno}	153 18% ^{mo}	343 19% ^{lmo}	206 16% ^{mo}	87 12%	303 22% ^{ljkml o}	57 11%
578 26% ^{dgi}	276 96% ^{zd}	231 97% ^{zd}	290 96% ^{zd}	5 *	565 26% ^{gi}	385 34% ^{zeghi jkn}	253 21%	552 28% ^{zegi}	520 25% ^g	240 29% ^{egi}	520 29% ^{zegi}	460 35% ^{zeghi jkn}	380 53% ^{zefgh ijklno}	372 27% ^g	198 38% ^{zeghijkn}
21 1%	1 *	2 1%	1 *	18 1%	21 1%	10 1%	9 1%	21 1%	20 1%	10 1%	20 1%	13 1%	9 1%	13 1%	7 1%
2 *	* *	* *	1 *	1 *	2 *	1 *	1 *	2 *	2 *	1 *	2 *	1 *	2 *	1 *	1 *
88 4% ^a	2 1%	6 2%	27 9% ^{zabd}	59 4% ^a	88 4%	52 5%	56 5%	85 4%	83 4%	42 5%	84 5% ^{zei}	75 6% ^{zefhi kn}	71 10% ^{zefghi jkn}	63 5%	43 8% ^{zefghijkln}
1539 70% ^{abcfh jklmo}	10 3%	5 2%	10 3%	1518 95% ^{zabc}	1514 70% ^{fhjkl mo}	722 63% ^{lmo}	930 76% ^{zefhi jklmno}	1339 68% ^{flmo}	1463 71% ^{zefhj klmno}	549 66% ^{flmo}	1226 67% ^{flmo}	773 60% ^{lm}	282 39%	954 69% ^{flmo}	290 55% ^m

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
NUMBER IN HOUSEHOLD																
1	619 28%abcef hijklmno	-	-	-	619 39%zabc	602 28%fhjkl mno	225 20%lmo	378 31%zefhi ijklmno	489 25%fjklm o	582 28%fhjkl mno	175 21%lmo	397 22%flmo	199 15%am	62 9%	358 26%fjklm o	72 14%am
	789 36%abcm	11 4%	13 5%	14 5%	751 47%zabc	780 36%am	415 36%am	477 39%zeimn	725 37%zm	753 37%zm	320 39%am	697 38%zehim n	481 37%am	175 24%	499 36%am	182 35%am
3	340 15%dg	101 35%zbcd	42 18%d	76 25%zbd	141 9%	334 15%g	212 19%zeghi n	169 14%	319 16%zegi	315 15%g	143 17%g	315 17%zeghi	249 19%zeghi kn	193 27%zefgh ijklno	226 16%g	113 22%zeghijkn
4	263 12%dgi	91 32%zd	94 39%zad	114 38%zd	53 3%	258 12%g	169 15%zeghi	127 10%	254 13%zegi	238 12%	115 14%gi	246 13%zegi	222 17%zefgh ijkn	179 25%zefgh ijklno	183 13%zegi	104 20%zefghijkn
5+	181 8%dg	84 29%zd	89 38%zad	98 32%zd	30 2%	179 8%g	120 10%zeghik n	76 6%	175 9%zegi	167 8%g	71 9%g	162 9%zgi	145 11%zeghi jkn	109 15%zefgh ijklno	112 8%g	53 10%g
NUMBER OF CHILDREN IN HOUSEHOLD																
1	263 12%dg	106 37%zbd	37 16%d	120 40%zbd	-	256 12%g	183 16%zeghij kn	117 9%	254 13%zegi	239 12%g	103 12%g	240 13%zegin	206 16%zeghi jkn	167 23%zefgh ijklno	161 12%g	82 16%zegijn
2	231 11%dgi	105 37%zd	118 50%zacd	117 39%zd	-	228 11%gi	146 13%zeghi	96 8%	217 11%gi	208 10%g	97 12%g	210 12%zegi	197 15%zefgh ijkn	160 22%zefgh ijklno	157 11%gi	89 17%zefghijkn
3	81 4%dg	56 20%zd	61 26%zcd	48 16%zd	-	78 4%g	57 5%zeghik	34 3%	78 4%egi	71 3%	36 4%g	69 4%g	58 4%zegi	48 7%zefghi jklm	56 4%g	25 5%g
4	19 1%d	16 5%zd	16 7%zd	14 4%zd	-	19 1%	9 1%	10 1%	17 1%	16 1%	6 1%	19 1%gi	12 1%	13 2%zefghi jlm	10 1%	6 1%
5	3 *	3 1%zd	3 1%zd	3 1%zd	-	3 *	3 *	1 *	3 *k	3 *	2 *	2 *	3 *	3 *k	1 *	* *
6+	1 *	1 *d	1 1%zd	1 *d	-	1 *	1 *	-	1 *	1 *	-	1 *	1 *	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
REFUSED

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
8	-	-	-	8	8	7	3	8	7	5	7	2	1	4	1
*I	-	-	-	1%	*I	1%	*	*I	*	1%	*I	*	*	*	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
CHILDREN IN HOUSEHOLD																
AGED 0-5	287 13% ^{dgi}	287 100% ^{zbcd}	100 42% ^{zcd}	52 17% ^d	- -	281 13% ^{gi}	193 17% ^{zeghij kn}	115 9%	273 14% ^{zegi}	253 12% ^g	107 13% ^g	249 14% ^{gi}	220 17% ^{zeghi jkn}	158 22% ^{zefgh ijklno}	176 13% ^g	81 15% ^{gi}
AGED 6-9	237 11% ^{degi}	100 35% ^{zd}	237 100% ^{zacd}	108 36% ^{zd}	- -	229 11% ^g	154 13% ^{zeghik}	100 8%	226 11% ^{zegi}	211 10% ^g	100 12% ^g	213 12% ^{zegi}	197 15% ^{zeghi jkn}	174 24% ^{zefgh ijklno}	168 12% ^{zegi}	87 17% ^{zeghijkn}
AGED 10-15	303 14% ^{dg}	52 18% ^d	108 46% ^{zad}	303 100% ^{zabd}	- -	299 14% ^g	204 18% ^{zeghi kn}	132 11%	289 15% ^{zegi}	277 13% ^g	136 16% ^{zegi}	282 15% ^{zegi}	241 19% ^{zeghi kn}	219 31% ^{zefgh ijklno}	198 14% ^g	112 21% ^{zeghijkn}
NONE < 16	1601 73% ^{abcfh klmo}	- -	- -	- -	1601 100% ^{zabc}	1576 73% ^{fhklm o}	748 65% ^m	973 79% ^{zefhi jklmno}	1399 71% ^{flmo}	1523 74% ^{zefhj klmno}	583 70% ^{flmo}	1283 70% ^{flmo}	820 63% ^m	327 46%	998 72% ^{flmo}	321 61% ^m

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

	CHILDREN IN HOUSEHOLD					DURABLES OWNED										
	TOTAL (z)	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
DURABLES OWNED																
TV	2161 98% b	281 98% b	229 96% b	299 99% b	1576 98% b	2161 100% zhik lmno	1146 100% zhik lo	1228 100% zhik o	1939 98% k	2025 98% b	828 100% zhik o	1789 98% b	1283 99% zhik o	713 99% zhik o	1378 100% zhiko	514 98% b
SATELLITE/CABLE TV	1147 52% d	193 67% zd	154 65% zd	204 67% zd	748 47% b	1146 53% zg	1147 100% zeghi jklmno	420 34% b	1078 55% zegi	1097 53% zg	583 70% zeghi klno	1019 56% zegi	800 62% zeghi klno	505 70% zeghi klno	797 58% zeghi	341 65% zeghi kln
FREEVIEW/FREESAT	1230 56% abcf k	115 40% b	100 42% b	132 44% b	973 61% zabc	1228 57% zfk m	420 37% b	1230 100% zefhi jklmno	1112 56% fk	1184 57% zfhkl m	494 60% zfhkl m	997 55% f	716 55% f	380 53% f	869 63% zefhi jklm	315 60% fklm
MOBILE PHONE	1970 90% d	273 95% zd	226 95% zd	289 96% zd	1399 87% b	1939 90% b	1078 94% zegi	1112 90% b	1970 100% zefgi jklmno	1883 91% ze	793 96% zefgi kn	1716 94% zegin	1244 96% zefgi kn	697 97% zefgi kn	1283 93% zegi	516 99% zefgi jklm
TELEPHONE	2061 94% ab	253 88% b	211 89% b	277 91% b	1523 95% zabc	2025 94% b	1097 96% zek	1184 96% zek	1883 96% zek	2061 100% zefgh jklmno	806 97% zefhk lmn	1716 94% b	1245 96% zek	679 95% b	1323 96% zek	510 98% zefh kmn
PVR/DTR	828 38% d	107 37% b	100 42% b	136 45% zd	583 36% b	828 38% z	583 51% zeghi kl	494 40% z	793 40% zei	806 39% ze	828 100% zefgh iklmno	744 41% zei	591 46% zeghi k	382 53% zeghi kl	700 51% zeghi kl	329 63% zefgh iklm
PC/LAPTOP	1825 83% d	249 87% d	213 90% zd	282 93% zad	1283 80% b	1789 83% g	1019 89% zeghi	997 81% b	1716 87% zegi	1716 83% eg	744 90% zegh in	1825 100% zefgh ijlmno	1198 92% zefgh ijn	661 92% zefgh in	1207 87% zegi	508 97% zefgh ijlm
TABLET/EBOOK READER	1297 59% d	220 77% zd	197 83% zd	241 80% zd	820 51% b	1283 59% z	800 70% zeghi k	716 58% b	1244 63% zegi	1245 60% zeg	591 71% zeghi kn	1198 66% zegh i	1297 100% zefgh ijkno	584 81% zefgh ijkn	931 67% zeghi	453 87% zefgh ijkmn
GAMES CONSOLE	717 33% d	158 55% zd	174 73% zad	219 72% zad	327 20% b	713 33% zg	505 44% zeghi kn	380 31% b	697 35% zegi	679 33% g	382 46% zeghi kn	661 36% zegi	584 45% zegh ikn	717 100% zefgh ijkno	551 40% zeghi k	327 62% zefgh ijkln
DVD/BLU-RAY	1383 63% d	176 61% b	168 71% zad	198 65% b	998 62% b	1378 64% z	797 69% zehik	869 71% zehik	1283 65% zei	1323 64% z	700 85% zefgh iklm	1207 66% zei	931 72% zehik	551 77% zefg hikl	1383 100% zefgh ijkmo	449 86% zefgh iklm
MP3 PLAYER	523 24% d	81 28% d	87 37% zad	112 37% zad	321 20% b	514 24% b	341 30% zeghi	315 26% ze	516 26% zei	510 25% ze	329 40% zefgh ikln	508 28% zeghi	453 35% zefgh ikn	327 46% zefgh ijkln	449 32% zefg hik	523 100% zefgh ijkmn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

INTERNET ACCESS
 FREQUENT - ROUGHLY
 EVERY DAY

REGULAR - AT LEAST
 ONCE A WEEK

INFREQUENT - AT
 LEAST ONCE A MONTH

OCCASIONAL - LESS
 OFTEN THAN ONCE A
 MONTH

NEVER - BUT DO
 HAVE ACCESS

NEVER - AND DO NOT
 HAVE ACCESS

TENURE

OWNED OUTRIGHT BY
 HOUSEHOLD

BEING BOUGHT ON A
 MORTGAGE

RENTED

OTHER

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
1645 75%dg	270 94%zd	225 95%zcd	273 90%zd	1092 68%	1611 75%g	942 82%zeghi n	883 72%	1566 79%zegi	1543 75%g	684 83%zeghi n	1549 85%zefgh in	1168 90%zefgh ijkn	661 92%zefgh ijkn	1095 79%zegi	504 96%zefghijklmn
195 9%abimo	9 3%	7 3%	19 6%b	168 10%zabc	194 9%lmo	91 8%lmo	118 10%lmo	178 9%lmo	189 9%lmo	67 8%mo	173 9%lmno	82 6%o	35 5%o	115 8%lmo	12 2%
28 1%hl	-	1 *	-	27 2%zc	28 1%hl	16 1%l	15 1%l	21 1%l	26 1%hl	8 1%	21 1%l	7 1%	5 1%	15 1%l	2 *
18 1%lm	2 1%	1 *	1 *	16 1%	18 1%lm	12 1%lmo	6 1%	16 1%lm	18 1%lm	8 1%lm	16 1%lm	6 *	1 *	13 1%glm	-
78 4%bhklmo	5 2%	2 1%	6 2%	68 4%zb	78 4%hklmo	38 3%lo	39 3%lo	60 3%klo	73 4%hklmo	26 3%lo	47 3%lo	25 2%o	15 2%o	44 3%lo	3 1%
235 11%abcfh ijklmno	1 *	2 1%	4 1%	230 14%zabc	233 11%fhijkl mno	48 4%klmo	168 14%zefhij klmno	131 7%fjklm o	213 10%fhijklm no	36 4%klmo	18 1%lm	9 1%lm	1 *	101 7%fjklmo	2 *
830 38%abcf hlmo	32 11%	21 9%	40 13%	762 48%zabc	817 38%fhlmno	358 31%lm	518 42%zefhi ijklmno	721 37%flmo	782 38%fhlmno	305 37%flmo	671 37%flmo	408 31%lm	114 16%	500 36%flmo	145 28%lm
664 30%dg	109 38%zd	110 46%zad	161 53%zad	383 24%	657 30%g	439 38%zeghi kn	342 28%	636 32%zegi	635 31%zg	324 39%zeghi kn	620 34%zeghi	508 39%zeghi kn	347 48%zefgh ijkln	476 34%zeghi	253 48%zefghijkln
578 26%degj klno	128 45%zcd	94 39%zcd	83 27%	367 23%	560 26%jkno	280 24%jo	299 24%j	505 26%jkno	533 26%jkno	154 19%	438 24%jo	315 24%jo	224 31%zefgh ijklno	321 23%j	106 20%
16 1%f	4 1%	-	-	12 1%	16 1%f	4 *	12 1%	13 1%f	14 1%f	5 1%	13 1%f	10 1%f	4 1%	11 1%f	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
		2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383
Weighted Base																
INCOME																
UP TO £6499	53 2%aeflo	1 *	1 1%	2 1%	49 3%za	49 2%flo	18 2%o	37 3%efhijkl no	44 2%flo	50 2%flo	15 2%o	39 2%lo	16 1%	12 2%o	27 2%lo	1 *
£6500-£9499	138 6%hijkl mo	10 4%	14 6%	14 5%	108 7%	136 6%hijklm o	60 5%jlo	78 6%hijklmo	103 5%jlo	121 6%hijklmo	24 3%	91 5%jlo	46 4%	28 4%o	76 6%jlo	11 2%
£9500-£13499	172 8%efhijk lmo	22 8%	17 7%	18 6%	134 8%	164 8%fhklmo	65 6%	106 9%fhijklm o	138 7%flmo	156 8%fhklmo	51 6%o	123 7%lmo	71 5%	32 4%	101 7%flmo	21 4%
£13500-£17499	157 7%o	30 10%	20 8%	22 7%	109 7%	157 7%o	87 8%o	87 7%o	139 7%o	153 7%o	51 6%o	127 7%o	86 7%o	47 7%o	108 8%jo	19 4%
£17500-£29999	331 15%	44 15%	33 14%	42 14%	252 16%	328 15%	188 16%	202 16%	317 16%zei	310 15%	145 18%zei	299 16%zei	202 16%	123 17%	234 17%zei	88 17%
£30000-£49999	313 14%	51 18%	33 14%	44 14%	214 13%	306 14%	185 16%ze	176 14%	301 15%ze	303 15%ze	172 21%zefgh ikn	285 16%zei	241 19%zefgh ik	156 22%zefgh ikln	241 17%zeghi	137 26%zefghijklmn
£50000-£99999	215 10%o	28 10%	34 14%zd	47 15%zd	133 8%	212 10%	147 13%zeghi	117 9%	209 11%ze	214 10%ze	124 15%zeghi kn	209 11%zeghi	188 14%zeghi kn	119 17%zefgh ikn	176 13%zeghi	113 22%zefghijklmn
£100000 PLUS	80 4%o	14 5%	13 5%	19 6%zd	45 3%	80 4%	61 5%zeghi	43 3%	80 4%ze	77 4%	39 5%	78 4%zei	76 6%zeghi n	34 5%	62 4%ze	43 8%zefghijklmn
ETHNICITY																
WHITE	2033 92%abcf	231 81%	188 79%	254 84%	1532 96%zabc	1998 92%f	1046 91%	1174 95%zefhi klm	1818 92%	1916 93%zefhk	791 96%zefhi klm	1677 92%	1193 92%	670 93%f	1318 95%zefhi klm	496 95%zefhkl
NON-WHITE	158 7%dgijn	55 19%zd	49 20%zd	48 16%zd	63 4%	155 7%gijn	95 8%gjino	52 4%	145 7%gjino	137 7%gjn	34 4%	141 8%gjino	98 8%gjno	46 6%gjn	61 4%	26 5%

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
SERVICES HAVE AT HOME																
SIMPLE/FEATURE MOBILE PHONE	827	50	40	74	701	806	357	536	781	790	289	671	402	161	534	153
	38%abce flmo	17%	17%	24%ab	44%zabc	37%flmo	31%lm	44%zefhi jklmno	40%zefij klmo	38%zefjk lmo	35%flmo	37%flmo	31%lm	22%	39%fljmo	29%lm
SMART PHONE	1410	264	218	270	863	1391	872	719	1378	1323	616	1307	1060	647	950	462
	64%dg	92%zd	92%zd	89%zd	54%	64%g	76%zeghi kn	58%	70%zegi	64%g	74%zeghi n	72%zeghi n	82%zefgh ijkln	90%zefgh ijkln	69%zegi	88%zefghijkln
ANY MOBILE PHONE	1999	282	231	297	1409	1965	1088	1114	1923	1883	796	1743	1265	702	1304	519
	91% d	98%zd	97%zd	98%zd	88%	91%	95%zegi	91%	98%zefgi jkn	91%ze	96%zegin	96%zegin	98%zefgi jkn	98%zefgi jkn	94%zegi	99%zefghijklmn
LANDLINE	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
	80% d	85%zd	90%zd	90%zd	76%	79%	88%zeghi	78%	84%zegi	81%zeg	90%zefgh in	89%zefgh in	91%zefgh ikn	94%zefgh ijkln	87%zeghi	94%zefghijkln
MOBILE BROADBAND	255	43	43	40	165	254	170	134	250	243	109	233	199	107	168	97
	12% d	15%	18%zd	13%	10%	12%	15%zeghi kn	11%	13%zegi	12%	13%	13%zegi	15%zeghi kn	15%zegin	12%	19%zefghijklmn
ANY INTERNET ACCESS	1886	277	231	296	1303	1852	1074	1025	1784	1772	772	1742	1257	705	1252	514
	86% dg	97%zd	97%zd	98%zd	81%	86%g	94%zeghi n	83%	91%zegi	86%g	93%zeghi n	95%zefgh ijn	97%zefgh ijkln	98%zefgh ijkln	91%zegi	98%zefghijkln
PAY TV	949	177	146	186	589	947	829	375	905	909	515	854	695	451	673	305
	43% dg	62%zd	61%zd	61%zd	37%	44%zg	72%zeghi jklmno	30%	46%zegi	44%zg	62%zeghi kln	47%zegi	54%zeghi kn	63%zeghi kln	49%zeghi	58%zeghikln
VOIP	457	74	68	80	296	447	301	256	450	445	248	444	371	243	358	222
	21% d	26% d	29%zd	26%zd	18%	21%	26%zeghi	21%	23%zegi	22%ze	30%zefgh ikn	24%zeghi	29%zeghi kn	34%zefgh ikln	26%zeghi	42%zefghijklmn

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used.

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base**LANDLINE USERS**LANDLINE+
BROADBAND+ MOBILELANDLINE+
BROADBAND+ NO
MOBILELANDLINE+ MOBILE+
NO BROADBANDLANDLINE+ NO
MOBILE+ NO
BROADBAND

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
1687 77% ^d	242 84% ^{zd}	210 88% ^{zd}	269 89% ^{zd}	1161 72%	1657 77%	976 85% ^{zegi}	934 76%	1644 83% ^{zegi}	1612 78% ^{zeg}	727 88% ^{zefgh in}	1576 86% ^{zeghi n}	1162 90% ^{zefgh ikn}	665 93% ^{zefgh ijkl}	1164 84% ^{zegi}	492 94% ^{zefghijkl}
62 3% ^{achil mo}	2 1%	3 1%	2 1%	59 4% ^{zac}	61 3% ^{hilmo}	30 3% ^{hlmo}	30 2% ^{hlmo}	17 1%	53 3% ^{hlmo}	17 2% ^{ho}	53 3% ^{hlmo}	21 2% ^{ho}	8 1%	34 2% ^{hlmo}	2 *
312 14% ^{bcfi jklmno}	40 14%	21 9%	28 9%	249 16% ^{zbc}	308 14% ^{fijkl mno}	112 10% ^{lmo}	180 15% ^{fijkl mno}	279 14% ^{fijkl mno}	271 13% ^{fijklmn o}	69 8% ^{mo}	168 9% ^{lmo}	103 8% ^{mo}	37 5%	140 10% ^{lmo}	27 5%
138 6% ^{abcfh jklmno}	3 1%	4 2%	3 1%	132 8% ^{zabc}	135 6% ^{fhjklm no}	29 3% ^{hklmo}	86 7% ^{fhjklm no}	30 2% ^l	124 6% ^{fhjklm no}	15 2% ^l	28 2% ^{lo}	11 1%	7 1%	45 3% ^{hijklmo}	3 1%

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Table 903
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

PRODUCT BUNDLES
LL AND BB BUNDLE

NO LL AND BB
BUNDLE

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
1300 59% ^d	190 66% ^{zd}	167 70% ^{zd}	197 65% ^d	905 57%	1275 59%	771 67% ^{zeghi}	711 58%	1242 63% ^{zegi}	1250 61% ^{zeg}	590 71% ^{zefgh ikn}	1207 66% ^{zeghi}	920 71% ^{zefgh ikn}	531 74% ^{zefgh ikn}	931 67% ^{zeghi}	422 81% ^{zefghijklmn}
899 41% ^{abfh ijklmno}	97 34%	71 30%	106 35%	696 43% ^{zabc}	886 41% ^{fhijk lmno}	376 33% ^{jlmo}	519 42% ^{fhijk lmno}	728 37% ^{dfjklm no}	811 39% ^{fhjkl mno}	238 29% ^o	617 34% ^{jlmo}	377 29% ^o	186 26% ^o	452 33% ^{jlmo}	101 19%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
Overlap formulae used.

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Table 904
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
Unweighted Base	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59	
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*	
GENDER																				
MALE	1121 51%efiklm	894 54%zbef	90 46%	16 59%	7 39%	27 35%	87 37%	430 52%	360 54%l	270 47%	8 48%	19 36%	44 32%	58 33%	82 52%lm	191 58%zkl m	181 58%zkl m	134 63%zklm	46 58%klm	
FEMALE	1078 49%aopq	751 46%	106 54%a	12 41%	11 61%	51 65%za	148 63%za	400 48%	304 46%	308 53%zh	8 52%	34 64%zo pqr	94 68%zno pqr	115 67%zno pqr	75 48%	140 42%	132 42%	80 37%	34 42%	
AGE																				
16-17	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	
18-24	47 2%bfg	45 3%zbf	-	-	-	1 2%	-	3 *	9 1%	31 5%zgh	-	-	2 2%	5 3%	3 2%	8 3%	6 2%	5 2%	-	
25-34	271 12%befg	263 16%zbef	5 3%	1 4%	1 6%	-	1 *	14 2%	94 14%g	137 24%zg h	6 36%	3 6%	14 11%	14 8%	20 13%	43 13%	60 19%zkl mr	37 17%lm	5 7%	
35-44	371 17%befgkl m	345 21%zbef	18 9%f	1 5%	3 15%	3 4%f	1 *	44 5%	191 29%zgi	120 21%zg	-	2 4%	14 10%	18 11%	33 21%klm	62 19%klm	59 19%klm	52 24%zklm	19 24%klm	
45-54	431 20%fgilm	376 23%zbef	29 15%f	7 24%	2 14%	9 11%f	8 3%	77 9%	235 35%zgi	92 16%g	-	5 10%	14 10%	21 12%	22 14%	57 17%	74 23%klm n	74 34%zklm nop	29 37%zklmno	
55-64	394 18%fhim	303 18%f	42 22%f	3 10%	3 15%	22 28%zaf	21 9%	204 25%zhi	98 15%	71 12%	3 17%	21 40%zl mnopq r	28 20%	20 12%	24 15%	52 16%	67 21%lm	32 15%	15 19%	
65-74	381 17%ahipq	230 14%	56 28%za	7 25%	5 27%	23 29%za	61 26%za	260 31%zhi	27 4%	70 12%h	3 17%	14 26%pq r	27 19%pq	54 31%zln pqr	27 17%pq	78 24%zpq r	30 10%	10 5%	9 11%	
75+	302 14%ahiopqr	81 5%	45 23%za	9 32%	4 23%	20 25%za	143 61%zab e	227 27%zhi	9 1%	55 10%h	5 31%	7 13%qr	38 28%zop qr	40 23%zop qr	28 18%opqr	31 9%q	18 6%	5 2%	2 3%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 904
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
AGE																			
16-24	48 2%bfg	47 3%zbf	-	-	-	1 2%	-	3 *	9 1%	33 6%zgh	-	-	2 2%	5 3%	3 2%	8 3%	6 2%	5 2%	-
25-44	643 29%bfgkl m	608 37%zbef	23 12%f	2 9%	4 21%	3 4%	2 1%	58 7%	285 43%zg	257 44%zg	6 36%	5 10%	29 21%	32 19%	53 34%klm	105 32%klm	119 38%zkl m	89 42%zklm o	25 31%k
45-64	825 38%fglmn	680 41%zf	72 37%f	9 34%	5 29%	31 40%f	29 12%	282 34%i	333 50%zgi	164 28%	3 17%	26 50%lm no	42 30%	41 24%	46 29%	109 33%	140 45%zlm no	106 49%zlmn o	44 56%zlmno
65+	683 31%ahipqr	311 19%	101 52%za	16 58%	9 50%	42 54%za	204 87%zab e	487 59%zhi	37 6%	125 22%h	8 48%	21 40%pq r	65 47%zno pqr	94 55%zno pqr	55 35%pqr	109 33%pqr	49 15%q	15 7%	11 14%
AREA																			
URBAN	493 22%gio	384 23%	38 19%	4 13%	1 4%	22 28%	45 19%	157 19%	156 23%	176 31%zgh	1 5%	11 21%	17 12%	40 23%l	45 29%loq	54 16%	64 21%	35 16%	15 19%
SUBURBAN	1048 48%gm	788 48%	96 49%	14 50%	6 34%	35 44%	110 47%	414 50%	346 52%z	281 49%	3 16%	27 52%	76 55%mn	67 39%	64 41%	152 46%	152 49%	119 55%mn	34 42%
RURAL	557 25%l	414 25%	51 26%	7 26%	9 50%	13 16%	63 27%	259 31%zhi	162 24%	121 21%	13 79%	14 27%	34 25%	56 33%zn	32 21%	107 32%zn	90 29%	55 26%	31 39%zn

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
SOCIAL GRADE																			
A	87 4% li	81 5% zf	3 2% l	- -	1 6%	1 1%	- -	45 5% zi	36 5% i	4 1%	- -	- -	1 1%	3 2%	2 1%	7 2%	13 4%	30 14% zklm nop	16 21% zklmnop
B	588 27% efiklm n	495 30% zef	52 27% ef	7 26%	2 12%	5 7%	27 11%	267 32% zi	221 33% zi	74 13%	4 27%	5 10%	13 10%	29 17%	22 14%	86 26% klm n	110 35% zkl mno	98 46% zklm nop	34 43% zklmno
C1	611 28% fk	489 30% zf	50 26%	6 21%	4 20%	21 26%	42 18%	226 27%	205 31% i	142 25%	5 30%	7 12%	28 20%	43 25%	44 28% k	104 31% kl mq	109 35% zkl m	54 25%	24 30% k
C2	440 20% aqr	307 19%	41 21%	6 20%	6 34%	26 33% za	55 23%	163 20%	136 20%	126 22%	5 30%	9 18%	30 21% r	38 22% aqr	34 21% qr	79 24% qr	56 18% r	27 13%	5 6%
D	299 14% aghpqr	184 11%	28 14%	5 19%	4 22%	17 22% za	61 26% zab	82 10%	56 8%	134 23% zgh	1 7%	21 39% zm opqr	33 24% zop qr	28 16% pqr	41 26% zmo pqr	47 14% pqr	20 7%	5 2%	1 1%
E	174 8% aghopqr	90 5%	21 11% a	4 15%	1 6%	8 11%	50 21% zabe	47 6% h	10 2%	98 17% zgh	1 5%	11 21% zn opqr	33 24% zno pqr	32 18% znop qr	15 9% opqr	9 3% q	4 1%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
STANDARD REGION																			
NORTH	139 6%	100 6%	11 6%	2 8%	2 14%	6 8%	17 7%	70 8%zi	39 6%	29 5%	1 4%	5 9%	9 6%	9 5%	4 3%	28 9%n	33 11%zn	11 5%	2 2%
NORTH WEST	182 8%	136 8%	22 11%f	3 11%	3 17%	5 6%	12 5%	75 9%	60 9%	44 8%	2 12%	6 11%	6 4%	13 8%	15 10%	30 9%	35 11%l	25 11%l	3 4%
YORKS & HUMBERSIDE	176 8%	131 8%	19 10%	3 10%	- -	10 12%	13 6%	66 8%	62 9%	47 8%	1 5%	7 13%	13 10%	20 12%	11 7%	32 10%	31 10%	15 7%	4 5%
WEST MIDLANDS	183 8%ilmo	134 8%	18 9%	1 3%	2 10%	7 9%	21 9%	100 12%zi	57 9%i	26 5%	- -	6 11%lmo	4 3%	5 3%	7 4%	11 3%	17 5%	18 8%o	9 11%lmo
EAST MIDLANDS	165 8%lop	117 7%	17 9%	1 5%	- -	5 6%	26 11%za	51 6%	61 9%	52 9%	2 10%	1 2%	4 3%	14 8%o	13 8%o	7 2%	12 4%	16 7%o	5 6%
EAST ANGLIA	111 5%bp	87 5%b	3 2%	1 3%	3 15%	3 4%	14 6%b	50 6%	36 5%	25 4%	- -	3 5%p	21 15%zmno	12 7%p	10 6%p	18 5%p	4 1%	10 5%p	5 7%p
SOUTH WEST	223 10%e	173 11%e	13 7%	5 18%	3 17%	2 3%	27 11%e	92 11%	59 9%	70 12%	1 7%	4 8%	15 11%	20 12%	16 10%	32 10%	33 11%	16 7%	2 3%
SOUTH EAST	449 20%n	348 21%	36 19%	4 14%	2 9%	21 27%f	38 16%	161 19%	147 22%	132 23%	8 49%	15 29%n	28 20%	36 21%	21 14%	76 23%n	67 21%	51 24%n	37 46%zlmnopq
GREATER LONDON	177 8%g	145 9%	14 7%	1 3%	* 3%	3 3%	15 6%	53 6%	49 7%	71 12%zgh	- -	1 2%	6 4%	16 9%	27 17%zklm	20 6%	21 7%	14 7%	9 11%
WALES	106 5%a	66 4%	11 6%	2 8%	1 3%	4 5%	22 9%za	48 6%	28 4%	31 5%	- -	2 4%	13 10%znqr	11 6%	5 3%	24 7%	15 5%	8 4%	1 1%
SCOTLAND	185 8%am	149 9%	19 10%	2 6%	- -	4 5%	12 5%	64 8%	67 10%	52 9%	2 13%	3 6%	8 6%	6 3%	11 7%	33 10%am	38 12%zm	24 11%am	4 5%
NORTHERN IRELAND	101 5%aghi	59 4%	11 6%	3 11%	2 11%	9 12%za	17 7%a	- -	- -	- -	- -	- -	10 7%pr	10 6%	16 10%zklm	19 6%p	7 2%	6 3%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
SELF EMPLOYED																			
FULL-TIME	127 6%befgl	120 7%zbef	5 2%	-	-	-	2 1%	25 3%	59 9%zg	38 7%g	-	2 4%	2 1%	5 3%	7 4%	16 5%	26 8%lm	8 4%	9 11%lmq
PART-TIME	43 2%f	39 2%zf	3 2%	-	-	1 1%	-	15 2%	16 2%	11 2%	-	3 6%mn	3 2%	1 1%	1 1%	9 3%	7 2%	4 2%	3 3%
OCCUPATION																			
FULL-TIME	811 37%befgkl m	733 45%zbef	40 21%f	8 28%	4 25%	13 17%f	12 5%	138 17%	421 63%zgi	209 36%g	6 38%	5 10%	15 11%	18 10%	51 32%klm	126 38%klm	168 54%zkl mno	148 69%zklm nop	49 61%zklmno
PART-TIME	232 11%fg	207 13%zbef	14 7%f	2 9%	-	3 4%	5 2%	64 8%	86 13%g	62 11%	1 6%	3 6%	18 13%	15 8%	17 11%	33 10%	33 11%	21 10%	5 6%
SELF-EMPLOYED	170 8%befgm	159 10%zbef	8 4%f	-	-	1 1%	2 1%	41 5%	76 11%zg	49 9%g	-	5 10%	5 4%	6 3%	8 5%	25 8%	33 10%lm	12 6%	12 15%lmnq
NOT WORKING - HOUSEWIFE	69 3%g	48 3%	8 4%	-	1 8%	7 9%zaf	4 2%	17 2%	12 2%	29 5%zgh	* 3%	6 11%zmo pq	10 7%zop	5 3%	6 4%	8 2%	4 1%	7 3%	3 3%
STILL IN EDUCATION	22 1%g	22 1%z	-	-	-	-	-	2 *	4 1%	15 3%zgh	-	1 1%	1 1%	3 2%	2 1%	5 1%	4 1%	1 *	-
UNEMPLOYED	52 2%ghp	43 3%	4 2%	-	-	3 4%	2 1%	11 1%	7 1%	30 5%zgh	-	3 6%opq	5 4%opq	6 4%op	5 3%p	3 1%	-	1 1%	2 3%p
RETIRED	756 34%ahipqr	365 22%	115 59%za	17 61%	10 56%	46 59%za	203 86%zab e	535 64%zhi	47 7%	137 24%h	8 53%	23 44%pq r	74 54%zno pqr	106 61%zkn opqr	63 40%pqr	118 36%pqr	67 21%q	22 10%	9 12%
OTHER	88 4%ghp	67 4%	6 3%	1 3%	2 10%	5 7%	7 3%	23 3%	11 2%	47 8%zgh	-	6 12%zno pqr	8 6%pq	14 8%zpq	5 3%	14 4%	5 2%	3 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
CHIEF INCOME EARNER																			
YES	1738 79%ahpq	1264 77%	159 82%	24 85%	14 82%	59 76%	218 93%zab e	692 83%zh	462 70%	493 85%zh	12 75%	47 90%pq r	131 95%zop qr	157 91%zop qr	143 91%zop qr	272 82%pqr	219 70%	145 68%	54 68%
NO	461 21%fgilmn	381 23%zf	36 18%f	4 15%	3 18%	19 24%f	17 7%	138 17%	202 30%zgi	86 15%	4 25%	5 10%	7 5%	16 9%	14 9%	59 18%lmn	95 30%zkl mno	69 32%zklm no	25 32%klmno
CIE WORKING STATUS																			
FULL-TIME	976 44%befgkl mn	878 53%zbef	52 26%f	10 37%	5 31%	18 23%f	13 5%	169 20%	511 77%zgi	240 42%g	7 41%	7 14%	15 11%	21 12%	56 36%klm	155 47%klm n	216 69%zkl mno	172 80%zklm nop	57 71%zklmno
PART-TIME	163 7%lqr	145 9%zef	12 6%	- -	- -	1 2%	5 2%	58 7%	37 6%	55 10%zh	1 6%	3 6%	18 13%zopq r	15 8%qr	20 12%zopq r	21 6%	14 5%	5 2%	- -
SELF-EMPLOYED	159 7%bf	146 9%zbf	7 4%	- -	- -	2 2%	4 2%	49 6%	60 9%g	46 8%	-	5 10%	5 4%	6 3%	8 5%	23 7%	24 8%	16 7%	11 14%lmn
NOT WORKING - HOUSEWIFE	34 2%h	24 1%	4 2%	- -	- -	3 4%	3 1%	9 1%	3 *	19 3%zgh	-	3 6%zno pq	10 7%zmno pq	3 2%	* 1%	3 1%	1 *	1 *	3 3%p
STILL IN EDUCATION	12 1%g	12 1%	- -	- -	- -	- -	- -	* *	2 *	9 2%zgh	-	1 1%	- -	2 1%	2 1%	3 1%	- -	1 *	- -
UNEMPLOYED	43 2%hp	34 2%	4 2%	- -	- -	3 4%	2 1%	11 1%	5 1%	23 4%zgh	-	2 4%opq	5 4%opq	5 3%pq	4 3%pq	2 1%	- -	- -	2 3%pq
RETIRED	735 33%ahipqr	349 21%	111 57%za	17 61%	11 62%	47 60%za	200 85%zab e	517 62%zhi	42 6%	138 24%h	8 53%	26 49%zp qr	75 55%zno pqr	106 61%zno pqr	64 41%pqr	116 35%pqr	56 18%q	20 9%	7 8%
OTHER	77 3%ghpq	57 3%	6 3%	1 3%	1 7%	4 6%	7 3%	17 2%	5 1%	48 8%zgh	-	5 9%zno pqr	8 6%pq	16 9%znop qr	3 2%	9 3%q	2 1%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
MARITAL STATUS																			
MARRIED/LIVING AS	1293 59%briklm	1090 66%zbef	92 47%f	12 43%	8 45%	39 50%f	51 22%	466 56%i	506 76%zgi	248 43%	11 67%	11 20%	32 23%	47 27%	83 53%klm	199 60%klm	238 76%zkl mno	181 84%zklm no	72 90%zklmnop
SINGLE	372 17%ghpr	275 17%	36 19%	9 32%	4 21%	14 18%	34 14%	83 10%	86 13%	176 30%zgh	2 12%	14 27%pq r	34 25%zpq r	34 20%pr	39 25%zpq r	64 19%pqr	33 10%r	25 11%r	- -
WIDOWED/DIVORCED/ SEPERATED	532 24%ahpqr	278 17%	67 34%za	6 21%	6 34%	25 32%a	150 64%zab e	280 34%zhi	73 11%	153 26%h	3 20%	28 53%zn opqr	71 51%zno pqr	91 53%zno pqr	35 22%pqr	67 20%pq	43 14%q	9 4%	8 10%
PARENT																			
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%befgk	537 33%zbef	27 14%f	1 3%	2 9%	7 9%f	5 2%	63 8%	275 41%zgi	203 35%zg	4 25%	4 7%	27 19%	37 22%k	48 31%kl	77 23%k	95 30%kl	81 38%zklm o	33 42%zklmo
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%g	21 1%z	- -	- -	- -	- -	- -	3 *	7 1%	9 2%g	- -	- -	- -	- -	- -	7 2%	5 2%	2 1%	- -
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	1 *	- -	1 5%	- -	- -	- -	1 *	* *	1 *	- -	- -	1 1%z	- -	- -	* *	- -	- -	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%gl	78 5%zf	7 3%f	1 3%	- -	2 3%f	- -	21 3%	48 7%zgi	16 3%	- -	1 1%	1 1%	4 2%	3 2%	16 5%l	24 8%zlmn	15 7%l	6 7%l
NONE OF THESE	1539 70%ahpqr	1034 63%	164 84%za	26 92%	16 91%	69 89%za	230 98%zab e	748 90%zhi	349 53%	356 62%h	12 75%	49 93%zlmnopq r	109 79%znp qr	134 77%zpq r	106 68%	237 72%pqr	197 63%	121 56%	43 54%

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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
NUMBER IN HOUSEHOLD																			
1	619 28%ahpqr	323 20%	81 41%za	12 43%	6 37%	22 28%	174 74%zab e	304 37%zh	88 13%	193 33%zh	5 33%	30 56%zn opqr	81 59%zno pqr	95 55%zno pqr	46 30%pqr	84 25%pqr	44 14%q	12 5%	5 6%
2	789 36%filim	609 37%f	75 38%f	13 45%	6 35%	33 42%f	52 22%	371 45%zhi	218 33%	157 27%	6 39%	20 37%lm	28 20%	36 21%	57 36%lm	129 39%lm	131 42%zlm	93 43%lm	31 39%lm
3	340 15%bfgk	301 18%zbf	18 9%f	2 7%	3 15%	12 16%f	5 2%	83 10%	144 22%zgi	92 16%g	5 29%	2 4%	17 13%	21 12%	27 17%k	57 17%k	63 20%zkm	40 18%k	15 19%k
4	263 12%bfgklm	244 15%zbef	12 6%f	-	1 6%	4 5%f	2 1%	40 5%	138 21%zgi	70 12%g	-	1 1%	6 5%	10 6%	15 9%	29 9%	47 15%klm o	57 27%zklm nop	18 23%zklmno
5+	181 8%btg	162 10%zbf	9 4%f	-	1 7%	7 8%f	2 1%	31 4%	77 12%zg	62 11%zg	-	1 1%	5 4%	10 6%	12 7%	29 9%	29 9%	13 6%	11 14%kl
NUMBER OF CHILDREN IN HOUSEHOLD																			
1	263 12%bfg	240 15%zbf	13 7%f	1 3%	-	5 7%f	4 2%	25 3%	127 19%zg	92 16%zg	4 25%	2 3%	17 12%	13 8%	18 11%	34 10%	52 17%zkm o	32 15%k	11 14%
2	231 11%bfgl	216 13%zbf	10 5%f	-	1 6%	4 5%f	-	27 3%	116 18%zg	75 13%zg	-	2 4%	7 5%	19 11%	19 12%l	24 7%	37 12%l	45 21%zklm nop	16 20%zkl
3	81 4%fg	75 5%zf	4 2%	-	-	-	1 *	13 2%	34 5%g	29 5%g	-	-	6 4%	4 3%	9 5%q	14 4%	11 3%	3 1%	6 8%q
4	19 1%g	18 1%	-	-	-	1 1%	-	2 *	4 1%	11 2%zg	-	-	-	2 1%	2 2%p	6 2%p	-	2 1%	1 1%
5	3 *	3 *	-	-	-	-	-	1 *	-	3 *	-	-	-	-	1 *	1 *	-	-	-
6+	1 *	1 *	-	-	1 4%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-
REFUSED	8 *	6 *	1 *	1 5%	-	-	-	1 *	-	3 1%	-	-	-	1 1%	-	3 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
CHILDREN IN HOUSEHOLD																			
AGED 0-5	287 13%bfgk	270 16%zbef	9 4%f	- -	2 9%	5 7%f	1 *	32 4%	109 16%zg	128 22%zgh	4 25%	1 3%	10 7%	22 13%	30 19%zkl	44 13%k	51 16%kl	28 13%k	14 18%k
AGED 6-9	237 11%befg	225 14%zbef	7 4%	1 3%	1 4%	2 2%	2 1%	21 3%	110 17%zg	94 16%zg	- -	1 3%	14 10%	17 10%	20 12%	33 10%	33 10%	34 16%zk	13 16%k
AGED 10-15	303 14%fg	273 17%zbef	19 10%f	- -	1 4%	6 8%f	4 2%	40 5%	161 24%zgi	83 14%g	- -	2 5%	14 11%	18 11%	22 14%	42 13%	44 14%	47 22%zklm o	19 23%zklm
NONE < 16	1601 73%ahiqr	1092 66%	168 86%za	27 97%	16 91%	68 86%za	230 98%zab e	762 92%zhi	383 58%	367 63%	12 75%	49 93%zlmnopq r	108 79%pqr	134 78%qr	109 69%	252 76%qr	214 68%	133 62%	45 57%

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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
DURABLES OWNED																			
TV	2161 98%ikm	1611 98%	194 99%	28 100%	18 100%	78 100%	233 99%	817 98%	657 99%l	560 97%	16 100%	49 94%	136 99%k	164 95%	157 100%km	328 99%km	306 98%	212 99%k	80 100%
SATELLITE/CABLE TV	1147 52%fgkm	942 57%zbf	91 47%f	16 58%	12 69%	38 48%f	48 20%	358 43%	439 66%zgi	280 48%	4 24%	18 34%	60 44%	65 38%	87 56%km	188 57%klm	185 59%zkl m	147 69%zklm no	61 77%zklmnop
FREEVIEW/FREESAT	1230 56%ahi	883 54%	118 60%	15 54%	6 35%	39 50%	168 72%zab e	518 62%zhi	342 51%	299 52%	12 76%	37 70%	78 57%	106 61%	87 55%	202 61%	176 56%	117 54%	43 54%
MOBILE PHONE	1970 90%efglm	1566 95%zbef	178 91%ef	21 74%	16 90%	60 76%f	131 56%	721 87%	636 96%zgi	505 87%	13 83%	44 83%	103 75%	138 80%	139 88%l	317 96%zkl mn	301 96%zkl mn	209 97%zkl mn	80 100%zklmn
TELEPHONE	2061 94%l	1543 94%	189 97%f	26 92%	18 100%	73 93%	213 91%	782 94%	635 96%zi	533 92%	14 88%	50 96%	121 88%	156 90%	153 97%lm	310 94%	303 97%zkl m	214 100%zklm o	77 97%
PVR/DTR	828 38%filn	684 42%zf	67 34%f	8 27%	8 46%	26 33%f	36 15%	305 37%l	324 49%zgi	154 27%	5 32%	15 29%	24 18%	51 29%l	51 32%l	145 44%zlm n	172 55%zkl mno	124 58%zklm no	39 49%klmn
PC/LAPTOP	1825 83%efilm	1549 94%zbef	173 89%zef	21 75%	16 91%	47 61%f	18 8%	671 81%l	620 93%zgi	438 76%	13 79%	39 74%	91 66%	123 72%	127 81%l	299 90%zkl mn	285 91%zkl mn	209 98%zklm nop	78 98%zklmn
TABLET/EBOOK READER	1297 59%bfgik lm	1168 71%zbef	82 42%f	7 24%	6 32%	25 32%f	9 4%	408 49%	508 76%zgi	315 55%	10 61%	16 31%	46 33%	71 41%	86 55%klm	202 61%klm	241 77%zkl mno	188 87%zklm nop	76 95%zklmnop
GAMES CONSOLE	717 33%bfgilm	661 40%zbef	35 18%f	5 19%	1 3%	15 19%f	1 *	114 14%	347 52%zgi	224 39%zg	4 25%	12 23%	28 20%	32 19%	47 30%lm	123 37%lm	156 50%zkl mno	119 55%zklm no	34 42%lm
DVD/BLU-RAY	1383 63%li	1095 67%zbf	115 59%f	15 54%	13 77%	44 56%	101 43%	500 60%	476 72%zgi	321 56%	11 66%	27 52%	76 55%	101 59%	108 69%kl	234 71%zkl m	241 77%zkl m	176 82%zklm no	62 77%zklm
MP3 PLAYER	523 24%bfgik lmn	504 31%zbef	12 6%f	2 8%	- -	3 4%	2 1%	145 17%	253 38%zgi	106 18%	4 23%	1 3%	11 8%	21 12%	19 12%	88 26%klm n	137 44%zkl mno	113 53%zklm no	43 54%zklmno

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Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
INTERNET ACCESS																			
FREQUENT - ROUGHLY EVERY DAY	1645 75%befgk lm	1645 100%zbef	-	-	-	-	-	535 64%	606 91%zgi	425 74%g	11 68%	33 62%	68 49%	104 61%	117 75%lm m	267 81%zkl mno	280 89%zkl no	201 94%zklm no	79 99%zklmnop
REGULAR - AT LEAST ONCE A WEEK	195 9%aefhr	-	195 100%zaef	-	-	-	-	111 13%zhi	29 4%	41 7%	2 13%	5 9%	15 11%r	18 11%qr	15 10%r	37 11%qr	20 6%	10 5%	1 1%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%a	-	-	28 100%	-	-	-	13 2%	5 1%	7 1%	1 4%	-	3 2%	2 1%	2 2%	5 2%	3 1%	1 *	-
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%a	-	-	-	18 100%	-	-	10 1%	3 *	3 1%	-	1 1%	4 3%zpq	2 1%	*	6 2%zp	-	-	-
NEVER - BUT DO HAVE ACCESS	78 4%abfhq	-	-	-	-	78 100%zabf	-	36 4%h	11 2%	22 4%h	-	3 7%nop qr	9 7%nopq r	9 5%noq	1 1%	3 1%	5 2%	1 1%	-
NEVER - AND DO NOT HAVE ACCESS	235 11%abehopq r	-	-	-	-	-	235 100%zab e	125 15%zh	11 2%	80 14%zh	2 15%	11 21%zo pqr	38 28%zno pqr	36 21%zop qr	20 13%opqr	13 4%q	5 1%	1 *	-
TENURE																			
OWNED OUTRIGHT BY HOUSEHOLD	830 38%ahiq	535 33%	111 57%za	13 45%	10 57%	36 46%a	125 53%za	830 100%zhi	-	-	-	18 34%	45 33%	79 46%zlp qr	63 40%q	134 40%q	100 32%	57 27%	22 27%
BEING BOUGHT ON A MORTGAGE	664 30%befgik lmn	606 37%zbef	29 15%f	5 17%	3 15%	11 14%f	11 5%	-	664 100%zgi	-	-	4 7%	9 7%	24 14%l	25 16%l n	96 29%klm mno	149 48%zkl no	123 58%zklm no	51 64%zklmnop
RENTED	578 26%ghpqr	425 26%	41 21%	7 25%	3 17%	22 28%	80 34%zab	-	-	578 100%zgh	-	31 59%zm nopqr	71 52%zmn opqr	57 33%opq r	54 34%zop qr	77 23%qr	53 17%	28 13%	6 7%
OTHER	16 1%g	11 1%	2 1%	1 2%	-	-	2 1%	-	-	-	16 100%	-	2 1%	2 1%	-	5 2%	3 1%	-	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 904
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
INCOME																			
UP TO £6499	53 2%hop	33 2%	5 3%	-	1 3%	3 4%	11 5%za	18 2%h	4 1%	31 5%zgh	-	53 100%zlm nopqr	-	-	-	-	-	-	-
£6500-£9499	138 6%ahmnopq	68 4%	15 8%a	3 12%	4 22%	9 12%a	38 16%zab	45 5%h	9 1%	71 12%zg h	2 13%	-	138 100%zkmn opqr	-	-	-	-	-	-
£9500-£13499	172 8%ahklno qr	104 6%	18 9%	2 9%	2 13%	9 11%	36 15%za	79 10%zh	24 4%	57 10%h	2 12%	-	-	172 100%zklm opqr	-	-	-	-	-
£13500-£17499	157 7%hlmopqr	117 7%	15 8%	2 9%	* 3%	1 2%	20 9%	63 8%h	25 4%	54 9%zh	-	-	-	-	157 100%zklm opqr	-	-	-	-
£17500-£29999	331 15%efklmn pqr	267 16%zef	37 19%ef	5 19%	6 37%	3 4%	13 5%	134 16%	96 14%	77 13%	5 34%	-	-	-	-	331 100%zklm npqr	-	-	-
£30000-£49999	313 14%fgiklm noqr	280 17%zbef	20 10%f	3 12%	-	5 7%	5 2%	100 12%	149 22%zgi	53 9%	3 17%	-	-	-	-	-	313 100%zklm noqr	-	-
£50000-£99999	215 10%bfgik lmnopr	201 12%zbef	10 5%f	1 3%	-	1 2%	1 *	57 7%	123 19%zgi	28 5%	-	-	-	-	-	-	-	215 100%zklm opr	-
£100000 PLUS	80 4%btgilmn opq	79 5%zbf	1 *	-	-	-	-	22 3%i	51 8%zgi	6 1%	1 9%	-	-	-	-	-	-	-	80 100%zklmnopq
ETHNICITY																			
WHITE	2033 92%aj	1507 92%	179 91%	27 97%	17 97%	72 93%	231 98%zab e	775 93%i	615 93%	522 90%	15 92%	48 90%	128 93%	162 94%	144 91%	310 94%	293 94%	207 96%	76 95%
NON-WHITE	158 7%f	132 8%zf	15 8%f	1 3%	* 3%	6 7%f	4 2%	51 6%	48 7%	55 10%zg	1 8%	5 10%	9 7%	10 6%	13 9%	19 6%	19 6%	8 4%	4 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
SERVICES HAVE AT HOME																			
SIMPLE/FEATURE MOBILE PHONE	827 38%ahipqr	516 31%	122 63%zaf	9 31%	14 82%	48 61%za	118 50%za	424 51%zhi	156 24%	193 33%h	8 47%	24 47%pq r	58 42%pqr	88 51%znp qr	55 35%	141 42%pqr	95 30%	63 29%	19 24%
SMART PHONE	1410 64%befgkl m	1291 78%zbef	78 40%f	9 31%	2 12%	21 27%f	10 4%	377 45%	572 86%zgi	384 66%g	8 48%	20 38%	57 42%	66 38%	98 62%klm	214 64%klm	258 82%zkl mno	197 92%zklm nop	71 89%zklmno
ANY MOBILE PHONE	1999 91%efglm	1594 97%zbef	184 94%ef	17 62%	16 94%	62 79%f	125 53%	714 86%	646 97%zgi	518 90%	15 95%	44 83%	106 77%	144 84%	141 90%l	324 98%zkl mn	306 98%zkl mn	210 98%zkl mn	80 100%zklmn
LANDLINE	2199 100%	1645 100%	195 100%	28 100%	18 100%	78 100%	235 100%	830 100%	664 100%	578 100%	16 100%	53 100%	138 100%	172 100%	157 100%	331 100%	313 100%	215 100%	80 100%
FIXED BROADBAND	1750 80%efgikl	1486 90%zef	170 87%zef	20 73%	17 96%	43 54%f	14 6%	629 76%	594 89%zgi	435 75%	12 73%	35 67%	87 63%	128 74%l	130 82%kl	287 87%zkl m	291 93%zkl mno	199 93%zklm n	77 97%zklmno
MOBILE BROADBAND	255 12%befgl	235 14%zbef	14 7%f	* 1%	- -	3 3%	3 1%	74 9%	107 16%zgi	62 11%	2 11%	2 3%	3 2%	17 10%l	14 9%l	29 9%l	40 13%l	42 20%zklm no	20 25%zklmnop
ANY INTERNET ACCESS	1886 86%efgklm	1594 97%zbef	179 92%zef	22 80%	17 96%	50 64%f	23 10%	667 80%	637 96%zgi	481 83%	13 79%	37 69%	93 67%	133 77%	135 86%kl	307 93%zkl mn	302 96%zkl mn	210 98%zklm no	78 98%zklmn
PAY TV	949 43%bfglm	809 49%zbf	63 32%f	12 42%	10 54%	31 39%f	24 10%	280 34%	376 57%zgi	249 43%g	1 8%	17 32%	37 27%	41 24%	67 43%lm	156 47%lm	183 58%zkl mno	131 61%zklm nop	48 60%zklmn
VOIP	457 21%befgil m	434 26%zbef	19 10%ef	1 2%	1 6%	- -	2 1%	146 18%	195 29%zgi	98 17%	4 22%	9 17%	11 8%	15 9%	31 20%lm	64 19%lm	97 31%zlm no	106 50%zklm nop	29 37%zklmno

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*	
LANDLINE USERS																				
LANDLINE+ BROADBAND+ MOBILE	1687 77%efgikl m	1454 88%zbef	160 82%ef	12 44%	16 90%	35 44%f	10 4%	587 71%	588 89%zgi	420 73%	12 73%	34 64%	81 59%	117 68%	124 79%klm	283 85%zkl m	288 92%zkl mno	197 92%zklm n	77 97%zklmno	
LANDLINE+ BROADBAND+ NO MOBILE	62 3%ahp	32 2%	10 5%a	8 29%	1 6%	8 10%zaf	4 2%	42 5%zhi	6 1%	15 3%h	-	1 3%	6 5%op	12 7%zopq	6 4%p	4 1%	2 1%	2 1%	-	
LANDLINE+ MOBILE+ NO BROADBAND	312 14%ahpqr	140 8%	24 12%	5 18%	1 4%	27 35%zab	115 49%zab e	128 15%h	57 9%	98 17%zh	3 22%	10 19%pq r	26 19%pqr	27 16%pqr	17 11%	41 13%pqr	18 6%	14 6%	2 3%	
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%abhopq	19 1%	2 1%	3 9%	-	9 11%ab	106 45%zabe	73 9%zh	13 2%	46 8%h	1 5%	8 14%zo pqr	25 18%zno pqr	17 10%opqr	11 7%opqr	2 1%	5 1%	2 1%	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Weighted Base	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
PRODUCT BUNDLES																			
LL AND BB BUNDLE	1300 59%efikl	1109 67%zef	123 63%ef	15 52%	12 68%	31 40%f	11 5%	476 57%	454 68%zgi	303 52%	10 64%	23 43%	67 49%	94 55%	91 58%	236 71%zkl mn	234 75%zkl mn	168 79%zklm n	52 65%kl
NO LL AND BB BUNDLE	899 41%ahopq	536 33%	73 37%	13 48%	6 32%	47 60%zab	224 95%zab e	354 43%h	210 32%	276 48%zh	6 36%	30 57%zo pqr	71 51%zop qr	78 45%opq	67 42%opq	95 29%	79 25%	46 21%	28 35%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Unweighted Base	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
GENDER																						
MALE	1121 51%ap	1009 50%	106 67%za	68 49%	86 47%	93 53%	94 51%	75 45%	57 51%	119 54%	240 53%	102 58%gm	53 49%	87 47%	48 48%	934 52%	643 48%	462 56%zpr	1105 51%p	935 51%	185 50%	1121 51%
FEMALE	1078 49%bq	1024 50%zb	52 33%	71 51%	96 53%	83 47%	89 49%	90 55%k	54 49%	104 46%	209 47%	75 42%	54 51%	99 53%k	53 52%	873 48%	691 52%zqr	366 44%	1057 49%q	890 49%	188 50%	1078 49%
AGE																						
16-17	1 *	1 *	-	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
18-24	47 2%	44 2%	3 2%	3 2%	1 1%	5 3%	2 1%	7 4%d	1 1%	5 2%	6 1%	5 3%	3 3%	4 2%	2 2%	38 2%	26 2%	20 2%	46 2%	36 2%	11 3%	47 2%
25-34	271 12%af lp	238 12%	32 20%za	19 14%	21 12%	25 14%fl	13 7%	20 12%	13 12%	23 10%	56 12%	26 15%fl	7 7%	30 16%fl	17 17%fl	217 12%f	138 10%	129 16%zpr	268 12%p	215 12%	56 15%	271 12%
35-44	371 17%ap s	300 15%	70 44%za	21 15%	28 16%	31 18%	31 17%	26 16%	20 18%	36 16%	71 16%	45 25%zc dgijl mo	16 15%	30 16%	16 16%	309 17%	204 15%	157 19%p	361 17%p	294 16%	78 21%	371 17% s
45-54	431 20%ps	404 20%	26 16%	21 15%	37 20%	30 17%	34 19%	34 21%	16 15%	47 21%	90 20%	39 22%	17 16%	42 23%	24 24%	348 19%	231 17%	192 23%zpr	423 20%p	344 19%	88 23%	431 20% s
55-64	394 18%bk	378 19%zb	13 8%	36 25%zg iko	34 19%k	38 22%k	39 21%k	26 16%	18 16%	32 14%	81 18%k	19 11%	18 17%	37 20%k	16 16%	323 18%k	236 18%	151 18%	388 18%	340 19%	54 14%	394 18%
65-74	381 17%bk mq	371 18%zb	8 5%	20 14%	35 19%km	26 15%	34 19%	26 16%	20 18%	51 23%km	85 19%km	21 12%	21 20%km	22 12%	20 20%	318 18%km	256 19%zqr	120 14%	376 17%q	321 18%	60 16%	381 17%
75+	302 14%bn qt	296 15%zb	6 4%	20 14%n	25 14%n	18 10%	31 17%n	26 15%n	23 20%em n	28 13%	61 14%n	22 12%	24 22%zd eijk mo	19 10%	6 6%	253 14%n	240 18%zqr	59 7%	300 14%q	275 15%ztu	27 7%	302 14% t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
AGE																						
16-24	48 2%	45 2%	3 2%	3 2%	1 1%	7 4%	2 1%	7 4% d	1 1%	5 2%	6 1%	5 3%	3 3%	4 2%	2 2%	39 2%	27 2%	20 2%	47 2%	37 2%	11 3%	48 2%
25-44	643 29% a l p s	539 26%	102 65% z a	39 28%	49 27%	57 32% l	43 24%	46 28%	33 30%	60 27%	127 28%	71 40% z c d f g i j l o	23 22%	61 33% l	33 33%	526 29%	343 26%	286 35% z p r	629 29% p	509 28%	134 36% z s u	643 29% s
45-64	825 38% b p	782 38% z b	39 25%	57 41%	71 39%	68 39%	73 40%	60 36%	34 31%	79 35%	171 38%	58 33%	35 33%	80 43% k	40 40%	670 37%	468 35%	343 41% z p r	810 37% p	684 37%	141 38%	825 38%
65+	683 31% b k m q t	667 33% z b	14 9%	40 29%	60 33% m	45 25%	65 36% k m	52 31%	42 38% k m	79 36% k m	146 32% m	42 24%	45 42% z c e j k m n o	41 22%	26 26%	571 32% k m	496 37% z q r	179 22%	675 31% q	595 33% z t u	88 23%	683 31% t
AREA																						
URBAN	493 22% a c h i j l n q t	388 19%	101 64% z a	6 4% h n	41 22% c h i j l n	104 59% z c d f g h i j l m n o	62 34% z c d h i j l m n o	74 45% z c d h i j l m n o	- -	11 5% n	21 5% n	109 62% z c d f g h i j l m n o	7 7% h n	58 31% z c h i j l n o	- -	428 24% z c h i j l n	331 25% z q r	154 19%	485 22% q	445 24% z t u	48 13%	493 22% t
SUBURBAN	1048 48% b e g i k l n	1002 49% z b	46 29%	85 61% z e g i k l n o	105 58% z e g i k l n o	57 33% n	115 63% z e g i k l m n o	59 35% n	77 69% z e g i k l m n o	56 25% n	283 63% z e g i k l m n o	68 38% i n	46 43% i n	97 52% e g i k n	- -	905 50% z e g i k n	615 46%	419 51%	1034 48%	869 48%	179 48%	1048 48%
RURAL	557 25% b e f k m n s	543 27% z b	10 6%	48 35% z d e f g k m n o	36 20% e f k n	14 8% k n	6 3% k	33 20% e f k n	34 31% e f k m n	156 70% z c d e f g h j k l m n o	146 33% z d e f g k m n o	- -	53 50% z c d e f g h j k m n o	30 16% e f k n	- -	473 26% d e f k m n	329 25%	213 26%	542 25%	442 24%	115 31% z s u	557 25% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
SOCIAL GRADE																						
A	87 4%	81 4%	5 3%	3 2%	12 7% zcn	4 2%	4 2%	4 2%	9 8% cn	6 3%	27 6%	6 3%	2 2%	9 5%	1 1%	75 4%	51 4%	35 4%	86 4%	68 4%	19 5%	87 4%
B	588 27% en pr	551 27%	34 22%	33 23%	65 35% zc ejkl o	34 19%	61 33% ej n	54 33% ej n	28 25%	68 30% en	99 22%	42 24%	25 24%	61 33% zc ejkl n	18 18%	484 27% ej n	334 25%	237 29%	571 26%	478 26%	111 30%	588 27%
C1	611 28% g	568 28%	40 25%	37 26%	50 28%	52 30%	51 28%	33 20%	26 23%	51 23%	153 34% zgi o	48 27%	27 25%	50 27%	32 32% g	502 28% g	367 28%	235 28%	602 28%	512 28%	99 27%	611 28%
C2	440 20% n	406 20%	33 21%	34 25% kl n	31 17%	39 22% n	34 19% n	34 21% n	25 23% n	51 23% n	102 23% n	27 15%	16 15%	37 20% n	9 9%	378 21% kl n	244 18%	190 23% zpr	434 20% p	366 20%	74 20%	440 20%
D	299 14% dj	267 13%	31 20% za	22 16% d	15 8%	26 15%	25 13%	18 11%	16 14%	31 14%	44 10%	35 19% zd gjo	21 19% zd jo	23 12%	24 24% zd fgjmo	232 13% d	197 15%	101 12%	297 14%	249 14%	51 14%	299 14%
E	174 8% mq	159 8%	14 9%	11 8%	9 5%	21 12% dfj mo	8 5%	21 13% zdfj mo	6 6%	17 8%	24 5%	19 11% df jm	15 14% zdf hjmo	6 3%	17 17% zcd fhjmo	136 8% m	140 11% zqr	31 4%	172 8% q	154 8%	20 5%	174 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	ETHNICITY			STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
STANDARD REGION																						
NORTH	139 6%bde fghij klmnp	139 7%zb	1 *	139 100%zde fghijkl mno	-	-	-	-	-	-	-	-	-	-	-	139 8%zdef ghijkl mn	69 5%	67 8%zpr	136 6%p	113 6%	26 7%	139 6%
NORTH WEST	182 8%bce fghij klmn	177 9%zb	5 3%	-	182 100%zce fghijkl mno	-	-	-	-	-	-	-	-	-	-	182 10%zcef ghijklm n	98 7%	81 10%	178 8%	159 9%	23 6%	182 8%
YORKS & HUMBERSIDE	176 8%cdf ghijk lmnt	156 8%	19 12%za	-	-	176 100%zcd fghijkl mno	-	-	-	-	-	-	-	-	-	176 10%zcdf ghijklm n	110 8%	64 8%	174 8%	162 9%ztu	14 4%	176 8%t
WEST MIDLANDS	183 8%acd efghij klmn	152 7%	30 19%za	-	-	-	183 100%zcd efghijkl mno	-	-	-	-	-	-	-	-	183 10%zcde ghijklm n	113 8%	69 8%	182 8%	148 8%	36 9%	183 8%
EAST MIDLANDS	165 8%cde fghijk lmn	157 8%	9 5%	-	-	-	-	165 100%zcde fghijklmn o	-	-	-	-	-	-	-	165 9%zcde fghijkl mn	105 8%	57 7%	162 7%	137 8%	28 8%	165 8%
EAST ANGLIA	111 5%cde fgijk lmn	106 5%	4 3%	-	-	-	-	-	111 100%zcd efgijkl mno	-	-	-	-	-	-	111 6%zcde fgijkl mn	65 5%	46 6%	111 5%	87 5%	23 6%	111 5%
SOUTH WEST	223 10%bc defgh ijklmn ps	220 11%zb	3 2%	-	-	-	-	-	-	223 100%zcd efghijkl mno	-	-	-	-	-	223 12%zcde fghijklm n	112 8%	108 13%zpr	220 10%p	172 9%	51 14%zsu	223 10%sa
SOUTH EAST	449 20%cd efghi klmnq	423 21%	25 16%	-	-	-	-	-	-	-	449 100%zcde fghijklmn o	-	-	-	-	449 25%zcd efghik lmn	291 22%qr	148 18%	439 20%	376 21%	73 20%	449 20%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
GREATER LONDON	177 8%acd efghi jlmno t	117 6%	58 37%za	-	-	-	-	-	-	-	-	177 100%zcd efghij mno	-	-	-	177 10%zcd efghij lmn	137 10%zqr	36 4%	174 8%q	158 9%ztu	19 5%	177 8%t
WALES	106 5%bcd efgij kmno	106 5%zb	-	-	-	-	-	-	-	-	-	-	106 100%zcd efghijk mno	-	-	-	70 5%	35 4%	105 5%	82 5%	24 6%	106 5%
SCOTLAND	185 8%bcd efghi jkln	181 9%zb	3 2%	-	-	-	-	-	-	-	-	-	-	185 100%zcd efghijk lno	-	-	105 8%	77 9%	182 8%	160 9%	25 7%	185 8%
NORTHERN IRELAND	101 5%bcd efgij klmos	100 5%zb	1 1%	-	-	-	-	-	-	-	-	-	-	-	101 100%zcd efghijk lmo	-	58 4%	42 5%	100 5%	70 4%	31 8%zsu	101 5% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
SELF EMPLOYED																						
FULL-TIME	127 6% a	108 5%	17 11% za	7 5%	6 3%	11 6%	15 8% n	9 5%	4 4%	7 3%	33 7%	19 11% zdi mno	5 5%	10 5%	2 2%	110 6%	66 5%	58 7%	125 6%	103 6%	24 6%	127 6%
PART-TIME	43 2%	38 2%	5 3%	3 2%	2 1%	1 *	3 2%	2 1%	3 3%	15 7% zde fgjlm no	6 1%	6 3% e	1 1%	2 1%	- -	40 2%	25 2%	17 2%	42 2%	31 2%	12 3%	43 2%
OCCUPATION																						
FULL-TIME	811 37% ap	721 35%	87 55% za	49 35%	72 39%	76 43% hi lo	67 37%	58 35%	30 27%	70 31%	160 36%	75 43% hi l	33 31%	86 46% zc ghijl no	34 34%	658 36%	433 32%	362 44% zpr	795 37% p	666 36%	145 39%	811 37%
PART-TIME	232 11% fs	218 11%	11 7%	16 12% f	16 9%	13 7%	9 5%	17 10%	16 14% f	28 13% f	50 11% f	19 11% f	9 8%	25 13% f	15 15% ef	183 10% f	128 10%	100 12%	228 11%	179 10%	52 14% zsu	232 11% s
SELF-EMPLOYED	170 8% an	146 7%	22 14% za	10 7%	8 4%	11 6%	18 10% n	11 6%	8 7%	22 10% n	38 8% n	25 14% zcd eglmno	6 5%	12 6%	2 2%	150 8% dn	91 7%	76 9%	167 8%	134 7%	36 10%	170 8%
NOT WORKING - HOUSEWIFE	69 3%	61 3%	8 5%	3 2%	3 2%	4 2%	2 1%	5 3%	6 5%	4 2%	23 5% zfo	3 2%	1 1%	4 2%	10 10% zcd efgikl mo	53 3%	39 3%	29 3%	68 3%	55 3%	14 4%	69 3%
STILL IN EDUCATION	22 1% p	18 1%	4 3% za	2 2%	3 2%	1 1%	3 2%	1 1%	- -	3 1%	2 *	2 1%	- -	3 1%	2 2%	18 1%	9 1%	13 2%	22 1% p	17 1%	5 1%	22 1%
UNEMPLOYED	52 2%	46 2%	6 4%	2 1%	4 2%	5 3%	3 2%	11 7% zcd f ijkl	3 2%	2 1%	8 2%	4 2%	1 1%	5 3%	4 4%	42 2%	35 3%	16 2%	51 2%	44 2%	9 2%	52 2%
RETIRED	756 34% bk mqt	738 36% zb	16 10%	50 36% km	70 38% km	57 32%	74 40% km n	56 34%	47 42% km n	88 39% km n	149 33% m	43 25%	50 47% ze gjkmn o	45 24%	27 27%	634 35% km	533 40% zqr	211 26%	745 34% q	656 36% ztu	100 27%	756 34% t
OTHER	88 4% q	85 4%	3 2%	7 5%	7 4%	8 5%	8 4%	6 4%	2 2%	6 3%	19 4%	5 3%	6 6%	6 3%	7 7%	69 4%	65 5% zqr	21 3%	86 4% q	76 4%	13 3%	88 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
CHIEF INCOME EARNER																						
YES	1738 79% aqt	1590 78%	141 89% za	113 81%	142 78%	143 81%	145 79%	127 77%	93 84%	168 75%	344 76%	156 88% zdfgijm no	94 88% zdfgijm no	142 77%	73 72%	1429 79%	1215 91% zqr	511 62%	1726 80% zqr	1543 85% ztu	195 52%	1738 79% l
NO	461 21% bk lprs	442 22% zb	17 11%	26 19%	41 22% kl	33 19%	39 21% kl	39 23% kl	18 16%	56 25% kl	106 24% kl	21 12%	12 12%	43 23% kl	28 28% kl	378 21% kl	118 9%	317 38% zpr	435 20% p	283 15%	178 48% zsu	461 21% s
CIE WORKING STATUS																						
FULL-TIME	976 44% ah lps	882 43%	92 58% za	57 41%	83 46% h	87 50% hl	79 43%	73 44% h	32 29%	94 42%	198 44% h	85 48% hl	38 35%	105 56% zcd fghi jlo	46 46% h	787 44% h	478 36%	479 58% zpr	956 44% p	771 42%	205 55% zsu	976 44% s
PART-TIME	163 7%	150 7%	11 7%	12 9%	14 7%	10 6%	7 4%	10 6%	16 15% zef gilo	13 6%	34 8%	16 9%	5 5%	17 9% f	9 9%	131 7%	110 8%	52 6%	162 7%	142 8%	21 6%	163 7%
SELF-EMPLOYED	159 7% adn	137 7%	21 13% za	12 9% dn	6 3%	9 5%	17 10% dn	12 7%	8 7%	19 9% n	35 8% n	21 12% zde mno	7 6%	11 6%	2 2%	139 8% dn	91 7%	63 8%	153 7%	124 7%	35 9%	159 7%
NOT WORKING - HOUSEWIFE	34 2% cq	29 1%	5 3%	2 2%	1 *	1 1%	2 1%	3 2%	4 3%	1 1%	12 3%	2 1%	1 1%	2 1%	4 4% di	28 2%	31 2% zqr	4 *	34 2% cq	33 2%	1 *	34 2%
STILL IN EDUCATION	12 1% a	9 *	4 2% za	1 1%	3 2%	- 2%	1 *	- *	- *	1 1%	2 *	2 1%	- 1%	1 1%	1 1%	10 1%	7 1%	5 1%	12 1%	11 1%	2 *	12 1%
UNEMPLOYED	43 2%	37 2%	5 3%	1 1%	2 1%	3 2%	3 1%	9 5% zcil o	3 2%	2 1%	8 2%	4 2%	* 2%	3 2%	4 4%	35 2%	30 2%	11 1%	41 2%	37 2%	6 2%	43 2%
RETIRED	735 33% bk mqt	716 35% zb	17 11%	48 34% km	67 37% km	56 32% m	68 37% km	55 33% m	46 42% km	85 38% km	149 33% km	43 24%	49 46% zce gijkm no	40 22%	29 29%	616 34% km	528 40% zqr	198 24%	727 34% cq	641 35% ztu	94 25%	735 33% l
OTHER	77 3% q	73 4%	4 2%	6 4%	7 4%	8 5%	7 4%	5 3%	2 2%	8 3%	12 3%	5 3%	6 6%	6 3%	6 6%	59 3%	59 4% zqr	17 2%	76 4% q	67 4%	10 3%	77 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
MARITAL STATUS																						
MARRIED/LIVING AS	1293 59% al prs	1171 58%	116 73% za	85 61% l	114 63% l	104 59% l	112 61% l	100 61% l	67 60% l	138 62% l	254 56% l	111 62% l	45 43%	106 57% l	57 56% l	1084 60% zl	486 36%	776 94% zpr	1262 58% p	945 52%	347 93% zsu	1293 59% s
SINGLE	372 17% qt	346 17%	26 16%	21 15%	28 15%	26 15%	26 14%	28 17%	19 17%	34 15%	85 19%	28 16%	20 19%	36 19%	22 22%	294 16%	332 25% zqr	36 4%	368 17% q	352 19% ztu	20 5%	372 17% t
WIDOWED/DIVORCED/ SEPERATED	532 24% bq t	512 25% zb	17 11%	34 24%	40 22%	45 25%	46 25%	37 23%	25 22%	51 23%	110 24%	38 21%	40 38% zc defgh ijklmn o	44 24%	22 22%	425 24%	514 39% zqr	15 2%	529 24% zq	525 29% ztu	7 2%	532 24% t
PARENT																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26% al ps	486 24%	90 57% za	29 21% l	47 26% l	50 28% l	52 28% l	48 29% l	29 26% l	54 24% l	105 23% l	73 41% zc defgh ijklmn o	13 12%	49 27% l	29 29% l	487 27% l	309 23%	258 31% zpr	567 26% p	461 25%	117 31% zsu	578 26% s
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1% q	19 1%	* *	1 1%	3 2%	2 1%	2 1%	1 1%	- -	1 *	6 1%	1 *	- -	1 1%	2 2%	17 1%	18 1% zqr	3 *	21 1% q	19 1%	2 *	21 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	2 *	1 *	- -	- -	1 1% zo	- -	- -	- -	- -	- -	1 *	* *	- -	- -	2 *	1 *	1 *	2 *	1 *	1 *	2 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4% f	79 4%	9 5%	5 4% f	15 8% zfh ikno	7 4% f	- -	5 3% f	1 1%	4 2%	25 6% fk	3 2%	8 7% fhi ko	12 7% zfl ko	2 2%	66 4% f	54 4%	32 4%	86 4%	68 4%	19 5%	88 4%
NONE OF THESE	1539 70% bk qt	1473 72% zb	61 39%	105 75% k	121 67%	119 68% k	129 71% k	113 68%	80 72% k	166 74% k	319 71% k	102 58%	87 81% zd efgjk mno	128 69% k	70 69%	1255 69% k	972 73% zqr	542 65%	1514 70% q	1301 71% ztu	238 64%	1539 70% t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
NUMBER IN HOUSEHOLD																						
1	619 28% bqt	599 29% zb	18 12%	35 25%	48 26%	53 30%	50 27%	40 24%	24 22%	53 24%	147 33% oo	47 27%	47 44% zcd defgh ijklmn o	49 26%	27 27%	496 27%	612 46% zqr	5 1%	617 29% zqd	617 34% ztu	2 1%	619 28% t
2	789 36% bk ps	760 37% zb	25 16%	61 44% zj ko	67 37% k	59 34% k	72 39% k	69 42% k	48 43% k	80 36% k	149 33% k	33 19%	40 37% k	77 42% jk	35 35% k	637 35% k	335 25%	438 53% zpr	773 36% p	587 32%	202 54% zsu	789 36% s
3	340 15% fl p	316 16%	23 15%	24 17% fl	30 17% f	27 15%	16 9%	27 16%	21 19% f	43 19% fl	64 14%	33 19% fl	9 9%	31 17% fl	15 15%	285 16% fl	183 14%	154 19% zpr	336 16% p	283 16%	57 15%	340 15%
4	263 12% ac lprs	225 11%	37 23% za	9 6%	23 13% c	17 10%	19 11%	20 12%	12 11%	28 13%	60 13% cl	34 19% zce flmo	7 6%	21 11%	13 13%	222 12% cl	105 8%	146 18% zpr	251 12% p	192 10%	71 19% zsu	263 12% s
5+	181 8% amp	125 6%	54 34% za	11 8%	14 7%	20 11% gj lm	26 14% zgh jimo	8 5%	6 5%	18 8%	27 6%	29 17% zcd ghijlm o	4 4%	7 4%	11 11% lm	159 9% m	94 7%	82 10% pr	176 8% p	141 8%	40 11%	181 8%
NUMBER OF CHILDREN IN HOUSEHOLD																						
1	263 12% l	237 12%	25 16%	12 9%	18 10%	20 11% l	17 9%	25 15% l	9 8%	23 10%	48 11% l	42 24% zcd ethijl no	5 4%	33 18% zc dfjlo	13 13% l	213 12% l	146 11%	113 14%	259 12%	216 12%	47 13%	263 12%
2	231 11% ap s	193 10%	38 24% za	11 8%	21 12%	17 10%	20 11%	17 10%	16 14%	24 11%	47 10%	25 14% l	7 6%	15 8%	11 11%	199 11%	107 8%	117 14% zpr	223 10% p	169 9%	63 17% zsu	231 11% s
3	81 4% am	56 3%	25 16% za	6 4%	3 2%	13 7% zdj lmo	13 7% zdj lmo	4 3%	4 3%	8 4%	10 2%	11 6% cdj m	1 1%	2 1%	5 5% m	73 4% m	48 4%	33 4%	81 4%	70 4%	11 3%	81 4%
4	19 1% al	12 1%	6 4% za	1 1%	3 2%	2 1%	2 1%	2 1%	2 1%	1 1%	2 1%	3 2%	1 1%	- 1%	1 1%	17 1%	15 1%	4 *	19 1%	17 1%	2 *	19 1%
5	3 *	2 *	1 1%	- -	1 *	- -	1 *	- -	- -	- -	2 *	- -	- -	- -	- -	3 *	2 *	2 *	3 *	2 *	2 *	3 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
6+	1 *	1 *	1 *	- *	1 *	- *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
REFUSED	8 *	8 *	- *	- *	1 *	- *	- *	1 *	1 1%	1 1%	4 1%	- *	- *	- *	1 1%	7 *	5 *	4 *	8 *	7 *	1 *	8 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
CHILDREN IN HOUSEHOLD																						
AGED 0-5	287 13% al p	231 11%	55 35% za	11 8%	22 12%	25 14% l	25 14%	17 10%	9 8%	36 16% cl	61 14%	42 24% zcd efghj l mno	7 7%	18 10%	13 13%	249 14% cl	148 11%	134 16% zpr	282 13% p	229 13%	58 16%	287 13%
AGED 6-9	237 11% a	188 9%	49 31% za	10 7%	26 14% c	22 13%	23 12%	18 11%	16 15%	24 11%	40 9%	22 12%	8 8%	16 9%	12 12%	201 11%	137 10%	97 12%	233 11%	197 11%	40 11%	237 11%
AGED 10-15	303 14% al s	254 12%	48 31% za	15 11% l	23 13% l	28 16% l	32 17% ij l	30 18% ijl	16 15% l	21 9%	47 10%	42 24% zcd ijlmo	5 4%	28 15% l	17 17% l	253 14% jl	168 13%	128 15%	296 14%	236 13%	66 18% zsu	303 14% s
NONE < 16	1601 73% bk qt	1532 75% zb	63 40%	110 79% ko	136 74% k	124 71% k	131 71% k	117 71% k	80 73% k	166 74% k	340 76% k	97 55%	93 87% zd efghi jkmno	136 74% k	71 70% k	1301 72% k	1015 76% zqr	560 68%	1575 73% q	1352 74% ztu	249 67%	1601 73% t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
DURABLES OWNED																						
TV	2161 98%	1998 98%	155 98%	136 98%	179 98%	174 99%	181 99%	163 99%	111 100%	215 96%	443 99%	171 97%	105 99%	181 98%	101 100%	1774 98%	1310 98%	814 98%	2124 98%	1792 98%	369 99%	2161 98%
SATELLITE/CABLE TV	1147 52%ps	1046 51%	95 60%za	77 55%	91 50%	112 64%zd fhijk lo	84 46%	94 57%	49 45%	113 51%	218 49%	87 49%	49 46%	112 60%zd fhijk o	61 60%fh jl	926 51%	640 48%	487 59%zpr	1127 52%p	928 51%	219 59%zsu	1147 52% s
FREEVIEW/FREESAT	1230 56%bg k	1174 58%zb	52 33%	101 73%ze ghijkl mno	123 67%ze gikmn o	89 51%k	114 62%eg k	69 42%	65 59%gk	137 62%gk	243 54%gk	67 38%	61 57%gk	106 57%gk	55 54%k	1008 56%gk	725 54%	480 58%	1206 56%	1019 56%	211 56%	1230 56%
MOBILE PHONE	1970 90%kl ps	1818 89%	145 92%	124 89%l	171 94%zf kin	164 93%kl n	161 88%l	151 92%kl	99 90%l	205 92%kl	405 90%kl	147 83%	80 75%	176 95%zc fkino	87 86%l	1628 90%kl	1149 86%	787 95%zpr	1936 90%p	1622 89%	348 93%zsu	1970 90% s
TELEPHONE	2061 94%bk np	1916 94%zb	137 87%	130 93%	176 97%kn o	166 95%	168 92%	156 94%	100 91%	217 97%fh kn	417 93%	158 89%	100 94%	183 99%zc efghj kino	89 88%	1689 93%kn	1228 92%	798 96%zpr	2027 94%p	1704 93%	356 95%	2061 94%
PVR/DTR	828 38%bg hkps	791 39%zb	34 22%	77 55%zd efghi klmno	77 42%gh kl	65 37%gk	73 40%gh kl	41 25%k	27 25%k	87 39%gh k	211 47%zeg hklo	21 12%	30 28%k	82 44%zg hkl	36 36%k	680 38%ghk l	449 34%	365 44%zpr	813 38%p	667 37%	161 43%zsu	828 38% s
PC/LAPTOP	1825 83%ln ps	1677 82%	141 89%za	117 84%ln	156 86%ln	143 82%l	154 84%ln	130 79%	95 86%ln	177 79%	384 85%ln	158 89%ze gilno	74 70%	162 87%gl n	74 73%	1515 84%ln	1048 79%	742 90%zpr	1790 83%p	1486 81%	339 91%zsu	1825 83% s
TABLET/EBOOK READER	1297 59%fh lnprs	1193 59%	98 62%	92 66%fh ln	116 64%fh ln	104 59%l	90 49%	91 55%	51 46%	143 64%fh ln	269 60%fh ln	109 62%fh ln	48 45%	134 72%ze fghjk lno	50 50%	1065 59%fh l	684 51%	584 70%zpr	1268 59%p	1036 57%	260 70%zsu	1297 59% s
GAMES CONSOLE	717 33%fk ps	670 33%	46 29%	53 38%fk ln	77 42%zf gkln	73 42%zf gkln	43 23%	49 30%k	36 32%k	74 33%k	150 33%fk	34 19%	28 27%	76 41%zf gkln	26 26%	587 33%fk	370 28%	333 40%zpr	703 33%p	561 31%	157 42%zsu	717 33% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
DVD/BLU-RAY	1383 63%bg hkop	1318 65%zb	61 39%	106 76%zd fghij klo	114 62%gh k	127 72%zd ghklo	115 63%gh k	82 49%	50 45%	140 63%gh k	288 64%ghk	83 47%	62 58%	144 78%zd fghij klo	72 71%gh klo	1105 61%ghk	791 59%	563 68%zpr	1355 63%p	1136 62%	247 66%	1383 63%
MP3 PLAYER	523 24%bf hknps	496 24%b	26 16%	36 26%fh kn	59 33%ze fghkl no	40 23%f	20 11%	29 17%	14 13%	56 25%fh kn	147 33%zef ghklno	26 15%	21 20%f	62 33%ze fghkl no	14 14%	426 24%fhk n	245 18%	266 32%zpr	511 24%p	411 22%	112 30%zsu	523 24%as

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
INTERNET ACCESS																						
FREQUENT - ROUGHLY EVERY DAY	1645 75%al nps	1507 74%	132 84%za	100 72%n	136 75%ln	131 75%ln	134 73%ln	117 70%	87 78%ln	173 78%ln	348 77%ln	145 82%zc gln	66 62%	149 80%gl n	59 58%	1371 76%zln	923 69%	693 84%zpr	1615 75%p	1332 73%	313 84%zsu	1645 75%s
REGULAR - AT LEAST ONCE A WEEK	195 9%q	179 9%	15 10%	11 8%	22 12%hi	19 11%h	18 10%	17 10%	3 3%	13 6%	36 8%	14 8%	11 10%	19 10%	11 11%h	155 9%	138 10%zqr	57 7%	194 9%q	172 9%	24 6%	195 9%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%r	27 1%	1 *	2 2%	3 2%	3 2%	1 *	1 1%	1 1%	5 2%	4 1%	1 *	2 2%	2 1%	3 3%	21 1%	18 1%	8 1%	26 1%	23 1%	5 1%	28 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	17 1%	* *	2 2%	3 2%	- -	2 1%	- -	3 2%	3 1%	2 *	* *	1 1%	- -	2 2%	15 1%	12 1%	5 1%	18 1%	15 1%	3 1%	18 1%
NEVER - BUT DO HAVE ACCESS	78 4%	72 4%	6 4%	6 4%l	5 3%	10 5%ik	7 4%	5 3%	3 2%	2 1%	21 5%	3 1%	4 4%	4 2%	9 9%zdg ikmo	61 3%	52 4%	26 3%	77 4%	68 4%	11 3%	78 4%
NEVER - AND DO NOT HAVE ACCESS	235 11%bm qt	231 11%zb	4 2%	17 12%	12 7%	13 8%	21 12%	26 16%dej mo	14 13%	27 12%	38 8%	15 8%	22 21%zcd efijkmo	12 7%	17 17%zd ejkmo	183 10%	191 14%zqr	40 5%	231 11%q	216 12%ztu	19 5%	235 11%t
TENURE																						
OWNED OUTRIGHT BY HOUSEHOLD	830 38%kn	775 38%	51 32%	70 50%ze gjkmo	75 41%kn	66 38%n	100 54%zd egijk mno	51 31%n	50 45%gk n	92 41%kn	161 36%n	53 30%n	48 45%gk n	64 35%n	- -	718 40%zgk n	530 40%zqr	288 35%	818 38%q	695 38%	135 36%	830 38%
BEING BOUGHT ON A MORTGAGE	664 30%np rs	615 30%	48 30%	39 28%n	60 33%n	62 35%n	57 31%n	61 37%n	36 33%n	59 26%n	147 33%n	49 28%n	28 26%n	67 36%zln	- -	569 32%zn	315 24%	331 40%zpr	646 30%p	531 29%	134 36%zsu	664 30%s
RENTED	578 26%fn qt	522 26%	55 35%za	29 21%n	44 24%fn	47 27%fn	26 14%n	52 31%cfn	25 22%n	70 31%cf n	132 29%fn	71 40%zc delhj lmno	31 29%fn	52 28%fn	- -	496 27%zcf n	414 31%zqr	158 19%	572 26%q	512 28%ztu	67 18%	578 26%t
OTHER	16 1%	15 1%	1 1%	1 *	2 1%	1 *	- -	2 1%	- -	1 1%	8 2%	- -	- -	2 1%	- -	14 1%	10 1%	6 1%	16 1%	11 1%	5 1%	16 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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BASE: All landline bill payers

																	PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	ETHNICITY		STANDARD REGION													SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)	
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMB ERSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)							ENG- LAND [NET] (o)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
INCOME																						
UP TO £6499	53 2% q	48 2%	5 3%	5 3%	6 3%	7 4% kn	6 3%	1 1%	3 3%	4 2%	15 3%	1 1%	2 2%	3 2%	- -	47 3%	45 3% zqr	8 1%	53 2% q	48 3%	5 1%	53 2%
£6500-£9499	138 6% f	128 6%	9 6%	9 6%	6 3%	13 8% fg	4 2%	4 2%	21 19% zcd efgijk mo	15 7%	28 6%	6 3%	13 12% zdf gjkmo	8 5%	10 10% dfg k	106 6% f	114 9% zqr	22 3%	135 6% q	124 7% zu	14 4%	138 6%
£9500-£13499	172 8% fmq t	162 8%	10 7%	9 6%	13 7%	20 11% fm	5 3%	14 9% fm	12 11% fm	20 9% fm	36 8% fm	16 9% fm	11 10% fm	6 3%	10 10% fm	146 8% fm	136 10% zqr	35 4%	171 8% q	158 9% ztu	14 4%	172 8% t
£13500-£17499	157 7% cq	144 7%	13 8%	4 3%	15 8% c	11 6%	7 4%	13 8%	10 9%	16 7%	21 5%	27 15% zcd efgijl mo	5 5%	11 6%	16 16% zce fijlmo	126 7% c	115 9% zqr	41 5%	156 7% q	140 8%	18 5%	157 7%
£17500-£29999	331 15% f o	310 15%	19 12%	28 20% fg ko	30 17% fg	32 18% fg	11 6%	7 4%	18 16% fg	32 15% fg	76 17% fg	20 11% g	24 22% zdf gko	33 18% fg	19 19% fg	255 14% fg	196 15%	131 16%	326 15%	269 15%	62 16%	331 15%
£30000-£49999	313 14% gh nps	293 14%	19 12%	33 24% zdf ghijk lno	35 19% fg hno	31 18% fgh n	17 9%	12 7%	4 3%	33 15% h	67 15% ghn	21 12% h	15 15% h	38 21% zfg hkno	7 7%	253 14% ghn	149 11%	160 19% zpr	308 14% p	242 13%	71 19% zsu	313 14% s
£50000-£99999	215 10% bp s	207 10% b	8 5%	11 8%	25 14%	15 8%	18 10%	16 10%	10 9%	16 7%	51 11%	14 8%	8 8%	24 13%	6 6%	176 10%	84 6%	126 15% zpr	210 10% p	153 8%	62 16% zsu	215 10% s
£100000 PLUS	80 4% pr	76 4%	4 2%	2 1%	3 2%	4 2%	9 5% n	5 3%	5 5%	2 1%	37 8% zcd ilmno	9 5% iln	1 1%	4 2%	- -	75 4% zin	38 3%	34 4%	73 3%	63 3%	16 4%	80 4%
ETHNICITY																						
WHITE	2033 92% b fkop	2033 100% zb	- -	139 99% ze fgjko	177 97% ze fko	156 89% k	152 83% k	157 95% fk	106 95% fk	220 98% ze fjko	423 94% efk	117 66%	106 100% ze fghjko	181 98% ze fko	100 99% ze fko	1645 91% fk	1208 91%	793 96% zpr	2000 93% p	1679 92%	354 95%	2033 92%
NON-WHITE	158 7% acd ilmnq	- -	158 100% za	1 1%	5 3%	19 11% cd ijlmn	30 17% zcd ghijlm no	9 5% cl	4 4%	3 2%	25 6% clm	58 33% zcd efghij lmno	- -	3 1%	1 1%	154 9% zcdi jlmn	118 9% zqr	35 4%	153 7% q	140 8%	19 5%	158 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

	ETHNICITY			STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
SERVICES HAVE AT HOME																						
SIMPLE/FEATURE MOBILE PHONE	827 38%ab	779 38%b	44 28%	57 41%	73 40%	67 38%	73 40%	50 30%	39 35%	95 42%g	173 38%	56 32%	41 38%	60 32%	44 44%gk	683 38%	519 39%	301 36%	820 38%z	702 38%	125 33%	827 38%
SMART PHONE	1410 64%al ps	1273 63%	133 84%za	86 61%l	121 66%l	121 69%l	107 58%	108 65%l	64 57%	149 67%l	269 60%l	133 75%zc fhjln o	50 47%	143 77%zc dighi jlno	61 60%	1156 64%l	769 58%	611 74%zpr	1380 64%p	1133 62%	277 74%zsu	1410 64%s
ANY MOBILE PHONE	1999 91%lp	1843 91%	149 94%	126 91%l	172 95%gl	168 95%zg lo	170 93%l	146 88%l	99 89%l	201 90%l	406 90%l	160 91%l	78 73%	176 95%zg l	97 96%gl	1648 91%l	1170 88%	794 96%zpr	1964 91%p	1649 90%	349 93%	1999 91%
LANDLINE	2199 100%	2033 100%	158 100%	139 100%	182 100%	176 100%	183 100%	165 100%	111 100%	223 100%	449 100%	177 100%	106 100%	185 100%	101 100%	1806 100%	1333 100%	828 100%	2162 100%	1825 100%	374 100%	2199 100%
FIXED BROADBAND	1750 80%kl ps	1620 80%	124 78%	112 80%kl	145 80%kl	154 87%zf gkln	136 74%	129 78%	86 78%	183 82%kl	372 83%fl	125 70%	73 69%	158 85%zf kln	77 76%	1441 80%kl	1002 75%	718 87%zpr	1720 80%p	1420 78%	330 88%zsu	1750 80%s
MOBILE BROADBAND	255 12%ch lp	227 11%	27 17%za	9 6%	37 20%zc fhjkl no	24 13%ch l	19 10%l	34 20%zcfh jklno	3 3%	35 16%chj ln	39 9%	18 10%hl	3 3%	27 14%chj l	7 7%	218 12%chj l	128 10%	121 15%zpr	249 12%p	206 11%	49 13%	255 12%
ANY INTERNET ACCESS	1886 86%lp s	1737 85%	143 90%	118 85%l	162 89%ln	160 91%zf ln	152 83%l	138 84%l	91 83%	197 88%l	394 88%l	149 84%l	75 70%	170 91%zf ghkln o	81 80%	1561 86%l	1080 81%	773 93%zpr	1853 86%p	1538 84%	348 93%zsu	1886 86%s
PAY TV	949 43%hkl ps	872 43%	72 45%	58 42%h	95 52%zh klno	90 51%zh klno	77 42%hl	76 46%hkl	31 28%	102 46%hkl l	195 43%hl	61 34%	33 31%	95 51%zh klno	36 36%	785 43%hkl	535 40%	399 48%zpr	934 43%p	761 42%	188 50%zsu	949 43%s
VOIP	457 21%hl ps	413 20%	41 26%	24 17%	42 23%hl	31 18%	36 20%h	34 21%h	10 9%	41 19%	113 25%hln o	33 18%	15 14%	65 35%zc defgh jklno	14 14%	363 20%h	247 19%	198 24%zpr	444 21%p	354 19%	103 28%zsu	457 21%s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA- TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
LANDLINE USERS																						
LANDLINE+ BROADBAND+ MOBILE	1687 77%kl ps	1559 77%	122 77%	107 77%l	142 78%l	151 86%zc fgjkl no	133 73%	124 75%l	85 77%l	175 79%l	349 78%kl	123 69%	67 63%	155 83%zfk lo	77 76%l	1389 77%kl	953 71%	706 85%zpr	1659 77%p	1367 75%	321 86%zsu	1687 77%ks
LANDLINE+ BROADBAND+ NO MOBILE	62 3%q	61 3%	2 1%	5 4%	3 2%	3 2%	2 1%	5 3%	1 1%	7 3%	24 5%zfkno	2 1%	6 6%zde fkno	4 2%	- -	52 3%	49 4%zqr	12 1%	61 3%q	53 3%	9 3%	62 3%
LANDLINE+ MOBILE+ NO BROADBAND	312 14%qt	284 14%	27 17%	19 14%	30 17%	17 10%	37 20%ze ilmo	22 13%	13 12%	25 11%	58 13%	38 21%ze ijlmo	11 10%	21 11%	20 20%el	259 14%	217 16%zqr	89 11%	306 14%q	283 15%ztu	29 8%	312 14%t
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%mq	129 6%	7 5%	8 6%	7 4%	5 3%	11 6%	15 9%em	11 10%em	15 7%	20 4%	15 8%em	22 21%zcd elghij kmno	6 3%	4 4%	106 6%	114 9%zqr	22 3%	136 6%q	123 7%	15 4%	138 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 905
DEMOGRAPHICS
BASE: All landline bill payers

																	PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	ETHNICITY		STANDARD REGION														SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
	TOTAL (z)	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)						
Weighted Base	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
PRODUCT BUNDLES																						
LL AND BB BUNDLE	1300 59%ck ps	1205 59%	89 56%	72 52%	133 73%zc fghij kln	131 75%zc fghij kln	100 55%k	95 57%k	58 52%	130 58%k	256 57%k	75 42%	60 57%k	135 73%zc fghij kln	56 55%k	1050 58%k	735 55%	542 65%zpr	1277 59%p	1053 58%	247 66%zsu	1300 59% s
NO LL AND BB BUNDLE	899 41%de mqt	827 41%	69 44%	67 48%zd em	50 27%	45 25%	83 45%de m	70 43%dem	53 48%de m	93 42%de m	194 43%dem	102 58%zd efgij lmno	46 43%de m	51 27%	45 45%de m	757 42%dem	598 45%zqr	286 35%	885 41%q	772 42%ztu	127 34%	899 41% t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
GENDER																			
MALE	1121 51%jmnpr	413 50%j	766 54%zacdj	1034 52%j	1121 51%j	930 53%zcdj	129 51%j	1000 53%zcdj	504 53%j	256 56%zadj	50 39%	896 53%zmn	33 53%	137 44%	54 39%	930 53%zp	191 42%	1034 52%r	87 44%
FEMALE	1078 49%begiko	414 50%bi	644 46%	965 48%beg	1078 49%beg	820 47%	125 49%	886 47%	445 47%	201 44%	78 61%zabcdefghi	791 47%	29 47%	174 56%zk	84 61%zk	820 47%	259 58%zo	965 48%	113 56%zq
AGE																			
16-17	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
18-24	47 2%a	7 1%	43 3%zacd eg	45 2%a	47 2%a	39 2%a	12 5%zacd eg	44 2%a	28 3%a	13 3%a	2 1%	39 2%	- -	6 2%	2 1%	39 2%	8 2%	45 2%	2 1%
25-34	271 12%ajlmnp r	36 4%j	260 18%zacdegj	269 13%zad	271 12%aj	252 14%zacdj	34 13%aj	270 14%zacdj	155 16%zacd	64 14%aj	* *	250 15%zlmn	2 3%	19 6%n	* *	252 14%zp	20 4%	269 13%zr	2 1%
35-44	371 17%ajlmnp r	72 9%	333 24%zacdegj	363 18%zad	371 17%aj	322 18%zad	53 21%aj	357 19%zacdegj	207 22%zacd	114 25%zacdegj	5 4%	318 19%zln	3 5%	44 14%n	5 4%	322 18%zp	50 11%	363 18%zr	9 4%
45-54	431 20%ajlmnp r	138 17%j	353 25%zacdegj	423 21%zad	431 20%aj	384 22%zad	80 32%zabdegj	420 22%zacdegj	234 25%zacd	129 28%zacdegj	4 3%	380 23%zlmn	4 6%	44 14%n	4 3%	384 22%zp	47 11%	423 21%zr	8 4%
55-64	394 18%hnp	182 22%zbcdeg hij	240 17%	364 18%hi	394 18%h	332 19%zbdhi	40 16%	350 19%bhi	149 16%	66 14%	18 14%	320 19%	12 19%	44 14%	18 13%	332 19%zp	62 14%	364 18%	30 15%
65-74	381 17%bghik	228 28%zbcdeg hij	142 10%	337 17%bfghi	381 17%bghi	290 17%bghi	26 10%	302 16%bfhi	121 13%b	50 11%	22 17%b	271 16%	19 30%zk	66 21%k	25 18%	290 17%	91 20%	337 17%	44 22%
75+	302 14%bcdefghikod	164 20%zbcdeg hij	38 3%	196 10%bdefghi	302 14%bcdefghi	130 7%bfhi	9 4%	143 8%bfhi	55 6%b	20 4%b	77 60%zabcdeg hij	108 6%	22 36%zk	88 28%zk	83 60%zklm	130 7%	172 38%zo	196 10%	106 53%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
AGE																			
16-24	48 2%a	8 1%	45 3%zacd eg	46 2%a	48 2%a	40 2%a	12 5%zacd eg	46 2%a	29 3%a	14 3%a	2 1%	40 2%	- -	6 2%	2 1%	40 2%	8 2%	46 2%	2 1%
25-44	643 29%ajlm npr	108 13%j	593 42%zac defghj	632 32%za dj	643 29%aj	574 33%zac dj	87 34%aj	627 33%zac dj	362 38%za cdegj	178 39%zac degj	6 5%	568 34%zlmn	5 8%	63 20%ln	6 4%	574 33%zp	69 15%	632 32%zr	11 6%
45-64	825 38%jmnop r	319 39%ej	593 42%zcd j	787 39%zd j	825 38%j	716 41%zcd j	121 47%zac dghj	769 41%zcd j	382 40%zd j	195 43%zd j	22 17%	700 41%zlmn	16 25%	87 28%n	22 16%	716 41%zp	110 24%	787 39%zr	38 19%
65+	683 31%bcef ghikoq	392 47%zb cdefg hi	179 13%	534 27%be fghi	683 31%bce fghi	421 24%bfh i	35 14%	445 24%bfh i	176 19%b	69 15%	99 77%zabcdef ghi	379 22%	41 66%zkm	154 50%zk	108 78%zkm	421 24%	263 58%zo	534 27%	150 75%zq
AREA																			
URBAN	493 22%a	149 18%	367 26%zac degj	458 23%a	493 22%a	388 22%a	73 29%zac degj	434 23%ae	233 25%ae	117 26%a	22 18%	377 22%	11 18%	81 26%	24 17%	388 22%	105 23%	458 23%	35 18%
SUBURBAN	1048 48%i	392 47%i	655 46%i	942 47%i	1048 48%i	827 47%i	126 49%i	894 47%i	490 52%za bcdeg i	188 41%	69 54%i	798 47%	30 47%	144 46%	77 55%	827 47%	221 49%	942 47%	106 53%
RURAL	557 25%bfh	242 29%zb cdefg h	328 23%h	502 25%bf h	557 25%bfh	457 26%bfg h	49 19%	478 25%bfh	190 20%	138 30%zb cdfgh	33 26%	435 26%	22 35%rn	66 21%	34 24%	457 26%	100 22%	502 25%	55 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
SOCIAL GRADE																			
A	87 4%jnpr	32 4%	69 5%zdjh	85 4%j	87 4%j	78 4%zdjh	22 9%zabc deghj	83 4%zdjh	31 3%	37 8%zab cdegh j	1 *	77 5%zn	1 2%	8 3%	1 *	78 4%zp	9 2%	85 4%r	2 1%
B	588 27%jnpr	228 28%j	402 29%zdj	552 28%zd j	588 27%j	500 29%zdj	83 33%zdzj	546 29%zcd j	262 28%j	182 40%za bcdeg hj	17 13%	482 29%zmn	18 29%ln	70 22%ln	18 13%	500 29%zp	88 20%	552 28%zr	36 18%
C1	611 28%jmnpr	212 26%j	414 29%j	575 29%za dj	611 28%j	528 30%zac dfgj	61 24%j	553 29%zad j	276 29%j	129 28%j	17 14%	514 30%zmn	15 23%	61 20%	21 15%	528 30%zp	82 18%	575 29%zr	36 18%
C2	440 20%gi	176 21%gi	269 19%gi	399 20%gi	440 20%gi	337 19%gi	49 19%	361 19%gi	205 22%be gi	69 15%	29 22%	326 19%	11 18%	73 23%	29 21%	337 19%	103 23%	399 20%	40 20%
D	299 14%cegi koq	104 13%gi	179 13%gi	251 13%ei	299 14%ceg i	205 12%gi	24 9%	226 12%gi	133 14%efg i	25 6%	40 31%zabcdef ghi	200 12%	6 9%	51 16%k	43 31%zklm	205 12%	94 21%zo	251 13%	49 24%zq
E	174 8%bcegh ikog	75 9%bce ghi	77 5%gi	137 7%beg hi	174 8%bceg hi	101 6%hi	15 6%	117 6%behi	41 4%	15 3%	24 19%zabcdefg hi	89 5%	12 20%zk	48 15%zk	26 19%zk	101 6%	73 16%zo	137 7%	38 19%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
STANDARD REGION																			
NORTH	139 6%	57 7%	86 6%	126 6%	139 6%	112 6%	9 3%	118 6%	58 6%	24 5%	6 5%	107 6%	5 8%	19 6%	8 6%	112 6%	28 6%	126 6%	13 7%
NORTH WEST	182 8% _{kj}	73 9% _{kj}	121 9%	172 9% _{kj}	182 8% _{kj}	145 8%	37 15% _{zabc deghij}	162 9% _{kj}	95 10% _{zde j}	42 9% _{kj}	4 3%	142 8%	3 5%	30 10%	7 5%	145 8%	37 8%	172 9%	10 5%
YORKS & HUMBERSIDE	176 8% _{npr}	67 8%	121 9%	168 8%	176 8%	154 9% _{zd}	24 9%	160 8%	90 10% _{ej}	31 7%	5 4%	151 9% _{zn}	3 5%	17 5%	5 4%	154 9% _{zp}	22 5%	168 8% _r	8 4%
WEST MIDLANDS	183 8%	73 9%	107 8%	170 8% _{be}	183 8%	136 8%	19 7%	152 8%	77 8%	36 8%	11 9%	133 8%	2 4%	37 12% _{zk}	11 8%	136 8%	48 11%	170 8%	13 7%
EAST MIDLANDS	165 8% _a	50 6%	108 8%	146 7%	165 8% _a	129 7%	34 13% _{zabc deghi}	138 7%	76 8%	34 8%	13 10%	124 7%	5 8%	22 7%	15 11%	129 7%	36 8%	146 7%	20 10%
EAST ANGLIA	111 5% _{fhi}	39 5% _{fi}	64 5% _{fhi}	99 5% _{fhi}	111 5% _{fhi}	86 5% _{fhi}	3 1%	91 5% _{fhi}	31 3%	10 2%	11 9% _{bfi}	85 5%	1 2%	13 4%	11 8%	86 5%	24 5%	99 5%	12 6%
SOUTH WEST	223 10%	95 11%	149 11%	201 10%	223 10%	183 10%	35 14% _i	197 10%	102 11%	41 9%	15 12%	175 10%	7 12%	25 8%	15 11%	183 10%	41 9%	201 10%	22 11%
SOUTH EAST	449 20%	173 21%	269 19%	406 20%	449 20%	372 21% _{bf}	39 15%	394 21% _{bf}	195 21%	113 25% _{zb cdfj}	18 14%	349 21%	24 38% _{zkmn}	58 19%	20 14%	372 21%	77 17%	406 20%	43 22%
GREATER LONDON	177 8% _{ehko}	56 7%	133 9% _{zacd egh}	160 8% _{eh}	177 8% _{eh}	125 7%	18 7%	149 8% _{eh}	61 6%	33 7%	14 11%	123 7%	2 3%	38 12% _{zk}	15 11%	125 7%	52 12% _{zo}	160 8%	17 8%
WALES	106 5% _{bcefg hkoq}	41 5% _f	50 4%	78 4% _f	106 5% _{bcef gh}	73 4% _f	3 1%	75 4% _f	33 3%	15 3%	21 16% _{zabcde fghi}	67 4%	6 10% _{km}	11 4%	22 16% _{zkm}	73 4%	33 7% _{zo}	78 4%	28 14% _{zq}
SCOTLAND	185 8% _p	60 7%	143 10% _{zacd egj}	176 9% _a	185 8%	158 9% _a	27 10% _{kj}	170 9%	95 10% _{aj}	65 14% _{zab cdeghj}	5 4%	155 9%	4 6%	21 7%	6 4%	158 9%	27 6%	176 9%	10 5%
NORTHERN IRELAND	101 5%	44 5%	61 4%	97 5% _g	101 5%	77 4%	7 3%	81 4%	36 4%	14 3%	4 3%	77 5%	- -	20 6%	4 3%	77 4%	24 5%	97 5%	4 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
SELF EMPLOYED																			
FULL-TIME	127 6%jmnpr	43 5%	106 7%zacd ghj	125 6%zdj	127 6%j	116 7%zdj	18 7%j	123 7%zdj	57 6%j	41 9%zac dhj	2 1%	116 7%zlmn	-	9 3%	2 1%	116 7%zcp	10 2%	125 6%zr	2 1%
PART-TIME	43 2%	19 2%	38 3%zode	43 2%	43 2%	35 2%	12 5%zacd eghj	43 2%zde	18 2%	12 3%	-	35 2%	-	8 3%	-	35 2%	8 2%	43 2%r	-
OCCUPATION																			
FULL-TIME	811 37%ajlm npr	192 23%j	704 50%zac degj	795 40%za dj	811 37%aj	725 41%zac dj	128 50%zac degj	787 42%zac dj	467 49%za cdegj	229 50%zac degj	9 7%	719 43%zlmn	6 10%	76 25%ln	9 7%	725 41%zcp	86 19%	795 40%zr	16 8%
PART-TIME	232 11%ajmnp r	73 9%j	182 13%zac dgj	226 11%za dj	232 11%aj	207 12%zad j	30 12%aj	220 12%zad j	109 11%aj	59 13%aj	3 3%	204 12%zmn	2 4%	21 7%	3 3%	207 12%zcp	25 6%	226 11%zr	6 3%
SELF-EMPLOYED	170 8%jlmp r	61 7%j	144 10%zacd eghj	168 8%zdj	170 8%j	151 9%zdj	30 12%zad j	166 9%zdj	75 8%j	52 11%zac dehj	2 1%	151 9%zln	-	17 5%ln	2 1%	151 9%zcp	18 4%	168 8%zr	2 1%
NOT WORKING - HOUSEWIFE	69 3%r	26 3%	48 3%ai	67 3%ei	69 3%	51 3%	10 4%	60 3%ai	28 3%	7 2%	2 1%	51 3%	-	16 5%	2 1%	51 3%	17 4%	67 3%	2 1%
STILL IN EDUCATION	22 1%a	3 *	21 1%zadg	22 1%a	22 1%a	20 1%a	3 1%	21 1%a	11 1%a	9 2%a	-	20 1%	-	3 1%	-	20 1%	3 1%	22 1%	-
UNEMPLOYED	52 2%a	13 2%	41 3%a	49 2%a	52 2%a	43 2%a	5 2%	47 3%a	23 2%	9 2%	3 2%	43 3%	1 1%	6 2%	3 2%	43 2%	9 2%	49 2%	3 2%
RETIRED	756 34%bcef ghikoq	425 51%zb h	215 15%	595 30%be fghi	756 34%bce fghi	481 28%bfh i	37 14%	508 27%bfh i	203 21%bf	82 18%	107 83%zabcdef ghi	437 26%	45 71%zkmn	158 51%zk	116 84%zkm	481 28%	275 61%zo	595 30%	161 80%zq
OTHER	88 4%i	34 4%i	55 4%i	77 4%i	88 4%i	71 4%i	12 5%i	78 4%i	34 4%	9 2%	3 2%	63 4%	8 13%zkmn	14 4%	3 2%	71 4%	17 4%	77 4%	11 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
CHIEF INCOME EARNER																			
YES	1738 79%bcef ghikoq	657 79%bh i	1063 75% i	1558 78%bh i	1738 79%bce fghi	1351 77%bh	187 73%	1459 77%bh	709 75%	336 74%	115 90%zabcde fghi	1295 77%	56 90%zk	263 84%zk	124 90%zk	1351 77%	387 86%zo	1558 78%	180 90%zq
NO	461 21%jlmn pr	170 21%j	347 25%zac degj	441 22%zd j	461 21%j	398 23%zdzj	68 27%zdzj	427 23%zdzj	239 25%za cdegj	121 26%za cdj	13 10%	392 23%zlmn	6 10%	49 16%	14 10%	398 23%zp	63 14%	441 22%zr	21 10%
CIE WORKING STATUS																			
FULL-TIME	976 44%ajlm npr	246 30%j	845 60%zac degj	955 48%za dj	976 44%aj	877 50%zac dj	156 61%zac degj	947 50%zac dj	567 60%za cdegj	274 60%za cdegj	12 10%	869 51%zlmn	8 12%	86 28%ln	13 9%	877 50%zp	99 22%	955 48%zr	21 10%
PART-TIME	163 7%jnpr	59 7%j	117 8%hj	158 8%zdh j	163 7%j	143 8%zdhj	17 7%	154 8%zdhj	60 6%	32 7%	3 2%	141 8%zn	2 4%	17 5%	3 2%	143 8%zp	20 4%	158 8%zr	5 3%
SELF-EMPLOYED	159 7%jlnpr	53 6%j	136 10%zacd eghj	157 8%zad j	159 7%j	141 8%zdzj	25 10%j	154 8%zadzj	68 7%j	52 11%zac degj	2 1%	141 8%zln	- -	17 5%ln	2 1%	141 8%zp	18 4%	157 8%zr	2 1%
NOT WORKING - HOUSEWIFE	34 2%i	15 2%i	23 2%i	34 2%ei	34 2%i	23 1%i	3 1%	29 2%ei	13 1%i	1 *	- -	23 1%	- -	12 4%zkn	- -	23 1%	12 3%	34 2%	- -
STILL IN EDUCATION	12 1%a	1 *	11 1%a	12 1%a	12 1%a	10 1%	2 1%	11 1%a	4 *	5 1%a	- -	10 1%	- -	2 1%	- -	10 1%	2 *	12 1%	- -
UNEMPLOYED	43 2%	10 1%	33 2%	39 2%a	43 2%	36 2%	5 2%	39 2%	18 2%	8 2%	3 2%	35 2%	1 1%	5 1%	3 2%	36 2%	7 2%	39 2%	3 2%
RETIRED	735 33%bcef ghikoq	416 50%zb cdefg hi	197 14%	575 29%be fghi	735 33%bce fghi	461 26%bfh i	37 14%	486 26%bfh i	191 20%bf	76 17%	105 82%zabcde fghi	417 25%	45 71%zkm	159 51%zk	115 83%zkm	461 26%	274 61%zo	575 29%	159 80%zq
OTHER	77 3%	26 3%	49 3%	67 3%	77 3%	59 3%	9 4%	67 4%l	26 3%	8 2%	3 2%	52 3%	7 11%zkn	15 5%	3 2%	59 3%	18 4%	67 3%	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base**MARITAL STATUS**

MARRIED/LIVING AS

SINGLE

WIDOWED/DIVORCED/
SEPERATED**PARENT**CHILD/CHILDREN
UNDER 16 LIVE WITH
MECHILD/CHILDREN
UNDER 16 DOES NOT
LIVE WITH MECHILD/CHILDREN
UNDER 16 NO
FINANCIAL SUPPORTCHILD/CHILDREN 16-
19 FULL TIME
EDUCATION

NONE OF THESE

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
1293 59%ajlm npr	454 55%j	973 69%zac degj	1235 62%za dj	1293 59%aj	1117 64%zac dj	177 69%zac dj	1202 64%zac dj	635 67%za cdegj	321 70%za cdegj	29 22%	1093 65%zlmn	25 40%n	143 46%n	33 24%	1117 64%zp	175 39%	1235 62%zr	57 29%
372 17%a	117 14%	240 17%	334 17%a	372 17%a	300 17%a	38 15%	325 17%a	149 16%	71 16%	19 15%	282 17%	18 29%zkmn	51 17%	20 14%	300 17%	71 16%	334 17%	38 19%
532 24%bcef ghikoq	255 31%zb cdefg hi	195 14%	427 21%be fghi	532 24%bce fghi	330 19%bi	40 16%	357 19%bi	163 17%b	65 14%	80 62%zabcdef ghi	310 18%	20 31%k	117 37%zk	86 62%zklm	330 19%	202 45%zo	427 21%	105 52%zq
578 26%ajlm npr	115 14%j	529 38%zac degj	568 28%za dj	578 26%aj	509 29%zad j	84 33%zad j	563 30%zac dej	347 37%za cdegj	155 34%zac dej	7 5%	506 30%zlmn	3 5%	63 20%ln	7 5%	509 29%zp	69 15%	568 28%zr	10 5%
21 1%	6 1%	18 1%	21 1%	21 1%	16 1%	5 2%	19 1%	10 1%	8 2%	-	16 1%	-	4 1%	-	16 1%	4 1%	21 1%	-
2 *	*	2 *	2 *	2 *	2 *	-	2 *	-	-	-	2 *	-	*	-	2 *	*	2 *	-
88 4%jmnpr	25 3%	79 6%zacd egj	88 4%zad j	88 4%j	84 5%zadg j	15 6%aj	84 4%zadj	52 5%zad j	37 8%zab cdeg j	-	84 5%zmn	-	4 1%	-	84 5%zp	4 1%	88 4%zr	-
1539 70%bcef ghikoq	690 83%zb cdefg hi	810 57%	1348 67%bf ghi	1539 70%bce fghi	1168 67%bhi	154 60%	1247 66%bhi	559 59%	270 59%	121 95%zabcdef ghi	1108 66%	59 95%zkm	240 77%zk	132 95%zkm	1168 67%	372 83%zo	1348 67%	191 95%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE	SMART PHONE	ANY MOBILE PHONE	LAND -LINE	FIXED BROAD -BAND	MOBILE BROAD -BAND	ANY INTE -RNET ACCESS	PAY TV	VoIP	LAND -LINE ONLY	LANDLINE+ BROADBAND+ MOBILE	LANDLINE+ BROADBAND+ NO MOBILE	LANDLINE+ MOBILE+ NO BROADBAND	LANDLINE+ NO MOBILE+ NO BROADBAND	LANDLINE+ BROADBAND	LANDLINE+ NO BROADBAND	LANDLINE+ MOBILE	LANDLINE+ NO MOBILE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
NUMBER IN HOUSEHOLD																			
1	619 28%bcef ghikoq	282 34%zb cdefg hi	218 15% 34%j	490 25%be fghi	619 28%bce fghi	385 22%bfh i	34 13%	412 22%bfh i	162 17%	74 16%	92 72%zabc defghi	354 21%	31 50%zk	136 44%zk	97 70%zklm	385 22%	233 52%zo	490 25%	128 64%zq
2	789 36%jnnp r	346 42%zb cdegh j	485 34%j	734 37%zb dj	789 36%j	667 38%zbc dj	96 38%j	708 38%zbd j	338 36%j	172 38%j	26 20%	641 38%zmn	25 41%n	93 30%	29 21%	667 38%zp	122 27%	734 37%zr	55 27%
3	340 15%ajlm npr	91 11%j	293 21%zac degj	332 17%za dj	340 15%aj	301 17%zad j	50 20%aj	331 18%zac dj	180 19%za cdj	82 18%aj	4 3%	297 18%zlmn	4 6%	35 11%n	5 4%	301 17%zp	40 9%	332 17%zr	9 4%
4	263 12%ajnp r	59 7%j	240 17%zac degj	259 13%za dj	263 12%aj	233 13%zad j	45 18%zac dj	255 14%zad j	148 16%za cdegj	84 18%zac degj	2 2%	231 14%zlmn	1 2%	28 9%n	2 1%	233 13%zp	30 7%	259 13%zr	4 2%
5+	181 8%ajnp r	49 6%	165 12%zac egj	176 9%zad j	181 8%aj	159 9%zad j	28 11%aj	173 9%zad j	114 12%za cdegj	45 10%aj	4 3%	158 9%zlmn	1 1%	17 6%	4 3%	159 9%zp	22 5%	176 9%zr	5 3%
NUMBER OF CHILDREN IN HOUSEHOLD																			
1	263 12%ajlm pr	58 7%j	241 17%zac degj	261 13%za dj	263 12%aj	235 13%zad j	35 14%aj	258 14%zac dj	155 16%za cdegj	65 14%aj	2 2%	235 14%zlmn	- -	26 8%ln	2 2%	235 13%zp	29 6%	261 13%zr	2 1%
2	231 11%ajnp r	48 6%j	214 15%zac degj	229 11%za dj	231 11%aj	206 12%zad j	39 15%zad j	226 12%zad j	134 14%za cdegj	76 17%zac degj	2 1%	205 12%zlmn	1 1%	24 8%n	2 1%	206 12%zp	25 6%	229 11%zr	3 1%
3	81 4%a	15 2%	71 5%zac egj	77 4%a	81 4%a	70 4%a	12 5%a	77 4%zad	57 6%zac degj	19 4%a	1 1%	68 4%	2 3%	9 3%	1 1%	70 4%	10 2%	77 4%	3 2%
4	19 1%	4 1%	17 1%	18 1%	19 1%	15 1%	3 1%	17 1%	11 1%	2 *	1 1%	15 1%	- -	3 1%	1 1%	15 1%	4 1%	18 1%	1 *
5	3 *	1 *	3 *	3 *	3 *	3 *	- -	3 *	2 *	- -	- -	3 *	- -	1 *	- -	3 *	1 *	3 *	- -
6+	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 *	1 *	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
REFUSED

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
8 *	1 *	8 1%	8 *a	8 *	6 *	1 *	8 *	7 1%a	- -	- -	6 *	- -	2 1%	- -	6 *	2 *	8 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
Overlap formulae used. * small base

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE	SMART PHONE	ANY MOBILE PHONE	LAND -LINE	FIXED BROAD -BAND	MOBILE BROAD -BAND	ANY INTE -RNET ACCESS	PAY TV	VoIP	LAND -LINE ONLY	LANDLINE+ BROADBAND+ MOBILE	LANDLINE+ BROADBAND+ NO MOBILE	LANDLINE+ MOBILE+ NO BROADBAND	LANDLINE+ NO MOBILE+ NO BROADBAND	LANDLINE+ BROADBAND	LANDLINE+ NO BROADBAND	LANDLINE+ MOBILE	LANDLINE+ NO MOBILE	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
CHILDREN IN HOUSEHOLD																				
AGED 0-5	287 13%aj nr	50 6% degj	264 19%zac degj	282 14%za dj	287 13%aj	244 14%zad j	43 17%aj	277 15%zad ej	177 19%za cdegj	74 16%aj	3 2%	242 14%zln	2 3%	40 13%n	3 2%	244 14%zp	43 9%	282 14%zr	5 2%	
AGED 6-9	237 11%aj mr	40 5% degj	218 15%zac degj	231 12%za dj	237 11%aj	213 12%zad j	43 17%zac degj	231 12%zac dj	146 15%za cdegj	68 15%zac dj	4 3%	210 12%zmn	3 4%	21 7%	4 3%	213 12%zp	25 6%	231 12%zr	6 3%	
AGED 10-15	303 14%aj mnp r	74 9%aj	270 19%zac degj	297 15%za dj	303 14%aj	272 16%zad j	40 16%aj	296 16%zac dj	186 20%za cdegj	80 17%zad j	3 2%	269 16%zlmn	2 4%	28 9%n	3 2%	272 16%zp	31 7%	297 15%zr	5 3%	
NONE < 16	1601 73%bcef ghikoq	701 85%zb cdefg hi	863 61%	1409 71%bg hi	1601 73%bce fghi	1220 70%bgh i	165 65%	1303 69%bh	589 62%	296 65%	122 95%zabcde ghi	1161 69%	59 95%zkm	249 80%zk	132 96%zkm	1220 70%	381 85%zo	1409 71%	191 95%zq	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
DURABLES OWNED																			
TV	2161 98%a	806 97%	1391 99%aeg	1965 98%a	2161 98%a	1717 98%	254 100%aj	1852 98%	947 100%za bcdegi j	447 98%	125 98%	1657 98%	61 97%	308 99%	135 98%	1717 98%	443 99%	1965 98%	196 98%
SATELLITE/CABLE TV	1147 52%ajmn pr	357 43%j	872 62%zac degj	1088 54%za dj	1147 52%aj	1006 58%zac dj	170 67%zac degj	1074 57%zac dj	829 87%za bcdef gij	301 66%za cdegj	23 18%	976 58%zmn	30 48%n	112 36%n	29 21%	1006 58%zp	141 31%	1088 54%zr	59 29%
FREEVIEW/FRESAT	1230 56%bgh	536 65%zb cdefg hi	719 51%h	1114 56%bg h	1230 56%bgh	964 55%bgh	134 53%h	1025 54%bh	375 40%	256 56%bh	83 65%zbdefgh	934 55%	30 48%	180 58%	86 62%	964 55%	266 59%	1114 56%	116 58%
MOBILE PHONE	1970 90%jlnp r	781 94%zd j	1378 98%zac degij	1923 96%za degj	1970 90%j	1661 95%zdg j	250 98%zad eghj	1784 95%zdj j	905 95%zd j	450 99%za cdegh j	26 21%	1644 97%zlmn	17 28%	279 90%ln	30 22%	1661 95%zp	309 69%	1923 96%zr	47 23%
TELEPHONE	2061 94%lmpr	790 95%zc dgj	1323 94%	1883 94%zd j	2061 94%	1665 95%zbc dgj	243 95%j	1772 94%	909 96%zb cdgj	445 97%zb cdegj	115 90%	1612 96%zlmn	53 85%	271 87%	124 90%	1665 95%zp	395 88%	1883 94%zr	177 88%
PVR/DTR	828 38%jmnp r	289 35%j	616 44%zac dgj	796 40%za dj	828 38%j	744 43%zac dgj	109 43%aj	772 41%zac dj	515 54%za bcdef gj	248 54%za bcdef gj	13 10%	727 43%zlmn	17 28%n	69 22%n	15 11%	744 43%zp	84 19%	796 40%zr	32 16%
PC/LAPTOP	1825 83%jmnp r	671 81%j	1307 93%zac dhj	1743 87%za dj	1825 83%j	1629 93%zac dhj	233 91%zad j	1742 92%zac dhj	854 90%za cdj	444 97%za bcdef ghj	25 20%	1576 93%zlmn	53 86%mn	168 54%n	28 20%	1629 93%zp	195 43%	1743 87%zr	81 40%
TABLET/EBOOK READER	1297 59%ajlm npr	402 49%j	1060 75%zac degj	1265 63%za dj	1297 59%aj	1182 68%zac dj	199 78%zac degj	1257 67%zac dj	695 73%za cdegj	371 81%zab cdeghj	9 7%	1162 69%zlmn	21 33%n	103 33%n	11 8%	1182 68%zp	114 25%	1265 63%zr	31 16%
GAMES CONSOLE	717 33%ajlm npr	161 19%j	647 46%zac degj	702 35%za dj	717 33%aj	673 38%zac dj	107 42%zac dj	705 37%zac dj	451 48%za cdegj	243 53%zab cdefgh j	6 5%	665 39%zlmn	8 13%	37 12%n	7 5%	673 38%zp	44 10%	702 35%zr	15 8%

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
DVD/BLU-RAY	1383 63%j mnp r	534 65%j	950 67%zcd j	1304 65%zd j	1383 63%j	1198 68%zac dgj	168 66%j	1252 66%zcd j	673 71%za bcdgj	358 78%za bcdef ghj	40 31%	1164 69%zlmn	34 54%n	140 45%n	45 33%	1198 68%zp	185 41%	1304 65%zr	79 40%
MP3 PLAYER	523 24%ajlm npr	153 18%j	462 33%zac degj	519 26%za dj	523 24%aj	494 28%zac dgj	97 38%zac degj	514 27%zac dj	305 32%za cdegj	222 49%zab cdefgh j	2 1%	492 29%zlmn	2 3%	27 9%n	3 2%	494 28%zp	29 7%	519 26%zr	4 2%

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	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
INTERNET ACCESS																			
FREQUENT - ROUGHLY EVERY DAY	1645 75%ajlm npr	516 62%j deg	1291 92%zac deghj	1594 80%za dj	1645 75%aj dj	1486 85%zac dj	235 92%zac deghj	1594 84%zac dj	809 85%za cdj	434 95%za bcdeg hj	19 15%	1454 86%zlmn	32 51%n	140 45%n	19 14%	1486 85%zp	159 35%	1594 80%zr	51 25%
REGULAR - AT LEAST ONCE A WEEK	195 9%bhij np	122 15%zbc defghi j	78 6%j	184 9%bhi j	195 9%bhi j	170 10%zbd f	14 6%	179 10%zbd f	63 7%ij	19 4%	1 1%	160 9%n	10 16%n	24 8%n	2 1%	170 10%zp	26 6%	184 9%	12 6%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%bcikq	9 1%	9 1%	17 1%	28 1%bci	20 1%bci	* *	22 1%bci	12 1%b	1 *	2 2%i	12 1%	8 13%zkmn	5 2%	3 2%	20 1%	8 2%	17 1%	11 5%zq
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%b	14 2%zbc degi	2 *	16 1%b	18 1%b	17 1%b	- -	17 1%b	10 1%b	1 *	- -	16 1%	1 2%	1 *	- -	17 1%	1 *	16 1%	1 1%
NEVER - BUT DO HAVE ACCESS	78 4%bcefg ikoq	48 6%zbc defghi	21 1%i	62 3%beg i	78 4%bcef gi	43 2%bi	3 1%	50 3%bei	31 3%bi	- -	8 6%befgi	35 2%	8 13%zk	27 9%zk	9 6%k	43 2%	36 8%zo	62 3%	16 8%zq
NEVER - AND DO NOT HAVE ACCESS	235 11%bcef ghikoq	118 14%zbc defghi	10 1%	125 6%be fghi	235 11%bcef ghi	14 1%	3 1%	23 1%be	24 3%beg i	2 *	98 77%zabcdefg hi	10 1%	4 6%k	115 37%zkl	106 77%zklm	14 1%	221 49%zo	125 6%	110 55%zq
TENURE																			
OWNED OUTRIGHT BY HOUSEHOLD	830 38%bcef ghikoq	424 51%zb cdefg hi	377 27%	714 36%bf h	830 38%bce fghi	629 36%bfh	74 29%	667 35%bfh	280 29%b	146 32%b	67 53%zbcdefg hi	587 35%	42 67%zkm	128 41%	73 53%zkm	629 36%	201 45%zo	714 36%	115 58%zq
BEING BOUGHT ON A MORTGAGE	664 30%ajlm npr	156 19%j	572 41%zac degj	646 32%za dj	664 30%aj dj	594 34%zac dj	107 42%zac degj	637 34%zac dj	376 40%za cdegj	195 43%zac degj	12 9%	588 35%zlmn	6 9%	57 18%n	13 9%	594 34%zp	70 16%	646 32%zr	19 9%
RENTED	578 26%aeik o	193 23%	384 27%aeg i	518 26%ae i	578 26%aei	435 25%	62 24%	481 25%e	249 26%i	98 21%	43 34%aegi	420 25%	15 24%	98 31%zk	46 33%k	435 25%	144 32%zo	518 26%	61 30%
OTHER	16 1%h	8 1%h	8 1%h	15 1%h	16 1%h	12 1%h	2 1%	13 1%h	1 *	4 1%	1 1%	12 1%	- -	3 1%	1 1%	12 1%	4 1%	15 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
INCOME																				
UP TO £6499	53 2%bego	24 3%bg	20 1%	44 2%b	53 2%beg	35 2%b	2 1%	37 2%b	17 2%	9 2%	8 i	6%zbcdefgh i	34 2%	1 2%	10 3%	8 5%zk	35 2%	17 4%zo	44 2%	9 5%q
£6500-£9499	138 6%bcefg hikoq	58 7%bce fghi	57 4%f	106 5%bfg hi	138 6%bcef ghi	87 5%bfi	3 1%	93 5%bfi	37 4%f	11 2%	22 hi	17%zabcdefg hi	81 5%	6 10%	26 8%k	25 18%zkm	87 5%	51 11%zo	106 5%	31 16%zq
£9500-£13499	172 8%bcgh ikq	88 11%zbc deghi	66 5%	144 7%bhi	172 8%bcgh i	128 7%bhi	17 7%i	133 7%bhi	41 4%	15 3%	16 12%bcghi	117 7%	12 18%zkm	27 9%	17 12%k	128 7%	44 10%	144 7%	28 14%zq	
£13500-£17499	157 7%	55 7%	98 7%	141 7%	157 7%	130 7%	14 6%	135 7%	67 7%	31 7%	11 8%	124 7%	6 9%	17 5%	11 8%	130 7%	28 6%	141 7%	16 8%	
£17500-£29999	331 15%jnpr	141 17%fj	214 15%j	324 16%zd j	331 15%j	287 16%zdf j	29 11%j	307 16%zdf j	156 16%j	64 14%j	2 1%	283 17%zn	4 7%	41 13%n	2 2%	287 16%zp	44 10%	324 16%zr	7 3%	
£30000-£49999	313 14%ajlm npr	95 12%j	258 18%zac degj	306 15%za dj	313 14%aj	291 17%zac dj	40 16%j	302 16%zac dj	183 19%za cdegj	97 21%zac degj	5 4%	288 17%zlmn	2 4%	18 6%	5 3%	291 17%zp	22 5%	306 15%zr	7 3%	
£50000-£99999	215 10%ajmnp r	63 8%j	197 14%zac degj	210 11%za dj	215 10%aj	199 11%zac dj	42 17%zac degj	210 11%zac dj	131 14%za cdegj	106 23%zab cdefgh j	2 2%	197 12%zmn	2 3%	14 4%	2 2%	199 11%zp	16 3%	210 11%zr	4 2%	
£100000 PLUS	80 4%ajmnp r	19 2%	71 5%zacd gj	80 4%zad j	80 4%aj	77 4%zadj	20 8%zacd egj	78 4%zadj	48 5%zad j	29 6%zac dj	- -	77 5%zmn	- -	2 1%	- -	77 4%zp	2 1%	80 4%zr	- -	
ETHNICITY																				
WHITE	2033 92%b	779 94%zb cdefg hi	1273 90%	1843 92%b	2033 92%b	1620 93%bg	227 89%	1737 92%b	872 92%b	413 90%	119 93%	1559 92%	61 98%	284 91%	129 93%	1620 93%	413 92%	1843 92%	190 95%	
NON-WHITE	158 7%a	44 5%	133 9%zacd egh	149 7%a	158 7%a	124 7%a	27 11%a	143 8%ae	72 8%a	41 9%a	7 6%	122 7%	2 2%	27 9%	7 5%	124 7%	34 8%	149 7%	9 4%	

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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE	SMART PHONE	ANY MOBILE PHONE	LAND -LINE	FIXED BROAD -BAND	MOBILE BROAD -BAND	ANY INTE -RNET ACCESS	PAY TV	VoIP	LAND -LINE ONLY	LANDLINE+ BROADBAND+ MOBILE	LANDLINE+ BROADBAND+ NO MOBILE	LANDLINE+ MOBILE+ NO BROADBAND	LANDLINE+ NO MOBILE+ NO BROADBAND	LANDLINE+ BROADBAND	LANDLINE+ NO BROADBAND	LANDLINE+ MOBILE	LANDLINE+ NO MOBILE	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
SERVICES HAVE AT HOME																				
SIMPLE/FEATURE MOBILE PHONE	827 38%bef ghijn or	827 100%zb cdefgh ij	239 17%j	827 41%zb defgh ij	827 38%bef ghij	628 36%bfg hj	65 25%bj	650 34%bfh j	278 29%bj	147 32%bj	-	628 37%ln	-	200 64%zklm	-	628 36%	200 44%zo	827 41%zr	-	
SMART PHONE	1410 64%ajlm npr	239 29%j	1410 100%zac defghij	1410 71%za dj	1410 64%aj	1280 73%zac dj	239 94%zac deghij	1410 75%zac dej	761 80%za cdegj	405 89%zac deghj	-	1280 76%zlmn	-	130 42%ln	-	1280 73%zp	130 29%	1410 71%zr	-	
ANY MOBILE PHONE	1999 91%ijn pr	827 100%z defgh ij	1410 100%zd efghij	1999 100%zd efghij	1999 91%j	1687 96%zdj	251 99%zdj	1821 97%zdj	924 97%zd j	451 99%zde ghj	-	1687 100%zln	-	312 100%zln	-	1687 96%zp	312 69%	1999 100%zr	-	
LANDLINE	2199 100%	827 100%	1410 100%	1999 100%	2199 100%	1750 100%	255 100%	1886 100%	949 100%	457 100%	128 100%	1687 100%	62 100%	312 100%	138 100%	1750 100%	450 100%	1999 100%	201 100%	
FIXED BROADBAND	1750 80%ajmn pr	628 76%j	1280 91%zac dfj	1687 84%za dj	1750 80%aj	1750 100%zab cdfghij	211 83%aj	1750 93%zab cdfj	872 92%za cdfghj	441 97%zab cdfghj	-	1687 100%zmn	62 100%zmn	-	-	1750 100%zp	-	1687 84%zr	62 31%	
MOBILE BROADBAND	255 12%ajlnr	65 8%j	239 17%zac degj	251 13%za dj	255 12%aj	211 100%zab cdeghij	255 13%zac deghij	255 13%zac dej	157 17%za cdegj	88 19%zac degj	-	210 12%zln	1 2%	41 13%ln	3 2%	211 12%	43 10%	251 13%zr	4 2%	
ANY INTERNET ACCESS	1886 86%ajmn pr	650 79%j	1410 100%zac dhij	1821 91%za dj	1886 86%aj	1750 100%za cdhij	255 100%za cdhj	1886 100%zac dhij	913 96%za cdj	452 99%zac dhj	-	1687 100%zmn	62 100%zmn	134 43%n	3 2%	1750 100%zp	137 30%	1821 91%zr	65 32%	
PAY TV	949 43%ajlm npr	278 34%j	761 54%zac degj	924 46%za dj	949 43%aj	872 50%zac dgj	157 62%zab cdegj	913 48%za cdj	949 100%za bcdefg ij	277 61%zab cdegj	-	855 51%zlmn	16 26%n	68 22%n	9 6%	872 50%zp	77 17%	924 46%zr	25 12%	
VOIP	457 21%ajlm npr	147 18%j	405 29%zac degj	451 23%za dj	457 21%aj	441 25%zac dgj	88 35%zac degj	452 24%zac dj	277 29%z acde gj	457 100%zab cdefghj	-	436 26%zlmn	5 8%n	15 5%n	-	441 25%zp	15 3%	451 23%zr	5 3%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE	SMART PHONE	ANY MOBILE PHONE	LAND -LINE	FIXED BROAD -BAND	MOBILE BROAD -BAND	ANY INTE -RNET ACCESS	PAY TV	VoIP	LAND -LINE ONLY	LANDLINE+ BROADBAND+ MOBILE	LANDLINE+ BROADBAND+ NO MOBILE	LANDLINE+ MOBILE+ NO BROADBAND	LANDLINE+ NO MOBILE+ NO BROADBAND	LANDLINE+ BROADBAND	LANDLINE+ NO BROADBAND	LANDLINE+ MOBILE	LANDLINE+ NO MOBILE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
LANDLINE USERS																			
LANDLINE+ BROADBAND+ MOBILE	1687 77%gjlmn pr	628 76%j	1280 91%zac dfgj	1687 84%za dj	1687 77%j	1687 96%zab cdfghj	210 83%zad j	1687 89%zac dfj	855 90%za cdfj	436 96%zab cdfghj	-	1687 100%zlmn	-	-	-	1687 96%zp	-	1687 84%zr	-
LANDLINE+ BROADBAND+ NO MOBILE	62 3%abcfh ikmnpq	-	-	-	62 3%abcf hi	62 4%zabc dfhij	1 *bc	62 3%zabc dfhij	16 2%abc	5 1%abc	-	-	62 100%zkmn	-	-	62 4%zp	-	-	62 31%zq
LANDLINE+ MOBILE+ NO BROADBAND	312 14%begh ijklnor	200 24%zbc defghi j	130 9%egh ij	312 16%zb deghe j	312 14%begh ij	-	41 16%begh ij	134 7%eij	68 7%eij	15 3%ej	-	-	-	312 100%zklm	-	-	312 69%zo	312 16%zr	-
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%abcef ghikmoq	-	-	-	138 6%abce fghi	-	3 1%abce g	3 *	9 1%abc eg	-	128 100%zabcdefg hi	-	-	-	138 100%zklm	-	138 31%zo	-	138 69%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 906
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE	SMART PHONE	ANY MOBILE PHONE	LAND -LINE	FIXED BROAD -BAND	MOBILE BROAD -BAND	ANY INTE -RNET ACCESS	PAY TV	VoIP	LAND -LINE ONLY	LANDLINE+ BROADBAND+ MOBILE	LANDLINE+ BROADBAND+ NO MOBILE	LANDLINE+ MOBILE+ NO BROADBAND	LANDLINE+ NO MOBILE+ NO BROADBAND	LANDLINE+ BROADBAND	LANDLINE+ NO BROADBAND	LANDLINE+ MOBILE	LANDLINE+ NO MOBILE	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
PRODUCT BUNDLES																				
LL AND BB BUNDLE	1300 59%jmnop r	475 57%j	954 68%zac dj	1261 63%za dj	1300 59%j	1216 69%zab cdgj	175 69%zad j	1269 67%zac dj	671 71%za bcdgj	370 81%zab cdefgh j	6 4%	1182 70%zlmn	33 53%mn	78 25%n	6 4%	1216 69%zp	84 19%	1261 63%zr	39 20%	
NO LL AND BB BUNDLE	899 41%bcef ghikoq	352 43%bc efghi	456 32%ehi	738 37%be ghi	899 41%bce fghi	534 31%i	79 31%i	617 33%ehi	277 29%i	87 19%	122 96%zabcdef ghi	505 30%	29 47%k	233 75%zkl	132 96%zklm	534 31%	365 81%zo	738 37%	161 80%zq	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r
 Overlap formulae used. * small base

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Table 907
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
GENDER														
MALE	1121 51%	474 52%	32 64%h	- -	12 47%	6 28%	31 52%	3 73%	181 48%	145 52%	2 24%	1 47%	209 52%	24 44%
FEMALE	1078 49%	434 48%	19 36%	2 100%	13 53%	15 72%	28 48%	1 27%	197 52%b	131 48%	5 76%	1 53%	196 48%	30 56%
AGE														
16-17	1 *	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
18-24	47 2%	14 2%	- -	- -	- -	- -	- -	1 27%	16 4%zal	3 1%	1 11%	- -	12 3%	- -
25-34	271 12%a	71 8%	6 12%	- -	2 7%	1 7%	10 16%	1 32%	87 23%zalpq	37 14%a	- -	- -	52 13%a	5 8%
35-44	371 17%aq	122 13%	16 31%zaflq	- -	4 16%	3 13%	6 9%	- -	94 25%zaflq	47 17%q	- -	- -	78 19%aq	2 4%
45-54	431 20%	194 21%	9 18%	- -	2 9%	1 5%	14 23%	- -	67 18%	47 17%	3 49%	- -	85 21%	9 17%
55-64	394 18%h	156 17%	9 18%	- -	3 12%	2 11%	13 22%	- -	49 13%	66 24%zah	3 41%	- -	81 20%h	9 16%
65-74	381 17%h	178 20%zh	9 17%	2 100%	5 18%	5 25%	8 13%	1 41%	44 12%	49 18%	- -	2 100%	62 15%	16 31%zhlp
75+	302 14%bhp	173 19%zbhlp	2 3%	- -	9 33%	8 39%	9 16%h	- -	22 6%	28 10%	- -	- -	35 9%	13 24%zbhlp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 907
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
AGE														
16-24	48 2%	14 2%	-	-	1 4%	-	-	1 27%	16 4%zal	3 1%	1 11%	-	12 3%	-
25-44	643 29%aaq	193 21%	22 43%zaq	-	6 23%	4 20%	15 26%	1 32%	180 48%zafpq	84 30%aaq	-	-	130 32%aaq	7 13%
45-64	825 38%h	350 39%h	19 36%	-	5 21%	3 16%	27 46%	-	116 31%	113 41%h	6 89%	-	166 41%h	18 33%
65+	683 31%hp	351 39%zbhlp	10 21%	2 100%	13 51%	13 64%	17 29%	1 41%	66 17%	76 28%h	-	2 100%	97 24%h	29 54%zabfhp
AREA														
URBAN	493 22%aa	157 17%	18 35%zafq	-	25 100%	1 7%	8 13%	* 8%	88 23%a	67 24%a	1 12%	-	118 29%zafq	8 14%
SUBURBAN	1048 48%ab	378 42%	17 33%	-	-	13 67%	21 37%	3 92%	210 56%zabflq	121 44%	5 74%	1 47%	256 63%zabflq	20 36%
RURAL	557 25%hp	321 35%zhp	15 30%hp	2 100%	-	3 16%	29 50%zhlp	-	59 16%p	83 30%hp	1 14%	1 53%	15 4%	23 44%zhp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 907
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
SOCIAL GRADE

TOTAL (z)	Landline provider (FX01A)													
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)	
2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
87 4%h	45 5%hp	3 6%	-	-	2 8%	13 22%z	1 33%	7 2%	7 2%	-	-	9 2%	-	
588 27%	269 30%zp	13 26%	2 100%	2 10%	3 13%	16 27%	-	95 25%	74 27%	-	2 100%	95 23%	17 31%	
611 28%	242 27%	18 35%	-	8 30%	3 13%	14 24%	* 8%	100 26%	77 28%	1 22%	-	126 31%	16 29%	
440 20%a	159 17%	8 15%	-	7 26%	4 20%	11 18%	-	86 23%	52 19%	4 65%	-	97 24%a	12 23%	
299 14%	115 13%	6 11%	-	3 12%	6 30%	2 4%	1 32%	62 16%f	45 16%f	1 13%	-	50 12%	7 12%	
174 8%	78 9%	3 6%	-	6 22%	3 16%	3 5%	1 27%	28 7%	22 8%	-	-	28 7%	3 5%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
STANDARD REGION														
NORTH	139 6%	46 5%	2 5%	-	-	1 3%	3 6%	1 32%	26 7%	23 8%	1 11%	-	31 8%	5 9%
NORTH WEST	182 8%	74 8%	6 12%	-	-	5 24%	1 2%	-	40 11%p	29 11%p	-	-	23 6%	3 6%
YORKS & HUMBERSIDE	176 8%a	50 5%	4 8%	-	25 100%	-	3 5%	-	30 8%	23 8%	-	-	37 9%a	2 5%
WEST MIDLANDS	183 8%h	75 8%	5 10%	-	-	2 8%	2 4%	-	18 5%	29 10%h	-	-	45 11%h	5 10%
EAST MIDLANDS	165 8%a	53 6%	6 12%	-	-	2 12%	6 10%	2 60%	36 9%al	13 5%	-	-	39 10%al	8 15%zal
EAST ANGLIA	111 5%p	58 6%zp	3 7%	-	-	2 8%	5 9%p	-	15 4%	10 4%	2 29%	-	10 3%	5 10%p
SOUTH WEST	223 10%p	115 13%zp	6 12%	-	-	1 6%	7 13%	-	33 9%	24 9%	-	-	29 7%	7 13%
SOUTH EAST	449 20%bq	185 20%b	3 7%	2 100%	-	2 10%	20 34%zbhq	-	69 18%b	58 21%b	2 35%	-	104 26%zbhq	5 9%
GREATER LONDON	177 8%p	80 9%	6 13%q	-	-	1 6%	3 4%	* 8%	42 11%zpq	19 7%	-	1 47%	22 5%	1 1%
WALES	106 5%p	50 6%p	2 5%p	-	-	2 10%	4 7%p	-	20 5%p	17 6%p	-	-	3 1%	5 9%p
SCOTLAND	185 8%	71 8%	4 8%	-	-	1 5%	3 6%	-	27 7%	26 10%	2 26%	1 53%	46 11%z	4 7%
NORTHERN IRELAND	101 5%l	52 6%l	1 2%	-	-	2 10%	-	-	21 6%l	5 2%	-	-	17 4%	3 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 907
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
SELF EMPLOYED														
FULL-TIME	127 6%	56 6%	5 10%	-	-	1 6%	5 8%	-	20 5%	17 6%	1 12%	-	17 4%	3 6%
PART-TIME	43 2%	22 2%	1 2%	-	-	2 8%	1 2%	-	5 1%	5 2%	-	-	7 2%	1 2%
OCCUPATION														
FULL-TIME	811 37%aq	297 33%q	19 36%	2 100%	3 13%	1 7%	18 31%	1 32%	186 49%zafiq	100 36%q	2 35%	-	171 42%zaq	10 18%
PART-TIME	232 11%	91 10%	6 12%	-	2 8%	2 11%	10 17%	-	46 12%	27 10%	-	2 100%	41 10%	3 6%
SELF-EMPLOYED	170 8%	78 9%	6 12%	-	-	3 13%	6 11%	-	25 7%	22 8%	1 12%	-	24 6%	4 8%
NOT WORKING - HOUSEWIFE	69 3%a	16 2%	2 5%	-	1 2%	2 10%	1 2%	1 27%	14 4%a	12 4%a	1 14%	-	16 4%a	2 4%
STILL IN EDUCATION	22 1%	5 1%	-	-	1 4%	-	-	-	5 1%	1 *	1 11%	-	9 2%za	-
UNEMPLOYED	52 2%a	14 2%	4 7%za	-	1 5%	-	4 6%a	-	9 2%	7 2%	1 13%	-	13 3%	-
RETIRED	756 34%hp	376 41%zhlp	14 28%	-	15 59%	12 59%	17 30%	1 41%	75 20%	92 33%h	1 16%	-	114 28%h	32 60%zabfhp
OTHER	88 4%	30 3%	-	-	2 8%	-	2 4%	-	18 5%	15 5%	-	-	19 5%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 907
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
CHIEF INCOME EARNER														
YES	1738 79%	731 81%	37 72%	2 100%	19 76%	18 90%	42 71%	3 92%	289 76%	223 81%	2 35%	2 100%	320 79%	44 81%
NO	461 21%	176 19%	14 28%	-	6 24%	2 10%	17 29%	* 8%	89 24%	53 19%	4 65%	-	86 21%	10 19%
CIE WORKING STATUS														
FULL-TIME	976 44%aq	352 39%q	25 48%q	2 100%	7 26%	2 12%	20 35%	1 40%	227 60%zafpq	120 44%q	3 49%	-	202 50%zaq	13 24%
PART-TIME	163 7%	71 8%	3 6%	-	1 4%	2 11%	6 10%	-	24 6%	23 8%	-	2 100%	28 7%	2 3%
SELF-EMPLOYED	159 7%	71 8%	4 8%	-	-	3 13%	10 17%zahlp	-	23 6%	20 7%	1 12%	-	22 5%	5 10%
NOT WORKING - HOUSEWIFE	34 2%a	7 1%	1 3%	-	-	-	-	1 27%	7 2%	6 2%	-	-	10 2%a	2 4%a
STILL IN EDUCATION	12 1%	3 *	-	-	-	-	-	-	2 1%	1 *	1 11%	-	5 1%	-
UNEMPLOYED	43 2%	12 1%	3 6%a	-	1 5%	-	3 4%	-	8 2%	6 2%	1 13%	-	9 2%	-
RETIRED	735 33%hp	366 40%zhlp	14 28%	-	15 59%	13 64%	17 30%	1 33%	72 19%	87 31%h	1 16%	-	113 28%h	30 57%zabfhp
OTHER	77 3%	25 3%	1 1%	-	1 5%	-	2 4%	-	15 4%	13 5%	-	-	17 4%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 907
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BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
MARITAL STATUS														
MARRIED/LIVING AS	1293 59%aq	508 56%	34 66%q	-	9 34%	8 41%	41 70%q	3 73%	246 65%zalq	157 57%	5 78%	1 47%	256 63%aq	22 42%
SINGLE	372 17%	142 16%	13 25%	-	5 18%	3 14%	8 14%	1 27%	69 18%	49 18%	1 11%	-	72 18%	8 15%
WIDOWED/DIVORCED/ SEPERATED	532 24%bhp	256 28%zbhp	5 9%	2 100%	12 48%	9 45%	9 16%	-	62 16%	70 26%bh	1 12%	1 53%	78 19%	23 43%zabfhp
PARENT														
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%aq	187 21%	11 21%	-	5 19%	3 16%	12 20%	2 59%	171 45%zabflpq	70 25%	2 25%	-	106 26%a	7 14%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%	5 1%	-	-	1 5%	-	-	-	7 2%a	4 1%	-	-	3 1%	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%	31 3%	4 8%	-	1 4%	1 4%	5 9%	-	13 3%	16 6%	-	-	15 4%	2 3%
NONE OF THESE	1539 70%h	695 77%zhlp	36 71%h	2 100%	19 75%	16 80%	43 73%h	1 41%	193 51%	190 69%h	5 75%	2 100%	285 70%h	45 84%zhl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
NUMBER IN HOUSEHOLD														
1	619 28%hp	304 33%zhp	13 26%	2 100%	13 51%	10 48%	11 19%	-	66 17%	82 30%hp	1 12%	1 53%	91 22%	21 39%fhp
2	789 36%h	321 35%h	22 42%	-	6 22%	6 31%	27 47%h	2 60%	110 29%	102 37%	4 64%	1 47%	163 40%h	22 41%
3	340 15%	131 14%	9 18%	-	4 15%	3 14%	7 11%	* 8%	86 23%zalp	36 13%	2 25%	-	53 13%	10 18%
4	263 12%aq	91 10%	3 6%	-	1 3%	1 7%	10 17%q	-	62 16%zaq	36 13%q	-	-	57 14%q	1 2%
5+	181 8%aq	59 7%	4 9%q	-	2 8%	-	3 5%	1 32%	50 13%zalq	20 7%	-	-	40 10%q	-
NUMBER OF CHILDREN IN HOUSEHOLD														
1	263 12%a	79 9%	5 10%	-	4 15%	2 9%	4 7%	1 27%	82 22%zatlp	30 11%	1 14%	-	48 12%	6 11%
2	231 11%	87 10%	4 8%	-	-	-	6 11%	-	60 16%zalq	26 10%	1 11%	-	45 11%	1 2%
3	81 4%	27 3%	-	-	1 4%	1 7%	1 1%	1 32%	24 6%za	11 4%	-	-	14 3%	-
4	19 1%	4 *	1 3%a	-	-	-	-	-	6 2%a	3 1%	-	-	5 1%	-
5	3 *	* *	-	-	-	-	1 1%a	-	1 *	1 *	-	-	1 *	-
6+	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-
REFUSED	8 *	1 *	-	-	-	-	-	-	6 1%za	-	-	-	2 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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	TOTAL (z)	Landline provider (FX01A)												
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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
CHILDREN IN HOUSEHOLD														
AGED 0-5	287 13%aq	89 10%	6 13%q	-	2 7%	1 7%	3 6%	2 59%	102 27%zabflpq	32 11%q	1 11%	-	48 12%q	1 1%
AGED 6-9	237 11%a	71 8%	4 9%	-	2 9%	3 13%	7 12%	1 32%	75 20%zalpq	28 10%	-	-	44 11%	2 3%
AGED 10-15	303 14%	109 12%	5 9%	-	3 13%	1 3%	7 12%	-	67 18%za	42 15%	1 14%	-	62 15%	5 9%
NONE < 16	1601 73%h	711 78%zhp	40 79%h	2 100%	20 81%	17 84%	47 80%h	1 41%	204 54%	204 74%h	5 75%	2 100%	294 73%h	46 86%zhp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
DURABLES OWNED														
TV	2161 98%	893 98%	49 96%	2 100%	25 100%	19 92%	58 99%	2 68%	375 99%	270 98%	6 100%	2 100%	398 98%	52 97%
SATELLITE/CABLE TV	1147 52%abliq	347 38%	16 32%	- -	9 36%	1 5%	22 38%	2 60%	300 79%zabliq	111 40%	- -	- -	318 78%zabliq	17 32%
FREEVIEW/FRESAT	1230 56%hp	606 67%zhp	34 66%hp	2 100%	20 80%	17 83%	40 69%hp	1 41%	127 34%	195 70%zhp	6 100%	1 47%	140 35%	36 66%hp
MOBILE PHONE	1970 90%a	784 86%	49 96%	2 100%	22 85%	17 84%	56 96%	4 100%	345 91%a	258 93%za	6 100%	2 100%	372 92%a	47 87%
TELEPHONE	2061 94%h	857 94%h	49 96%	2 100%	25 97%	19 96%	58 98%	4 100%	344 91%	262 95%	6 100%	2 100%	377 93%	48 89%
PVR/DTR	828 38%a	309 34%	15 29%	- -	5 20%	5 23%	26 44%	2 68%	179 47%zabl	98 35%	- -	1 47%	169 42%a	18 33%
PC/LAPTOP	1825 83%a	707 78%	47 93%aq	- -	17 67%	9 46%	56 96%zaq	3 73%	338 89%zaq	236 86%aq	6 89%	2 100%	359 88%zaq	40 74%
TABLET/EBOOK READER	1297 59%a	499 55%	31 60%	- -	16 64%	8 41%	45 76%zalq	- -	261 69%zalpq	156 56%	4 65%	1 47%	245 60%	28 52%
GAMES CONSOLE	717 33%aq	239 26%	17 34%q	- -	8 31%	3 15%	20 35%q	- -	177 47%zalpq	86 31%q	1 14%	- -	157 39%zaq	8 14%
DVD/BLU-RAY	1383 63%	571 63%	35 69%	- -	16 64%	12 58%	40 68%	* 8%	237 63%	179 65%	5 84%	2 100%	248 61%	36 66%
MP3 PLAYER	523 24%	196 22%	14 28%	- -	3 11%	2 9%	18 30%	1 32%	119 31%zalp	61 22%	3 49%	- -	96 24%	10 19%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
INTERNET ACCESS														
FREQUENT - ROUGHLY EVERY DAY	1645 75%a	607 67%	46 91%zaq	-	15 59%	7 34%	53 91%zaq	3 92%	317 84%zaq	216 78%a	6 100%	2 100%	333 82%zaq	36 67%
REGULAR - AT LEAST ONCE A WEEK	195 9%p	96 11%zp	3 6%	-	2 6%	4 22%	4 6%	* 8%	30 8%	32 12%p	-	-	18 4%	5 10%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	12 1%	-	-	2 6%	-	-	-	4 1%	1 *	-	-	9 2%	1 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	11 1%	-	-	-	-	-	-	4 1%	1 *	-	-	2 *	-
NEVER - BUT DO HAVE ACCESS	78 4%	31 3%	1 2%	-	1 5%	* 2%	1 2%	-	10 3%	11 4%	-	-	20 5%	2 4%
NEVER - AND DO NOT HAVE ACCESS	235 11%b/fh/p	150 17%zb/fh/p	1 1%	2 100%	6 24%	8 42%	-	-	13 4%	15 6%	-	-	24 6%	10 19%b/fh/p
TENURE														
OWNED OUTRIGHT BY HOUSEHOLD	830 38%h	377 42%zh	18 36%h	2 100%	8 33%	7 36%	29 49%h	1 41%	83 22%	118 43%h	3 41%	2 100%	144 36%h	32 60%zab/h/p
BEING BOUGHT ON A MORTGAGE	664 30%q	257 28%q	16 31%q	-	5 20%	1 4%	17 29%	-	152 40%zalq	68 25%q	1 14%	-	140 35%alq	6 11%
RENTED	578 26%a	209 23%	16 31%	-	12 48%	10 50%	12 21%	2 59%	122 32%zap	81 29%	3 45%	-	99 24%	11 20%
OTHER	16 1%	9 1%	-	-	-	-	-	-	* 1%	2 1%	-	-	3 1%	2 3%h

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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	TOTAL (z)	Landline provider (FX01A)												
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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
INCOME														
UP TO £6499	53 2%	15 2%	3 5%	-	2 7%	4 18%	2 3%	-	9 2%	8 3%	1 12%	-	8 2%	2 4%
£6500-£9499	138 6%	59 7%	1 2%	-	2 6%	2 10%	7 12%	1 32%	22 6%	15 6%	1 13%	-	25 6%	3 5%
£9500-£13499	172 8%	71 8%	4 8%	-	5 18%	1 4%	2 4%	-	25 7%	28 10%	1 11%	-	30 7%	5 9%
£13500-£17499	157 7%	63 7%	4 8%	-	2 7%	4 19%	2 3%	1 33%	38 10%zlp	15 5%	1 16%	-	23 6%	5 9%
£17500-£29999	331 15%	136 15%	7 15%	-	3 12%	1 4%	5 8%	*	60 16%	47 17%	2 35%	-	58 14%	10 19%
£30000-£49999	313 14%	113 12%	9 18%	-	4 15%	1 3%	8 14%	-	67 18%a	47 17%	-	-	58 14%	6 10%
£50000-£99999	215 10%	77 9%	4 7%	-	1 3%	1 4%	19 33%zabhlpq	-	43 11%	19 7%	1 14%	-	46 11%	3 6%
£100000 PLUS	80 4%	48 5%zh	-	-	-	-	3 5%	-	9 2%	6 2%	-	-	12 3%	1 2%
ETHNICITY														
WHITE	2033 92%hl	855 94%zhl	47 93%	2 100%	25 99%	19 92%	56 96%	3 92%	331 87%	244 89%	6 100%	2 100%	381 94%hl	53 99%h
NON-WHITE	158 7%a	51 6%	4 7%	-	* 1%	2 8%	2 3%	* 8%	45 12%zapp	29 11%zapp	-	-	24 6%	1 1%

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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
SERVICES HAVE AT HOME														
SIMPLE/FEATURE MOBILE PHONE	827 38%hp	398 44%zbhp	13 26%	-	9 36%	10 51%	21 37%	1 32%	85 22%	120 44%zbhp	2 35%	1 47%	125 31%h	38 71%zabfhp
SMART PHONE	1410 64%aq	505 56%q	40 79%zalq	-	14 54%	9 42%	43 74%aq	2 67%	308 81%zalpq	168 61%q	4 65%	1 53%	294 73%zalq	20 38%
ANY MOBILE PHONE	1999 91%a	800 88%	49 97%	-	21 81%	17 84%	58 98%	2 67%	359 95%za	256 93%	6 100%	2 100%	374 92%a	50 92%
LANDLINE	2199 100%	908 100%	51 100%	2 100%	25 100%	20 100%	59 100%	4 100%	379 100%	276 100%	6 100%	2 100%	406 100%	54 100%
FIXED BROADBAND	1750 80%aq	676 74%	48 94%zaq	-	17 69%	7 35%	55 93%zaq	4 100%	328 87%zaq	236 86%zaq	6 100%	2 100%	335 82%aq	33 62%
MOBILE BROADBAND	255 12%a	85 9%	7 13%	-	3 11%	2 12%	2 3%	1 27%	64 17%zaf	25 9%	1 11%	1 53%	59 14%a	6 10%
ANY INTERNET ACCESS	1886 86%aq	723 80%	49 97%zaq	-	18 72%	12 59%	57 97%zaq	4 100%	356 94%zaq	251 91%zaq	6 100%	2 100%	365 90%zaq	40 74%
PAY TV	949 43%ablq	278 31%	12 23%	-	8 33%	1 5%	16 28%	2 60%	260 69%zabflq	93 34%	-	-	264 65%zabflq	12 23%
VOIP	457 21%l	187 21%l	14 28%l	-	8 30%	2 10%	15 26%	-	89 23%l	38 14%	3 42%	1 47%	90 22%l	11 21%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Weighted Base**LANDLINE USERS**

LANDLINE+
 BROADBAND+ MOBILE

LANDLINE+
 BROADBAND+ NO
 MOBILE

LANDLINE+ MOBILE+
 NO BROADBAND

LANDLINE+ NO
 MOBILE+ NO
 BROADBAND

TOTAL (z)	Landline provider (FX01A)												
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
1687 77%aq	649 71%	48 94%zalpq	-	16 62%	7 35%	54 92%zaq	2 67%	321 85%zaq	226 82%zaq	6 100%	2 100%	320 79%aq	33 62%
62 3%	27 3%	-	-	2 6%	-	1 1%	1 33%	7 2%	10 4%	-	-	14 4%	-
312 14%bh	152 17%zbhl	2 3%	-	5 18%	10 49%	3 6%	-	38 10%	30 11%	-	-	54 13%	16 31%zabfhlp
138 6%h	80 9%zhlp	2 3%	2 100%	3 13%	3 16%	* 1%	-	13 3%	10 4%	-	-	17 4%	4 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
PRODUCT BUNDLES														
LL AND BB BUNDLE	1300 59%a	450 50%	38 74%zaq	- -	11 43%	7 35%	40 68%a	1 40%	270 71%zapq	194 70%zaq	5 73%	1 53%	258 63%a	26 49%
NO LL AND BB BUNDLE	899 41%bhl	457 50%zbfhlp	13 26%	2 100%	15 57%	13 65%	19 32%	2 60%	109 29%	83 30%	2 27%	1 47%	148 37%h	27 51%bhl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Table 908
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
GENDER														
MALE	1121 51%	4 38%	1 100%	82 51%	- -	2 100%	9 73%	1 100%	3 38%	3 100%	3 100%	7 44%	- -	62 53%
FEMALE	1078 49%	6 62%	- -	79 49%	1 100%	- -	3 27%	- -	4 62%	- -	- -	9 56%	2 100%	56 47%
AGE														
16-17	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
18-24	47 2%	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 44%	5 4%
25-34	271 12%	- -	1 100%	13 8%	- -	- -	2 17%	1 100%	- -	- -	- -	- -	- -	30 26%zdy
35-44	371 17%	3 30%	- -	26 16%	- -	- -	2 17%	- -	3 48%	1 45%	1 27%	- -	- -	33 28%zd
45-54	431 20%	3 34%	- -	37 23%	- -	2 100%	4 28%	- -	- -	1 55%	- -	3 16%	- -	15 13%
55-64	394 18%	2 23%	- -	31 19%	- -	- -	2 13%	- -	2 28%	- -	2 73%	7 41%	- -	18 16%
65-74	381 17%p	* 5%	- -	34 21%p	1 100%	- -	1 11%	- -	1 12%	- -	- -	4 22%	1 56%	10 9%
75+	302 14%p	1 8%	- -	18 11%	- -	- -	2 14%	- -	1 12%	- -	- -	3 20%	- -	6 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 908
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
GENDER									
MALE	1121	45	2	1	2	3	52	-	3
	51%	60%	100%	41%	100%	43%	50%	-	28%
FEMALE	1078	30	-	1	-	4	52	1	7
	49%	40%	-	59%	-	57%	50%	100%	72%
AGE									
16-17	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
18-24	47	-	-	-	-	-	3	-	1
	2%	-	-	-	-	-	3%	-	10%
25-34	271	9	-	-	-	2	13	-	1
	12%	12%	-	-	-	38%	12%	-	7%
35-44	371	12	-	-	-	-	17	-	*
	17%	16%	-	-	-	-	17%	-	5%
45-54	431	22	1	1	-	-	23	-	1
	20%	29%p	51%	59%	-	-	22%	-	7%
55-64	394	12	1	1	2	-	19	1	1
	18%	16%	49%	41%	100%	-	19%	100%	12%
65-74	381	14	-	-	-	3	18	-	5
	17%p	19%	-	-	-	41%	18%	-	50%
75+	302	5	-	-	-	1	10	-	1
	14%p	7%	-	-	-	21%	10%	-	9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 908
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BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
AGE														
16-24	48 2%	-	-	2 1%	-	-	-	-	-	-	-	-	1 44%	5 4%
25-44	643 29%	3 30%	1 100%	39 24%	-	-	4 34%	1 100%	3 48%	1 45%	1 27%	-	-	63 54%zdsy
45-64	825 38%	6 57%	-	68 42%p	-	2 100%	5 41%	-	2 28%	1 55%	2 73%	9 57%	-	34 29%
65+	683 31%p	1 13%	-	52 32%p	1 100%	-	3 25%	-	2 24%	-	-	7 43%	1 56%	16 13%
AREA														
URBAN	493 22% ^d	-	-	21 13%	-	-	4 32%	-	7 100%	-	-	1 4%	1 44%	37 32% ^{zd}
SUBURBAN	1048 48% ^d	7 67%	1 100%	60 37%	1 100%	2 100%	4 34%	1 100%	-	3 100%	1 58%	6 38%	-	53 45%
RURAL	557 25% ^{py}	2 23%	-	73 45% ^{zpsy}	-	-	4 34%	-	-	-	1 42%	9 58%	1 56%	15 13%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 908
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
AGE									
16-24	48	-	-	-	-	-	3	-	1
	2%	-	-	-	-	-	3%	-	10%
25-44	643	21	-	-	-	2	30	-	1
	29%	28%	-	-	-	38%	29%	-	12%
45-64	825	34	2	2	2	-	43	1	2
	38%	45%p	100%	100%	100%	-	41%	100%	20%
65+	683	20	-	-	-	4	28	-	6
	31%p	27%p	-	-	-	62%	27%p	-	59%
AREA									
URBAN	493	14	-	1	-	2	23	-	1
	22%d	19%	-	41%	-	38%	22%	-	7%
SUBURBAN	1048	37	2	1	2	3	71	1	5
	48%d	49%	100%	59%	100%	48%	68%zdps	100%	50%
RURAL	557	20	-	-	-	1	7	-	4
	25%pv	27%pv	-	-	-	13%	7%	-	42%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (Z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
SOCIAL GRADE														
A	87 4%	-	-	9 5%	-	-	1 11%	-	-	-	-	2 12%	-	2 2%
B	588 27%	3 27%	-	33 20%	1 100%	2 100%	2 17%	-	-	1 45%	-	6 35%	-	22 19%
C1	611 28%	3 29%	1 100%	56 35%	-	-	5 39%	1 100%	2 29%	1 55%	3 100%	5 31%	-	28 24%
C2	440 20%	1 9%	-	32 20%	-	-	1 5%	-	2 34%	-	-	2 12%	-	27 23%
D	299 14%	3 30%	-	23 14%	-	-	1 12%	-	1 10%	-	-	1 4%	-	27 23%z
E	174 8%y	* 5%	-	9 5%	-	-	2 17%	-	2 26%	-	-	1 5%	2 100%	11 10%y

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 908
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

SOCIAL GRADE

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2199	75*	2**	2**	2**	6**	104*	1**	9**
A	87 4%	-	-	-	-	2 2%	-	1 12%
B	588 27%	-	-	-	2 32%	28 27%	1 100%	4 37%
C1	611 28%	1 38%	-	-	-	28 27%	-	2 21%
C2	440 20%	-	1 41%	2 100%	3 46%	31 30%z	-	1 12%
D	299 14%	1 13%	1 59%	-	1 22%	13 12%	-	1 7%
E	174 8%y	-	-	-	-	2 2%	-	1 10%

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
STANDARD REGION														
NORTH	139 6%	1 13%	-	8 5%	-	-	-	1 100%	-	-	-	1 9%	-	10 9%
NORTH WEST	182 8%	-	-	8 5%	-	-	2 17%	-	-	-	1 31%	1 5%	-	7 6%
YORKS & HUMBERSIDE	176 8% ^d	-	-	4 2%	-	-	1 5%	-	7 100%	-	1 42%	1 4%	-	5 4%
WEST MIDLANDS	183 8%	1 8%	-	10 6%	1 100%	2 100%	2 14%	-	-	-	-	2 10%	-	5 4%
EAST MIDLANDS	165 8%	-	-	9 5%	-	-	2 17%	-	-	-	-	1 8%	1 44%	10 8%
EAST ANGLIA	111 5%	-	1 100%	9 5%	-	-	-	-	-	-	-	-	-	7 6%
SOUTH WEST	223 10%	2 19%	-	33 20% ^{zpsy}	-	-	1 5%	-	-	-	-	4 27%	1 56%	6 5%
SOUTH EAST	449 20%	2 16%	-	39 24%	-	-	1 11%	-	-	1 55%	-	4 26%	-	28 24%
GREATER LONDON	177 8%	-	-	22 14% ^z	-	-	1 5%	-	-	1 45%	-	2 13%	-	20 17% ^{zsy}
WALES	106 5%	1 12%	-	7 4%	-	-	1 8%	-	-	-	1 27%	-	-	3 3%
SCOTLAND	185 8%	2 22%	-	6 4%	-	-	2 18%	-	-	-	-	-	-	4 4%
NORTHERN IRELAND	101 5%	1 10%	-	7 4%	-	-	-	-	-	-	-	-	-	12 10% ^z

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
STANDARD REGION									
NORTH	139 6%	6 9%	-	-	-	1 16%	11 11%	-	2 19%
NORTH WEST	182 8%	6 8%	1 51%	-	-	-	4 4%	-	-
YORKS & HUMBERSIDE	176 8% ^d	4 5%	-	1 41%	-	1 9%	2 2%	-	1 7%
WEST MIDLANDS	183 8%	3 4%	-	-	-	1 21%	14 13% ^p	1 100%	-
EAST MIDLANDS	165 8%	4 6%	-	-	-	1 18%	8 7%	-	2 22%
EAST ANGLIA	111 5%	5 7%	1 49%	-	-	-	7 7%	-	1 9%
SOUTH WEST	223 10%	3 5%	-	-	-	2 36%	9 9%	-	-
SOUTH EAST	449 20%	22 30%	-	-	2 100%	-	27 26%	-	2 21%
GREATER LONDON	177 8%	4 6%	-	-	-	-	6 6%	-	-
WALES	106 5%	3 4%	-	-	-	-	2 2%	-	1 12%
SCOTLAND	185 8%	9 13% ^{dp}	-	1 59%	-	-	9 9%	-	1 9%
NORTHERN IRELAND	101 5%	4 5%	-	-	-	-	3 3%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
SELF EMPLOYED														
FULL-TIME	127 6%	-	-	15 9%	-	-	2 19%	-	-	1 55%	-	1 6%	-	6 5%
PART-TIME	43 2%	-	-	2 1%	-	-	1 7%	-	-	-	-	-	-	2 2%
OCCUPATION														
FULL-TIME	811 37%	5 55%	1 100%	56 35%	-	2 100%	3 21%	1 100%	1 18%	1 45%	1 58%	3 17%	-	61 52%zds
PART-TIME	232 11%	2 23%	-	22 14%	-	-	-	-	1 16%	-	-	5 30%	-	13 11%
SELF-EMPLOYED	170 8%	-	-	17 10%	-	-	3 26%	-	-	1 55%	-	1 6%	-	8 7%
NOT WORKING - HOUSEWIFE	69 3%	1 9%	-	5 3%	-	-	1 5%	-	-	-	-	-	-	2 2%
STILL IN EDUCATION	22 1%	-	-	1 *	-	-	-	-	-	-	-	-	-	2 2%
UNEMPLOYED	52 2%	-	-	3 2%	-	-	3 23%	-	-	-	-	1 8%	1 44%	6 5%
RETIRED	756 34%p	1 13%	-	55 34%p	1 100%	-	3 25%	-	2 35%	-	1 42%	6 39%	1 56%	18 15%
OTHER	88 4%	-	-	3 2%	-	-	-	-	2 32%	-	-	-	-	7 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)	
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
SELF EMPLOYED									
FULL-TIME	127 6%	12 16%zpy	-	-	-	-	2 2%	-	1 12%
PART-TIME	43 2%	1 1%	-	-	-	-	2 2%	-	-
OCCUPATION									
FULL-TIME	811 37%	24 31%	1 51%	1 59%	-	1 16%	48 46%	-	1 7%
PART-TIME	232 11%	11 14%	-	-	-	-	5 5%	-	1 12%
SELF-EMPLOYED	170 8%	13 17%zy	-	-	-	-	5 4%	-	1 12%
NOT WORKING - HOUSEWIFE	69 3%	2 3%	-	-	-	1 22%	8 8%z	-	1 10%
STILL IN EDUCATION	22 1%	-	-	-	-	-	1 1%	-	-
UNEMPLOYED	52 2%	2 3%	1 49%	-	-	-	3 3%	-	-
RETIRED	756 34%p	18 24%	-	1 41%	-	4 62%	28 27%p	1 100%	6 59%
OTHER	88 4%	6 8%	-	-	2 100%	-	5 5%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
CHIEF INCOME EARNER														
YES	1738 79%	7 71%	1 100%	117 73%	1 100%	2 100%	10 76%	1 100%	5 73%	1 45%	2 69%	14 86%	2 100%	95 81%
NO	461 21%	3 29%	-	43 27%	-	-	3 24%	-	2 27%	1 55%	1 31%	2 14%	-	22 19%
CIE WORKING STATUS														
FULL-TIME	976 44%	6 64%	1 100%	71 44%	-	2 100%	4 28%	1 100%	3 44%	3 100%	1 58%	3 17%	-	70 60%zd
PART-TIME	163 7%y	2 23%	-	15 9%y	-	-	1 7%	-	-	-	-	5 30%	-	7 6%
SELF-EMPLOYED	159 7%	-	-	15 9%	-	-	2 19%	-	-	-	-	1 6%	-	7 6%
NOT WORKING - HOUSEWIFE	34 2%	-	-	1 1%	-	-	1 5%	-	-	-	-	-	-	2 2%
STILL IN EDUCATION	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
UNEMPLOYED	43 2%	-	-	2 1%	-	-	2 17%	-	-	-	-	1 8%	1 44%	6 5%z
RETIRED	735 33%p	1 13%	-	53 33%p	1 100%	-	3 25%	-	2 35%	-	1 42%	6 39%	1 56%	18 16%
OTHER	77 3%	-	-	4 3%	-	-	-	-	1 21%	-	-	-	-	5 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Table 908
DEMOGRAPHICS
BASE: All landline bill payers

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
CHIEF INCOME EARNER									
YES	1738 79%	58 77%	2 100%	2 100%	- -	3 43%	78 75%	1 100%	7 72%
NO	461 21%	17 23%	- -	- -	2 100%	4 57%	26 25%	- -	3 28%
CIE WORKING STATUS									
FULL-TIME	976 44%	33 44%	1 51%	1 59%	2 100%	2 38%	57 55%z	- -	1 7%
PART-TIME	163 7%y	15 19%zpy	- -	- -	- -	- -	2 2%	- -	1 12%
SELF-EMPLOYED	159 7%	6 8%	- -	- -	- -	- -	4 4%	- -	1 12%
NOT WORKING - HOUSEWIFE	34 2%	- -	- -	- -	- -	- -	5 5%z	- -	1 10%
STILL IN EDUCATION	12 1%	- -	- -	- -	- -	- -	1 1%	- -	- -
UNEMPLOYED	43 2%	2 3%	1 49%	- -	- -	- -	2 2%	- -	- -
RETIRED	735 33%p	17 22%	- -	1 41%	- -	4 62%	29 28%	1 100%	6 59%
OTHER	77 3%	3 4%	- -	- -	- -	- -	3 3%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
MARITAL STATUS														
MARRIED/LIVING AS	1293 59%	5 54%	1 100%	103 64%	-	-	7 53%	1 100%	2 33%	3 100%	2 73%	6 38%	1 44%	74 63%
SINGLE	372 17%	2 21%	-	26 16%	-	2 100%	5 41%	-	2 26%	-	1 27%	4 23%	-	26 22%
WIDOWED/DIVORCED/ SEPERATED	532 24%py	2 25%	-	32 20%	1 100%	-	1 5%	-	3 40%	-	-	6 39%	1 56%	15 13%
PARENT														
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%	2 25%	-	45 28%	-	-	2 15%	-	2 27%	-	-	1 4%	-	52 45%zdsy
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%	-	-	-	-	-	-	-	1 21%	-	-	-	1 44%	3 2%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%d	1 7%	-	-	-	-	1 7%	-	-	-	-	-	-	8 7%d
NONE OF THESE	1539 70%p	7 68%	1 100%	116 72%p	1 100%	2 100%	10 78%	1 100%	3 52%	3 100%	3 100%	15 96%	1 56%	58 50%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2199	75*	2**	2**	2**	6**	104*	1**	9**
Weighted Base								
MARITAL STATUS								
MARRIED/LIVING AS								
1293	41	1	1	-	6	71	1	5
59%	55%	49%	59%	-	100%	69%	100%	48%
SINGLE								
372	15	1	1	-	-	18	-	4
17%	20%	51%	41%	-	-	17%	-	38%
WIDOWED/DIVORCED/ SEPERATED								
532	19	-	-	2	-	15	-	1
24%py	25%	-	-	100%	-	14%	-	14%
PARENT								
CHILD/CHILDREN UNDER 16 LIVE WITH ME								
578	20	-	-	-	1	26	-	2
26%	27%	-	-	-	22%	25%	-	24%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME								
21	-	-	-	-	-	-	-	-
1%	-	-	-	-	-	-	-	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT								
2	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION								
88	3	-	-	-	-	4	-	1
4%d	4%d	-	-	-	-	4%d	-	12%
NONE OF THESE								
1539	52	2	2	2	5	75	1	6
70%p	70%p	100%	100%	100%	78%	72%p	100%	64%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
Weighted Base														
NUMBER IN HOUSEHOLD														
1	619 28%p	3 29%	-	38 24%	1 100%	-	4 35%	-	2 28%	-	1 27%	8 51%	1 56%	17 15%
2	789 36%	4 37%	1 100%	64 40%	-	2 100%	5 43%	1 100%	3 45%	3 100%	2 73%	7 45%	1 44%	35 30%
3	340 15%	3 34%	-	17 10%	-	-	2 13%	-	2 27%	-	-	-	-	30 26%zdy
4	263 12%	-	-	27 17%	-	-	1 4%	-	-	-	-	-	-	15 13%
5+	181 8%	-	-	15 10%	-	-	1 5%	-	-	-	1 4%	-	-	17 14%z
NUMBER OF CHILDREN IN HOUSEHOLD														
1	263 12%	2 25%	-	19 12%	-	-	1 7%	-	2 27%	-	-	-	-	28 24%zdsy
2	231 11%	-	-	17 11%	-	-	1 4%	-	-	-	-	-	-	17 14%
3	81 4%	-	-	8 5%	-	-	-	-	-	-	1 4%	-	-	5 4%
4	19 1%	-	-	2 1%	-	-	1 5%	-	-	-	-	-	-	3 3%
5	3 *	-	-	* *	-	-	-	-	-	-	-	-	-	-
6+	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	8 *	-	-	-	-	-	-	-	-	-	-	-	-	3 3%z

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
NUMBER IN HOUSEHOLD									
1	619 28%p	22 30%p	1 51%	1 41%	-	-	21 21%	-	3 30%
2	789 36%	26 35%	1 49%	1 59%	-	5 78%	39 38%	1 100%	5 55%
3	340 15%	12 16%	-	-	2 100%	-	12 12%	-	1 15%
4	263 12%	6 8%	-	-	-	1 22%	16 15%	-	-
5+	181 8%	8 11%	-	-	-	-	14 13%	-	-
NUMBER OF CHILDREN IN HOUSEHOLD									
1	263 12%	6 8%	-	-	-	-	10 9%	-	2 24%
2	231 11%	9 12%	-	-	-	1 22%	15 15%	-	-
3	81 4%	4 5%	-	-	-	-	2 2%	-	-
4	19 1%	2 3%	-	-	-	-	2 2%	-	-
5	3 *	-	-	-	-	-	-	-	-
6+	1 *	-	-	-	-	-	-	-	-
REFUSED	8 *	-	-	-	-	-	1 1%	-	-

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Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
CHILDREN IN HOUSEHOLD														
AGED 0-5	287	-	-	19	-	-	2	-	-	-	-	-	-	25
	13%	-	-	12%	-	-	15%	-	-	-	-	-	-	21%
AGED 6-9	237	-	-	14	-	-	-	-	1	-	-	1	-	19
	11%	-	-	9%	-	-	-	-	16%	-	-	4%	-	16%
AGED 10-15	303	2	-	27	-	-	1	-	1	-	-	1	-	25
	14%	25%	-	17%	-	-	9%	-	11%	-	-	4%	-	21%
NONE < 16	1601	7	1	115	1	2	11	1	5	3	3	15	2	65
	73%p	75%	100%	72%p	100%	100%	85%	100%	73%	100%	100%	96%	100%	55%

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Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
CHILDREN IN HOUSEHOLD									
AGED 0-5	287 13%	10 13%	-	-	-	1 22%	12 11%	-	2 17%
AGED 6-9	237 11%	7 9%	-	-	-	-	15 14%	-	-
AGED 10-15	303 14%	11 15%	-	-	-	-	13 13%	-	1 7%
NONE < 16	1601 73%p	54 72%p	2 100%	2 100%	2 100%	5 78%	75 72%p	1 100%	7 76%

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Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
DURABLES OWNED														
TV	2161 98%	10 100%	1 100%	157 98%	1 100%	2 100%	13 100%	1 100%	7 100%	3 100%	3 100%	15 95%	2 100%	116 99%
SATELLITE/CABLE TV	1147 52%ds	5 50%	- -	59 37%	- -	- -	4 34%	1 100%	2 29%	1 45%	1 58%	6 39%	- -	86 73%zds
FREEVIEW/FRESAT	1230 56%py	7 69%	1 100%	115 72%zpy	1 100%	2 100%	7 52%	- -	3 44%	1 55%	2 73%	11 70%	1 56%	38 32%
MOBILE PHONE	1970 90%	9 92%	1 100%	149 93%	1 100%	2 100%	11 86%	1 100%	7 100%	3 100%	3 100%	15 92%	2 100%	109 93%
TELEPHONE	2061 94%	9 87%	1 100%	150 93%	1 100%	2 100%	12 91%	1 100%	6 90%	3 100%	3 100%	16 100%	2 100%	107 91%
PVR/DTR	828 38%	4 45%	- -	52 33%	- -	2 100%	4 29%	1 100%	2 28%	- -	1 31%	8 49%	1 56%	38 33%
PC/LAPTOP	1825 83%	10 100%	1 100%	154 96%zs	1 100%	2 100%	11 90%	1 100%	5 70%	3 100%	3 100%	16 100%	1 56%	109 93%z
TABLET/EBOOK READER	1297 59%	8 77%	- -	107 67%y	- -	- -	7 53%	1 100%	6 84%	3 100%	1 58%	8 52%	- -	83 70%zsy
GAMES CONSOLE	717 33%	4 45%	- -	43 27%	- -	2 100%	5 35%	- -	2 33%	- -	- -	1 4%	1 44%	51 44%zds
DVD/BLU-RAY	1383 63%	9 87%	1 100%	90 56%	1 100%	2 100%	7 53%	1 100%	5 72%	1 55%	1 31%	8 52%	1 56%	65 56%
MP3 PLAYER	523 24%y	6 64%	- -	27 17%	- -	- -	3 22%	- -	1 21%	1 55%	- -	1 4%	- -	18 16%

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Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
DURABLES OWNED									
TV	2161 98%	74 99%	2 100%	2 100%	2 100%	6 100%	102 99%	1 100%	9 100%
SATELLITE/CABLE TV	1147 52%ds	24 32%	1 51%	- -	- -	2 39%	80 77%zds	1 100%	5 51%
FREEVIEW/FREESAT	1230 56%py	53 71%zpy	1 49%	2 100%	2 100%	2 32%	38 36%	- -	7 73%
MOBILE PHONE	1970 90%	72 95%	2 100%	2 100%	2 100%	5 84%	96 92%	1 100%	7 74%
TELEPHONE	2061 94%	68 91%	2 100%	2 100%	2 100%	5 84%	98 94%	1 100%	9 100%
PVR/DTR	828 38%	23 31%	- -	1 59%	- -	1 9%	35 34%	- -	4 39%
PC/LAPTOP	1825 83%	63 84%	2 100%	2 100%	2 100%	4 62%	98 94%z	1 100%	7 76%
TABLET/EBOOK READER	1297 59%	39 53%	1 49%	2 100%	2 100%	2 36%	50 49%	- -	7 78%
GAMES CONSOLE	717 33%	18 25%	1 51%	- -	2 100%	- -	31 29%	- -	3 26%
DVD/BLU-RAY	1383 63%	43 57%	2 100%	2 100%	2 100%	2 30%	56 54%	1 100%	7 73%
MP3 PLAYER	523 24%v	18 24%	- -	- -	- -	- -	14 13%	- -	1 15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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Weighted Base 2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
INTERNET ACCESS														
FREQUENT - ROUGHLY EVERY DAY	1645 75%	8 78%	1 100%	132 82%z	1 100%	2 100%	10 80%	1 100%	5 70%	3 100%	1 58%	12 74%	2 100%	107 92%zs
REGULAR - AT LEAST ONCE A WEEK	195 9%	2 17%	-	19 12%	-	-	3 20%	-	1 12%	-	1 42%	3 17%	-	6 5%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	* 5%	-	2 1%	-	-	-	-	-	-	-	-	-	2 2%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 1%
NEVER - BUT DO HAVE ACCESS	78 4%	-	-	3 2%	-	-	-	-	1 18%	-	-	1 9%	-	* *
NEVER - AND DO NOT HAVE ACCESS	235 11%dpv	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
TENURE														
OWNED OUTRIGHT BY HOUSEHOLD	830 38%p	4 40%	-	67 41%p	1 100%	-	6 50%	-	2 35%	-	1 42%	13 79%	-	20 17%
BEING BOUGHT ON A MORTGAGE	664 30%	2 22%	-	44 27%	-	2 100%	1 10%	1 100%	2 27%	-	1 58%	1 8%	-	39 33%
RENTED	578 26%	3 28%	1 100%	44 27%	-	-	5 40%	-	2 38%	3 100%	-	2 13%	2 100%	46 39%zy
OTHER	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

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BASE: All landline bill payers

Weighted Base**INTERNET ACCESS**

FREQUENT - ROUGHLY EVERY DAY

REGULAR - AT LEAST ONCE A WEEK

INFREQUENT - AT LEAST ONCE A MONTH

OCCASIONAL - LESS OFTEN THAN ONCE A MONTH

NEVER - BUT DO

HAVE ACCESS

NEVER - AND DO NOT HAVE ACCESS

TENURE

OWNED OUTRIGHT BY HOUSEHOLD

BEING BOUGHT ON A MORTGAGE

RENTED

OTHER

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2199	75*	2**	2**	2**	6**	104*	1**	9**

1645	58	2	-	2	5	88	1	7
75%	78%	100%	-	100%	79%	85%z	100%	79%
195	10	-	2	-	1	6	-	-
9%	13%	-	100%	-	21%	6%	-	-
28	1	-	-	-	-	2	-	-
1%	1%	-	-	-	-	2%	-	-
18	-	-	-	-	-	2	-	-
1%	-	-	-	-	-	2%	-	-
78	3	-	-	-	-	5	-	2
4%	5%	-	-	-	-	5%	-	21%
235	3	-	-	-	-	-	-	-
11%dpv	4%	-	-	-	-	-	-	-

830	23	1	-	-	2	43	1	5
38%p	31%	49%	-	-	39%	41%p	100%	48%
664	27	1	1	-	3	31	-	3
30%	36%	51%	59%	-	48%	30%	-	30%
578	20	-	1	2	1	23	-	2
26%	26%	-	41%	100%	13%	22%	-	22%
16	-	-	-	-	-	3	-	-
1%	-	-	-	-	-	2%	-	-

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Table 908
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
INCOME														
UP TO £6499	53 2%	-	-	3 2%	-	-	1 6%	-	-	-	-	1 5%	1 56%	1 1%
£6500-£9499	138 6%	-	-	7 5%	-	-	-	-	1 16%	-	-	2 13%	-	7 6%
£9500-£13499	172 8%	-	1 100%	9 5%	1 100%	-	1 10%	-	-	-	-	2 10%	-	10 9%
£13500-£17499	157 7%	1 10%	-	13 8%	-	-	1 5%	-	-	-	-	1 4%	-	14 12%
£17500-£29999	331 15%	1 13%	-	18 11%	-	-	3 24%	-	2 27%	-	-	1 9%	-	17 14%
£30000-£49999	313 14%	3 28%	-	18 11%	-	-	2 14%	-	2 28%	-	2 73%	1 4%	-	13 11%
£50000-£99999	215 10%	3 28%	-	11 7%	-	2 100%	-	-	-	1 45%	1 27%	3 17%	-	9 7%
£100000 PLUS	80 4%	-	-	13 8%z	-	-	-	-	-	-	-	1 9%	-	6 5%
ETHNICITY														
WHITE	2033 92%ps	9 94%	1 100%	150 93%	1 100%	2 100%	12 91%	1 100%	6 95%	3 100%	3 100%	16 100%	2 100%	100 85%
NON-WHITE	158 7%	1 6%	-	11 7%	-	-	1 9%	-	* 5%	-	-	-	-	16 14%z

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)								
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)	
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
INCOME									
UP TO £6499	53 2%	2 2%	-	1 41%	-	-	5 5%	-	1 7%
£6500-£9499	138 6%	1 1%	1 49%	-	-	-	4 4%	-	-
£9500-£13499	172 8%	7 9%	-	-	-	1 9%	9 9%	-	-
£13500-£17499	157 7%	7 9%	-	-	-	1 18%	5 5%	-	1 12%
£17500-£29999	331 15%	11 14%	1 51%	-	2 100%	-	10 9%	-	1 9%
£30000-£49999	313 14%	13 17%	-	-	-	-	12 12%	-	1 15%
£50000-£99999	215 10%	3 4%	-	-	-	-	11 10%	-	-
£100000 PLUS	80 4%	2 2%	-	-	-	-	4 4%	-	-
ETHNICITY									
WHITE	2033 92%ps	63 85%	2 100%	2 100%	2 100%	5 78%	98 94%	1 100%	9 93%
NON-WHITE	158 7%	12 15%gz	-	-	-	1 22%	6 6%	-	1 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
SERVICES HAVE AT HOME														
SIMPLE/FEATURE	827	6	-	68	1	-	3	-	3	1	-	8	1	19
MOBILE PHONE	38%p	66%	-	42%p	100%	-	20%	-	40%	55%	-	47%	56%	16%
SMART PHONE	1410	7	1	107	-	2	10	1	5	1	3	11	1	102
	64%	71%	100%	66%	-	100%	81%	100%	76%	45%	100%	68%	44%	87%zds
ANY MOBILE PHONE	1999	10	1	152	1	2	12	1	6	3	3	16	2	113
	91%	100%	100%	94%	100%	100%	95%	100%	95%	100%	100%	100%	100%	96%
LANDLINE	2199	10	1	161	1	2	13	1	7	3	3	16	2	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	1750	10	1	161	1	2	13	1	7	3	3	16	2	117
	80%	100%	100%	100%z	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%z
MOBILE BROADBAND	255	2	-	16	-	-	-	-	1	1	1	2	-	17
	12%	19%	-	10%	-	-	-	-	21%	45%	31%	12%	-	14%
ANY INTERNET	1886	10	1	161	1	2	13	1	7	3	3	16	2	117
ACCESS	86%	100%	100%	100%z	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%z
PAY TV	949	4	-	48	-	-	1	-	2	1	1	3	-	70
	43%ds	45%	-	30%	-	-	12%	-	35%	45%	58%	17%	-	60%zds
VOIP	457	4	-	27	-	2	-	-	1	1	1	1	-	14
	21%ps	41%	-	17%	-	100%	-	-	21%	45%	31%	5%	-	12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
SERVICES HAVE AT HOME									
SIMPLE/FEATURE	827	36	1	-	2	3	34	1	5
MOBILE PHONE	38%p	49%p	51%	-	100%	48%	33%p	100%	49%
SMART PHONE	1410	41	1	2	2	3	79	-	4
	64%	55%	49%	100%	100%	52%	76%zs	-	44%
ANY MOBILE PHONE	1999	71	2	2	2	6	97	1	6
	91%	94%	100%	100%	100%	100%	94%	100%	67%
LANDLINE	2199	75	2	2	2	6	104	1	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	1750	75	2	2	2	6	104	1	9
	80%	100%z	100%	100%	100%	100%	100%z	100%	100%
MOBILE BROADBAND	255	4	-	1	-	1	15	-	2
	12%	6%	-	59%	-	21%	15%	-	17%
ANY INTERNET	1886	75	2	2	2	6	104	1	9
ACCESS	86%	100%z	100%	100%	100%	100%	100%z	100%	100%
PAY TV	949	20	1	-	-	2	71	-	3
	43%ds	27%	51%	-	-	37%	69%zds	-	31%
VOIP	457	8	-	-	-	-	26	-	1
	21%ps	10%	-	-	-	-	25%ps	-	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C
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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Weighted Base													
LANDLINE USERS													
LANDLINE+	1687	10	1	152	1	2	12	6	3	3	16	2	113
BROADBAND+ MOBILE	77%	100%	100%	94%z	100%	100%	95%	100%	100%	100%	100%	100%	96%z
LANDLINE+	62	-	-	9	-	-	1	-	-	-	-	-	4
BROADBAND+ NO	3%	-	-	6%	-	-	5%	-	-	-	-	-	4%
MOBILE													
LANDLINE+ MOBILE+	312	-	-	-	-	-	-	-	-	-	-	-	-
NO BROADBAND	14%dpsy	-	-	-	-	-	-	-	-	-	-	-	-
LANDLINE+ NO	138	-	-	-	-	-	-	-	-	-	-	-	-
MOBILE+ NO	6%dpy	-	-	-	-	-	-	-	-	-	-	-	-
BROADBAND													

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BASE: All landline bill payers

Weighted Base**LANDLINE USERS**LANDLINE+
BROADBAND+ MOBILELANDLINE+
BROADBAND+ NO
MOBILELANDLINE+ MOBILE+
NO BROADBANDLANDLINE+ NO
MOBILE+ NO
BROADBAND

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2199	75*	2**	2**	2**	6**	104*	1**	9**
1687	71	2	2	2	6	97	1	6
77%	94%z	100%	100%	100%	100%	94%z	100%	67%
62	4	-	-	-	-	7	-	3
3%	6%	-	-	-	-	6%	-	33%
312	-	-	-	-	-	-	-	-
14%dpsy	-	-	-	-	-	-	-	-
138	-	-	-	-	-	-	-	-
6%dpy	-	-	-	-	-	-	-	-

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DEMOGRAPHICS
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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base 2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
PRODUCT BUNDLES													
LL AND BB BUNDLE	1300 59% dpsy	-	-	1 1%	-	-	-	-	-	-	-	-	-
NO LL AND BB BUNDLE	899 41%	10 100%	1 100%	160 99% z	1 100%	2 100%	13 100%	1 100%	7 100%	3 100%	3 100%	16 100%	2 100%
													117 100% z

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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

PRODUCT BUNDLES

LL AND BB BUNDLE

NO LL AND BB
 BUNDLE

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
2199	75*	2**	2**	2**	6**	104*	1**	9**
1300	-	-	-	-	-	1	-	-
59%dpsy	-	-	-	-	-	1%	-	-
899	75	2	2	2	6	103	1	9
41%	100%z	100%	100%	100%	100%	99%z	100%	100%

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Table 909
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
GENDER																	
MALE	1121	697	424	251	23	6	2	20	1	131	99	1	-	148	14	268	29
	51%b	54%zb	47%	56%b	61%	60%	22%	51%	100%	49%	51%	16%	-	57%zb	53%	55%bj	60%
FEMALE	1078	603	475	199	15	4	5	20	-	139	94	4	1	110	12	221	19
	49%ar	46%	53%zacrt	44%	39%	40%	78%	49%	-	51%t	49%	84%	100%	43%	47%	45%	40%
AGE																	
16-17	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1
	*	*	-	-	-	10%	-	-	-	-	-	-	-	-	-	*	2%zabcjrt
18-24	47	29	18	7	-	-	-	-	-	12	1	1	-	8	-	17	-
	2%	2%	2%	2%	-	-	-	-	-	4%zan	1%	14%	-	3%	-	3%	-
25-34	271	186	85	43	4	2	1	7	1	64	27	-	-	37	1	94	6
	12%b	14%zbc	9%	9%	11%	16%	20%	17%	80%	24%zabcnr	14%	-	-	14%b	5%	19%zab cr	14%
35-44	371	246	126	70	13	1	2	6	-	68	28	-	-	56	2	114	13
	17%b	19%zb	14%	16%	35%zabcn	8%	22%	14%	-	25%zabcn	15%	-	-	22%b	8%	23%zab cn	26%b
45-54	431	287	144	107	6	1	1	11	-	59	34	2	-	59	6	115	10
	20%b	22%zb	16%	24%zb	15%	12%	14%	28%	-	22%b	18%	47%	-	23%b	22%	24%zb	21%
55-64	394	246	148	91	7	1	1	6	-	28	52	2	-	52	6	71	11
	18%j	19%jt	16%j	20%jt	18%	11%	18%	15%	-	10%	27%zabjt	38%	-	20%jt	23%	15%j	22%j
65-74	381	210	171	89	7	1	1	5	*	29	35	-	1	33	8	51	5
	17%jt	16%jt	19%jrt	20%ajrt	19%	12%	9%	12%	20%	11%	18%jt	-	100%	13%	31%	10%	11%
75+	302	94	208	43	1	3	1	6	-	10	15	-	-	12	3	26	2
	14%acjn rt	7%j	23%zacdjn rtu	10%jrt	2%	29%	16%	15%	-	4%	8%	-	-	5%	11%	5%	4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, TV and Mobile Bundle (u)
Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
AGE																	
16-24	48 2%	30 2%	18 2%	7 2%	-	1 10%	-	-	-	12 4%zan	1 1%	1 14%	-	8 3%	-	18 4%zan	1 2%
25-44	643 29%b	432 33%zbc	211 23%	113 25%	17 46%zbcn	3 25%	3 42%	12 30%	1 80%	132 49%zabcnr t	55 28%	-	-	93 36%zbc	4 13%	208 43%zab cnr	19 40%b
45-64	825 38%b	533 41%zbj	292 32%	198 44%zbj	12 32%	3 24%	2 32%	17 43%	-	87 32%	87 45%zbj	4 86%	-	112 43%bj	12 44%	186 38%j	21 43%
65+	683 31%ajr tu	305 23%jrt	379 42%zacdjn rtu	132 29%ajrt	8 22%	4 41%	2 25%	11 27%	* 20%	40 15%	51 26%jrt	-	1 100%	45 18%	11 42%	77 16%	7 15%
AREA																	
URBAN	493 22%c	297 23%c	196 22%c	69 15%	13 33%c	11 100%	1 20%	7 16%	* 20%	60 22%c	50 26%c	1 16%	-	81 31%zabcjt	5 18%	116 24%c	16 34%c
SUBURBAN	1048 48%c	604 46%c	445 49%cn	173 39%	13 33%	-	3 48%	13 32%	1 80%	154 57%zabcdn	79 41%	4 84%	-	156 61%zabcdn	7 27%	277 57%zab cdn	24 51%
RURAL	557 25%jrt u	343 26%jrt u	214 24%jrtu	181 40%zabjrt u	12 31%jrtu	-	1 18%	21 52%	-	44 16%r	64 33%zabjrtu	-	1 100%	7 3%	12 47%	69 14%r	4 9%r

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base SOCIAL GRADE	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
		2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488
A	87 4%b	66 5%zbjrt	21 2%	34 8%zabjrt	3 7%	- -	2 22%	11 27%	- -	6 2%	6 3%	- -	- -	5 2%	- -	11 2%	2 5%
B	588 27%b	410 31%zb	179 20%	172 38%zabjrt u	12 33%	- -	1 9%	11 28%	- -	76 28%b	59 30%b	- -	1 100%	68 26%b	10 37%	140 29%b	10 21%
C1	611 28%	374 29%	237 26%	120 27%	12 33%	5 49%	* 6%	9 23%	* 20%	76 28%	57 30%	1 30%	- -	83 32%	9 33%	142 29%	14 29%
C2	440 20%c	243 19%c	197 22%c	66 15%	7 19%	4 40%	2 27%	6 15%	- -	62 23%c	33 17%	3 70%	- -	56 22%c	4 15%	116 24%zac	17 35%zacn
D	299 14%ac	134 10%ac	165 18%zacrt	35 8%	2 7%	- -	1 20%	2 4%	1 80%	37 14%ac	26 13%ac	- -	- -	27 11%	3 11%	53 11%	3 7%
E	174 8%act	74 6%	100 11%zacit	24 5%	1 2%	1 11%	1 16%	2 4%	- -	13 5%	13 7%	- -	- -	18 7%	1 4%	25 5%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
STANDARD REGION																	
NORTH	139 6%	72 6%	67 8% ^c	19 4%	2 6%	-	1 9%	3 7%	1 80%	18 7%	12 6%	1 14%	-	14 6%	1 3%	26 5%	2 3%
NORTH WEST	182 8% ^b	133 10% ^{zb}	50 6%	47 10% ^b	5 13%	-	-	1 2%	-	34 13% ^{zb}	24 13% ^{zb}	-	-	19 7%	3 11%	50 10% ^b	2 5%
YORKS & HUMBERSIDE	176 8% ^b	131 10% ^{zbc}	45 5%	33 7%	3 7%	11 100%	-	2 5%	-	27 10% ^b	19 10% ^b	-	-	34 13% ^{zbc}	2 7%	61 12% ^{zbc}	9 19% ^{zbc}
WEST MIDLANDS	183 8% ^t	100 8% ^t	83 9% ^t	34 7%	5 12%	-	-	2 6%	-	14 5%	22 11% ^{jt}	-	-	23 9% ^t	1 4%	27 5%	1 2%
EAST MIDLANDS	165 8% ^c	95 7% ^c	70 8%	22 5%	2 6%	-	1 20%	3 8%	-	25 9%	8 4%	-	-	28 11% ^{zacn}	4 16%	45 9% ^{cn}	4 8%
EAST ANGLIA	111 5% ^r	58 4% ^r	53 6% ^r	25 6% ^r	3 9% ^r	-	2 22%	5 14%	-	12 4% ^r	6 3%	1 22%	-	3 1%	-	19 4% ^r	2 3%
SOUTH WEST	223 10%	130 10%	93 10%	57 13%	4 12%	-	-	3 8%	-	25 9%	18 9%	-	-	20 8%	3 11%	47 10%	6 12%
SOUTH EAST	449 20% ^d	256 20% ^d	194 22% ^d	86 19% ^d	2 5%	-	1 16%	13 31%	-	44 16%	41 21% ^d	2 47%	-	62 24% ^{dj}	5 18%	98 20% ^d	14 29% ^d
GREATER LONDON	177 8% ^{art}	75 6% ^{rt}	102 11% ^{zacrt}	27 6% ^r	6 15% ^{acrtu}	-	-	-	20%	24 9% ^{art}	13 7% ^r	-	-	6 2%	-	18 4%	1 2%
WALES	106 5% ^r	60 5% ^r	46 5% ^r	24 5% ^r	1 4% ^r	-	1 18%	4 11%	-	15 5% ^r	11 6% ^r	-	-	-	3 13%	16 3% ^r	-
SCOTLAND	185 8% ^b	135 10% ^{zb}	51 6%	49 11% ^b	3 7%	-	-	3 8%	-	22 8%	18 9%	1 16%	1 100%	35 14% ^{zb}	2 9%	55 11% ^{zb}	5 11%
NORTHERN IRELAND	101 5% ⁿ	56 4% ⁿ	45 5% ⁿ	26 6% ⁿ	1 3%	-	1 14%	-	-	12 4% ⁿ	1 1%	-	-	13 5% ⁿ	2 8%	27 6% ⁿ	3 6% ⁿ

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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
SELF EMPLOYED																	
FULL-TIME	127 6%	77 6%	50 6%	25 6%	3 7%	-	-	4 9%	-	16 6%	11 5%	1 16%	-	15 6%	2 8%	29 6%	3 5%
PART-TIME	43 2%b	33 3%b	10 1%	18 4%zb	-	-	2 22%	1 3%	-	4 1%	4 2%	-	-	3 1%	1 4%	8 2%	2 4%
OCCUPATION																	
FULL-TIME	811 37%b	552 42%zb	259 29%	175 39%b	16 43%	2 21%	1 20%	13 32%	1 80%	141 52%zabcn	72 37%b	2 47%	-	121 47%zb	6 22%	251 51%zab cn	28 58%zbcn
PART-TIME	232 11%	151 12%	80 9%	53 12%	6 16%	-	1 18%	6 14%	-	35 13%	19 10%	-	1 100%	29 11%	1 3%	59 12%	4 8%
SELF-EMPLOYED	170 8%	109 8%	60 7%	43 10%	3 7%	-	2 22%	5 12%	-	20 7%	15 8%	1 16%	-	18 7%	3 12%	36 7%	5 9%
NOT WORKING - HOUSEWIFE	69 3%c	35 3%	34 4%c	7 1%	1 2%	1 5%	1 14%	1 3%	-	11 4%	8 4%	-	-	5 2%	1 4%	14 3%	1 1%
STILL IN EDUCATION	22 1%	16 1%	7 1%	3 1%	-	1 10%	-	-	-	3 1%	1 1%	1 14%	-	6 2%	-	7 1%	1 2%
UNEMPLOYED	52 2%	24 2%	28 3%c	5 1%	1 2%	1 11%	-	2 5%	-	3 1%	4 2%	-	-	8 3%	-	9 2%	1 2%
RETIRED	756 34%ajr tu	361 28%jt	395 44%zacjnr tu	146 32%ajrt	11 29%	6 53%	2 25%	11 28%	* 20%	42 15%	66 34%ajrt	1 22%	-	62 24%jt	14 54%	91 19%	9 18%
OTHER	88 4%	53 4%	36 4%	19 4%	-	-	-	2 6%	-	14 5%	8 4%	-	-	9 3%	1 4%	21 4%	1 1%

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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
CHIEF INCOME EARNER																	
YES	1738 79%	1008 78%	730 81%	351 78%	27 71%	8 76%	6 86%	25 63%	1 80%	207 77%	155 80%	1 30%	1 100%	200 78%	24 93%	378 77%	34 71%
NO	461 21%	292 22%	169 19%	99 22%	11 29%	3 24%	1 14%	15 37%	* 20%	63 23%	38 20%	3 70%	- -	57 22%	2 7%	111 23%	14 29%
CIE WORKING STATUS																	
FULL-TIME	976 44%b	661 51%zb	315 35%	210 47%b	21 55%b	3 26%	2 34%	15 38%	1 100%	171 63%zabcn	86 44%b	2 47%	- -	142 55%zbn	7 27%	298 61%zab cn	29 61%zb
PART-TIME	163 7%	102 8%	61 7%	37 8%	2 6%	1 10%	1 18%	2 4%	- -	20 7%	17 9%	- -	1 100%	21 8%	1 3%	40 8%	6 12%
SELF-EMPLOYED	159 7%b	107 8%	52 6%	46 10%zbt	2 4%	- -	2 22%	9 22%	- -	17 6%	13 6%	1 16%	- -	15 6%	4 15%	30 6%	3 7%
NOT WORKING - HOUSEWIFE	34 2%c	15 1%	19 2%c	2 *	1 2%	- -	- -	- -	- -	4 1%	5 2%c	- -	- -	3 1%	1 4%	7 1%	- -
STILL IN EDUCATION	12 1%	8 1%	4 *	2 *	- -	- -	- -	- -	- -	2 1%	1 1%	1 14%	- -	2 1%	- -	1 *	- -
UNEMPLOYED	43 2%a	18 1%	25 3%za	5 1%	1 2%	1 11%	- -	1 2%	- -	2 1%	4 2%	- -	- -	4 2%	- -	5 1%	1 2%
RETIRED	735 33%ajr tu	343 26%jt	391 44%zacjnr tu	137 30%ajt	11 29%	6 53%	2 25%	11 28%	- -	42 15%	60 31%jt	1 22%	- -	62 24%jt	12 47%	90 18%	9 18%
OTHER	77 3%	45 3%	32 4%	13 3%	1 2%	- -	- -	2 6%	- -	12 4%	8 4%	- -	- -	8 3%	1 4%	18 4%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
MARITAL STATUS																	
MARRIED/LIVING AS	1293 59%b	839 65%zb	453 50%	289 64%zb	27 71%b	5 43%	3 46%	33 83%	1 100%	171 63%b	118 61%b	3 70%	-	178 69%zb	10 39%	314 64%zb	36 75%zb
SINGLE	372 17%c	206 16%	165 18%c	57 13%	8 20%	2 16%	1 20%	3 8%	-	55 20%c	31 16%	1 14%	-	45 17%	4 17%	88 18%c	7 15%
WIDOWED/DIVORCED/ SEPERATED	532 24%adj rtu	253 19%r	279 31%zacdjn rtu	103 23%r	3 8%	4 41%	2 34%	4 9%	-	44 16%	44 23%r	1 16%	1 100%	35 13%	12 44%	87 18%	5 10%
PARENT																	
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%b	379 29%zbc	199 22%	102 23%	9 23%	3 29%	1 20%	10 24%	1 80%	129 48%zabcdn rt	46 24%	1 14%	-	74 29%b	3 12%	194 40%zab cnr	17 36%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%	13 1%	8 1%	2 *	-	-	-	-	-	4 2%	4 2%	-	-	3 1%	-	5 1%	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	2 *	* *	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	1 *	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%b	70 5%zb	18 2%	27 6%b	3 8%b	1 8%	1 13%	5 13%	-	9 3%	14 7%zb	-	-	10 4%	1 3%	19 4%	4 9%b
NONE OF THESE	1539 70%ajt	858 66%jt	681 76%zajrt	330 73%ajt	26 69%j	8 71%	5 67%	27 66%	* 20%	130 48%	134 69%jt	4 86%	1 100%	172 67%jt	22 85%	278 57%j	30 62%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
NUMBER IN HOUSEHOLD																	
1	619 28%ajr t	282 22%	336 37%zacjnr tu	111 25%j	8 21%	5 46%	2 22%	5 14%	- -	46 17%	49 25%	1 16%	1 100%	45 17%	10 37%	95 19%	7 15%
2	789 36%bj t	496 38%zbj t	292 33%	179 40%bj	17 44%	2 17%	3 44%	17 43%	- -	76 28%	82 42%bj	3 70%	- -	107 41%bjt	10 39%	167 34%j	17 35%
3	340 15%b	231 18%zb	110 12%	79 17%b	7 20%	1 11%	1 14%	5 13%	* 20%	67 25%zabcnr t	26 13%	1 14%	- -	38 15%	5 21%	96 20%zbr	9 18%
4	263 12%b	180 14%zb	82 9%	50 11%	3 8%	1 7%	1 20%	10 26%	- -	47 18%zbc	24 12%	- -	- -	43 17%zb	1 3%	79 16%zbc	11 24%zbc
5+	181 8%	110 8%	71 8%	32 7%	3 8%	2 19%	- -	2 5%	1 80%	32 12%za	13 7%	- -	- -	24 9%	- -	51 10%	4 8%
NUMBER OF CHILDREN IN HOUSEHOLD																	
1	263 12%b	173 13%zbc	90 10%	44 10%	4 12%	2 19%	- -	3 6%	- -	63 23%zabcnr	21 11%	- -	- -	34 13%	2 7%	94 19%zab cnr	8 17%
2	231 11%b	160 12%zb	71 8%	49 11%	4 11%	- -	- -	6 16%	- -	49 18%zabcn	16 8%	1 14%	- -	33 13%b	1 5%	76 16%zab n	6 13%
3	81 4%	51 4%	29 3%	15 3%	- -	1 10%	1 20%	- -	1 80%	17 6%zb	6 3%	- -	- -	10 4%	- -	22 5%	1 2%
4	19 1%a	6 *	13 1%za	1 *	- -	- -	- -	- -	- -	2 1%	2 1%	- -	- -	1 *	- -	4 1%	2 3%ac
5	3 *	3 *	* *	- -	- -	- -	- -	1 2%	- -	1 *	1 *	- -	- -	1 *	- -	2 *	- -
6+	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -
REFUSED	8 *a	2 *	7 1%za	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -

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CHILDREN IN HOUSEHOLD																	
AGED 0-5	287 13%b	190 15%zbc	97 11%	49 11%	4 11%	2 16%	1 20%	3 9%	1 80%	76 28%zabcdn rt	21 11%	1 14%	- -	31 12%	- -	103 21%zab cnr	10 21%
AGED 6-9	237 11%b	167 13%zb	71 8%	46 10%	3 9%	1 10%	1 20%	6 15%	1 80%	59 22%zabcn rt	22 11%	- -	- -	26 10%	- -	80 16%zab cr	10 20%b
AGED 10-15	303 14%b	197 15%b	106 12%	61 13%	3 9%	3 24%	- -	5 12%	- -	51 19%zb	26 14%	- -	- -	45 18%b	3 12%	94 19%zab c	5 11%
NONE < 16	1601 73%ait	905 70%it	696 77%zairt	341 76%ait	29 77%it	8 71%	6 80%	30 76%	* 20%	136 51%	147 76%it	4 86%	1 100%	179 70%it	23 88%	290 59%i	31 64%

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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
DURABLES OWNED																	
TV	2161 98%	1275 98%	886 99%	440 98%	36 95%	11 100%	7 94%	40 100%	* 20%	268 99% ^d	190 98%	5 100%	1 100%	250 97%	26 100%	486 100% ^{za} cdr	48 100%
SATELLITE/CABLE TV	1147 52% ^{bdn}	771 59% ^{zbc} dn	376 42%	215 48%	13 33%	5 44%	- -	13 32%	- -	228 85% ^{zabcdn}	75 39%	- -	- -	215 83% ^{zabcdn}	8 29%	443 91% ^{zab} cdjnr	47 98% ^{zabcdjn} r
FREEVIEW/FREESAT	1230 56% ^{jrtu}	711 55% ^{jrtu}	519 58% ^{jrtu}	294 65% ^{zabjrtu}	28 73% ^{zajrtu}	11 100%	6 82%	29 73%	* 20%	89 33%	145 75% ^{zabcjrtu}	5 100%	- -	85 33%	19 73%	168 34%	14 29%
MOBILE PHONE	1970 90% ^b	1242 96% ^{zb}	728 81%	422 94% ^{zb}	38 100% ^{zb}	10 89%	7 100%	39 99%	1 100%	257 95% ^{zb}	187 96% ^{zb}	5 100%	1 100%	249 97% ^{zb}	26 100%	472 97% ^{zb}	46 96% ^b
TELEPHONE	2061 94% ^b	1250 96% ^{zbj}	811 90%	437 97% ^{zbj}	36 95%	11 100%	7 100%	40 99%	1 100%	252 93%	191 99% ^{zbjrt}	5 100%	1 100%	244 95% ^b	26 100%	465 95% ^b	45 94%
PVR/DTR	828 38% ^b	590 45% ^{zbn}	238 26%	195 43% ^{zb}	11 30%	1 13%	2 29%	15 38%	* 20%	149 55% ^{zabcdn}	71 37% ^b	- -	- -	131 51% ^{zbdn}	13 51%	286 59% ^{zab} cdnr	22 47% ^b
PC/LAPTOP	1825 83% ^b	1207 93% ^{zb}	617 69%	419 93% ^{zb}	36 96% ^{zb}	9 84%	6 84%	38 94%	1 100%	248 92% ^{zb}	178 92% ^{zb}	4 86%	1 100%	244 95% ^{zb}	24 92%	448 92% ^{zb}	44 93% ^b
TABLET/EBOOK READER	1297 59% ^b	920 71% ^{zbn}	377 42%	316 70% ^{zbn}	25 67% ^b	10 91%	6 87%	33 82%	- -	203 75% ^{zbn}	116 60% ^b	2 53%	- -	189 74% ^{zbn}	19 73%	367 75% ^{zab} n	35 73% ^b
GAMES CONSOLE	717 33% ^b	531 41% ^{zbc} n	186 21%	159 35% ^b	13 34%	6 54%	2 33%	18 46%	- -	144 53% ^{zabcdn}	59 30% ^b	- -	- -	124 48% ^{zabcn}	5 20%	254 52% ^{zab} cdn	25 51% ^{zbn}
DVD/BLU-RAY	1383 63% ^b	931 72% ^{zb}	452 50%	323 72% ^{zb}	30 80% ^{zb}	7 62%	5 72%	29 72%	* 20%	188 70% ^{zb}	137 71% ^{zb}	4 78%	1 100%	185 72% ^{zb}	22 84%	355 73% ^{zb}	33 69% ^b
MP3 PLAYER	523 24% ^b	422 32% ^{zbn}	101 11%	146 32% ^{zb}	11 30% ^b	1 13%	* 6%	16 39%	1 80%	108 40% ^{zabn}	46 24% ^b	2 47%	- -	81 31% ^{zb}	9 35%	182 37% ^{zab} nr	15 32% ^b

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Product bundles															
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		2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488
Weighted Base																	
INTERNET ACCESS																	
FREQUENT - ROUGHLY EVERY DAY	1645 75% ^b	1109 85% ^{zbc}	536 60%	364 81% ^{zb}	36 97% ^{zbcn}	9 87%	4 62%	38 96%	1 80%	234 87% ^{zb}	161 83% ^{zb}	5 100%	1 100%	232 90% ^{zabcn}	23 86%	429 88% ^{zbc}	47 98% ^{zabcjnt}
REGULAR - AT LEAST ONCE A WEEK	195 9% ^r	123 9% ^{rt}	73 8%	59 13% ^{zabrt}	1 3%	1 7%	2 22%	2 4%	*	22 8%	23 12% ^r	-	-	11 4%	3 11%	34 7%	1 2%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	15 1%	13 1%	6 1%	-	1 6%	-	-	-	2 1%	-	-	-	6 2%	-	9 2%	-
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	12 1%	6 1%	8 2% ^{za}	-	-	-	-	-	2 1%	1 1%	-	-	-	-	2 1%	-
NEVER - BUT DO HAVE ACCESS	78 4% ^a	31 2%	47 5% ^{zact}	9 2%	-	-	-	-	-	7 3%	7 3%	-	-	7 3%	1 4%	11 2%	-
NEVER - AND DO NOT HAVE ACCESS	235 11% ^{acdj} nrtu	11 1%	224 25% ^{zacdjnr} tu	4 1%	-	-	1 16%	-	-	3 1%	2 1%	-	-	*	-	3 1%	-
TENURE																	
OWNED OUTRIGHT BY HOUSEHOLD	830 38% ^{jt}	476 37% ^{jt}	354 39% ^{jt}	187 42% ^{ajt}	13 36%	3 26%	3 37%	18 46%	*	57 21%	88 45% ^{zajrt}	2 38%	1 100%	85 33% ^{jt}	19 72%	120 25%	14 29%
BEING BOUGHT ON A MORTGAGE	664 30% ^{bn}	454 35% ^{zbn}	210 23%	157 35% ^{zbn}	15 39% ^{bn}	2 21%	1 13%	11 28%	-	121 45% ^{zabcn}	44 23%	-	-	101 39% ^{zbn}	2 9%	204 42% ^{zabcn}	19 39% ^{bn}
RENTED	578 26% ^{ac}	303 23% ^c	276 31% ^{zacr}	72 16%	8 22%	6 54%	3 36%	10 24%	1 80%	80 30% ^{ac}	59 31% ^{ac}	3 62%	-	57 22%	3 12%	136 28% ^{acr}	12 24%
OTHER	16 1%	10 1%	6 1%	7 2%	-	-	-	-	-	*	2 1%	-	-	1 *	-	1 *	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
INCOME																	
UP TO £6499	53 2% ^{ac}	23 2%	30 3% ^{zac}	4 1%	2 5% ^c	-	-	1 2%	-	5 2%	7 4% ^{ac}	1 16%	-	3 1%	-	10 2%	-
£6500-£9499	138 6% ^a	67 5%	71 8% ^{zac}	19 4%	1 2%	1 5%	1 16%	6 15%	1 80%	13 5%	12 6%	-	-	12 5%	1 4%	23 5%	3 6%
£9500-£13499	172 8%	94 7%	78 9%	30 7%	1 3%	4 37%	-	* 1%	-	16 6%	21 11% ^t	1 14%	-	17 7%	4 15%	27 6%	3 7%
£13500-£17499	157 7%	91 7%	67 7%	30 7%	3 8%	1 10%	3 40%	1 3%	-	27 10%	9 5%	1 22%	-	14 5%	2 8%	38 8%	4 9%
£17500-£29999	331 15% ^b	236 18% ^{zb}	95 11%	96 21% ^{zb}	6 16%	1 11%	1 13%	3 8%	* 20%	46 17% ^b	34 18% ^b	2 47%	-	42 16% ^b	5 18%	84 17% ^b	14 29% ^{zbr}
£30000-£49999	313 14% ^b	234 18% ^{zb}	79 9%	79 18% ^b	7 18%	1 8%	-	8 19%	-	54 20% ^{zb}	33 17% ^b	-	-	48 19% ^b	4 17%	97 20% ^{zb}	6 12%
£50000-£99999	215 10% ^b	168 13% ^{zbn}	46 5%	55 12% ^b	4 10%	1 7%	-	14 34%	-	41 15% ^{zbn}	15 8%	-	-	36 14% ^{zb}	3 13%	75 15% ^{zbn}	7 14% ^b
£100000 PLUS	80 4%	52 4%	28 3%	29 6% ^{zabt}	-	-	-	2 4%	-	8 3%	5 2%	-	-	9 3%	1 4%	15 3%	1 3%
ETHNICITY																	
WHITE	2033 92% ^j	1205 93% ^j	827 92%	428 95% ^{zajn}	36 94%	11 100%	5 78%	38 95%	1 80%	239 89%	173 89%	5 100%	1 100%	242 94%	26 100%	458 94% ^j	46 97%
NON-WHITE	158 7% ^c	89 7% ^c	69 8%	21 5%	2 6%	-	2 22%	2 5%	* 20%	29 11% ^{zact}	18 9% ^c	-	-	15 6%	-	30 6%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
SERVICES HAVE AT HOME																	
SIMPLE/FEATURE MOBILE PHONE	827 38%jrt	475 37%jrt	352 39%jrt	193 43%zajrtu	13 34%	3 27%	2 34%	15 36%	1 80%	61 23%	90 47%zajrtu	2 47%	- -	74 29%	20 77%	129 26%	11 24%
SMART PHONE	1410 64%bn	954 73%zbcn	456 51%	309 69%b	29 77%b	8 72%	5 66%	30 74%	1 100%	230 85%zabcn	120 62%b	2 53%	1 100%	207 81%zabcn	12 45%	407 83%zab cn	44 93%zabcn
ANY MOBILE PHONE	1999 91%b	1261 97%zb	738 82%	434 96%zb	38 100%b	10 89%	7 100%	39 99%	1 100%	264 98%zb	186 96%zb	5 100%	1 100%	249 97%zb	26 100%	480 98%za b	48 100%b
LANDLINE	2199 100%	1300 100%	899 100%	450 100%	38 100%	11 100%	7 100%	40 100%	1 100%	270 100%	194 100%	5 100%	1 100%	258 100%	26 100%	488 100%	48 100%
FIXED BROADBAND	1750 80%b	1216 94%zb	534 59%	428 95%zb	37 98%zb	11 100%	5 65%	38 95%	1 100%	248 92%zb	178 92%zb	5 100%	1 100%	243 94%zb	21 80%	461 94%zb	44 93%zb
MOBILE BROADBAND	255 12%b	175 13%zb	79 9%	56 12%	7 18%	1 5%	2 22%	- -	- -	47 17%zbn	19 10%	1 14%	1 100%	39 15%b	4 14%	81 17%zab n	9 19%b
ANY INTERNET ACCESS	1886 86%b	1269 98%zb	617 69%	442 98%zb	38 100%zb	11 100%	6 87%	39 97%	1 100%	264 98%zb	185 96%zb	5 100%	1 100%	253 98%zb	24 89%	483 99%za bn	48 100%zb
PAY TV	949 43%bn	671 52%zbc dn	277 31%	177 39%b	10 27%	4 33%	1 14%	10 26%	- -	207 77%zabcdn	68 35%	- -	- -	187 73%zabcdn	7 25%	406 83%zab cdjnr	37 77%zabcdn
VOIP	457 21%bn	370 28%zbn	87 10%	145 32%zbn	14 38%zbn	6 57%	1 20%	15 38%	- -	77 29%zbn	29 15%	2 38%	- -	70 27%zbn	11 40%	157 32%zab n	23 48%zabcjnr t

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Weighted Base	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
LANDLINE USERS																	
LANDLINE+ BROADBAND+ MOBILE	1687 77%b	1182 91%zb	505 56%	413 92%zb	37 98%zb	10 89%	5 65%	37 93%	1 100%	245 91%zb	173 89%zb	5 100%	1 100%	235 91%zb	21 80%	454 93%zb	44 93%zb
LANDLINE+ BROADBAND+ NO MOBILE	62 3%t	33 3%	29 3%	15 3%	- -	1 11%	- -	1 1%	- -	3 1%	6 3%	- -	- -	8 3%	- -	7 1%	- -
LANDLINE+ MOBILE+ NO BROADBAND	312 14%acd jnr	78 6%	233 26%zacd jnrtu	21 5%	1 2%	- -	2 35%	2 5%	- -	19 7%	14 7%	- -	- -	14 5%	5 20%	26 5%	3 7%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%acj nrt	6 *	132 15%zacd jnrtu	1 *	- -	- -	- -	- -	- -	3 1%	1 1%	- -	- -	1 *	- -	2 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
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		2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488
PRODUCT BUNDLES																	
LL AND BB BUNDLE	1300 59%zb	1300 100%zb	- -	450 100%zb	38 100%zb	11 100%	7 100%	40 100%	1 100%	270 100%zb	194 100%zb	5 100%	1 100%	258 100%zb	26 100%	488 100%zb	48 100%zb
NO LL AND BB BUNDLE	899 41%acdj nrtu	- -	899 100%zacdjnr tu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 910
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
GENDER																							
MALE	1121 51%gj	97 49%	93 52%	28 48%	319 48%	262 52% ^d	74 45%	681 49%	340 53%	794 54% ^{zj}	180 46%	56 59%	161 56%	324 48%	251 51%	117 54%	178 49%	185 50%	293 52%	230 49%	118 50%	187 50%	186 49%
FEMALE	1078 49% ^{ai}	102 51%	88 48%	30 52%	349 52% ^e	239 48%	89 55%	708 51% ^z	302 47%	673 46%	212 54% ^{zi}	39 41%	128 44%	345 52%	244 49%	98 46%	187 51%	182 50%	276 48%	235 51%	116 50%	189 50%	193 51%
AGE																							
16-17	1 *	-	-	-	-	-	-	1	-	1	-	-	1	1	1	-	1	1	1	1	-	1	1
18-24	47 2% ^{degj}	10 5% ^z	9 5% ^z	6 10% ^z	3 *	2 *	2 1%	14 1%	20 3% ^g	41 3% ^{zj}	3 1%	5 5%	7 2%	13 2%	14 3%	4 2%	10 3%	13 4%	9 2%	13 3%	8 4%	11 3%	12 3%
25-34	271 12% ^{gj} m	36 18% ^z	34 19% ^z	13 23% ^z	72 11%	73 15% ^d	23 14%	84 6%	124 19% ^{zg}	247 17% ^{zj}	18 5%	20 21% ^z	41 15% ^z	63 9%	86 17% ^{zm}	45 21% ^{zm}	62 17% ^{zm}	78 21% ^{zmn} p	59 10%	86 18% ^{zr}	55 24% ^{zrs} u	66 18% ^{zr}	77 20% ^{zr}
35-44	371 17% ^{gj}	50 25% ^z	45 25% ^z	16 29%	107 16%	84 17%	34 21%	191 14%	141 22% ^{zg}	310 21% ^{zj}	46 12%	23 24%	78 27% ^z	122 18%	135 27% ^{zm}	58 27% ^{zm}	101 28% ^{zm}	100 27% ^{zm}	98 17%	111 24% ^{zr}	59 25% ^{zr}	90 24% ^{zr}	99 26% ^{zr}
45-54	431 20% ^j	36 18%	43 23% ^a	13 22%	151 23% ^z	133 27% ^{zd}	42 26%	257 19%	143 22%	351 24% ^{zj}	59 15%	23 24%	78 27% ^z	147 22%	118 24% ^z	52 24%	81 22%	78 21%	120 21%	119 26% ^z	50 21%	93 25% ^z	89 24%
55-64	394 18% ^{bm} nqv	26 13% ^b	16 9%	5 8%	145 22% ^z	115 23% ^z	28 17%	281 20% ^z	104 16%	258 18%	86 22% ^z	10 11%	45 16%	95 14%	70 14%	29 14%	55 15%	46 12%	93 16%	74 16%	34 14%	62 16% ^v	51 14%
65-74	381 17% ^{ch} ilnop qstuv	28 14% ^c	28 15% ^c	2 3%	123 18% ^e	70 14%	24 14%	304 22% ^{zh}	69 11%	186 13%	106 27% ^{zi}	11 12%	26 9%	124 19% ^{nop} q	53 11%	18 9%	41 11%	39 11%	99 17% ^{stu} v	48 10%	22 9%	39 10%	36 10%
75+	302 14% ^{abd} efhiki nopqst uv	12 6%	7 4%	2 4%	67 10% ^e	24 5%	11 7%	257 18% ^{zh}	42 6%	74 5%	75 19% ^{zi}	3 3%	13 4%	104 16% ^{nopq}	18 4%	8 4%	13 4%	12 3%	90 16% ^{stuv}	13 3%	7 3%	13 4%	13 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
AGE																							
16-24	48 2%deg j	10 5%z	9 5%z	6 10%z	3 *	2 *	2 1%	15 1%	20 3%g	42 3%zj	3 1%	5 5%	8 3%	14 2%	16 3%	4 2%	11 3%	14 4%z	10 2%	14 3%	8 4%	12 3%	13 4%
25-44	643 29%gj	86 43%z	79 43%z	30 52%z	178 27%	157 31%d	56 35%d	275 20%	265 41%zg	557 38%zj	64 16%	43 45%z	119 41%z	185 28%	220 45%zm	103 48%zm	163 45%zm	178 48%zm	157 28%	197 42%zr	114 49%zrs u	157 42%zr	176 46%zrsu
45-64	825 38%	62 31%	59 32%	17 30%	296 44%z	248 49%zd	70 43%	538 39%	247 38%	608 41%z	144 37%	33 35%	124 43%	242 36%	188 38%q	81 38%	136 37%	124 34%	213 37%	193 42%tv	84 36%	154 41%tv	140 37%
65+	683 31%ab cefh klnop qstuv	40 20%c	35 19%c	4 8%	190 29%e	95 19%	35 21%	561 40%zh	111 17%	260 18%	181 46%zi	14 15%	38 13%	228 34%nop q	71 14%	26 12%	54 15%	51 14%	189 33%stu v	61 13%	29 12%	53 14%	49 13%
AREA																							
URBAN	493 22%gj	50 25%	44 24%	21 37%z	135 20%	109 22%	32 20%	254 18%	183 28%zg	365 25%zj	69 18%	27 28%	79 27%	137 20%	120 24%	56 26%	93 26% m	100 27%zm	116 20%	110 24%u	66 28%zru	76 20%	100 26%ru
SUBURBAN	1048 48%lp v	90 45%	81 45%	22 39%	327 49%	238 47%	102 63%zde	664 48%	326 51%	689 47%	185 47%	42 44%	104 36%	312 47%	214 43%	100 47%	153 42%	163 44%	253 45%	207 45%	110 47%	176 47%v	161 42%
RURAL	557 25%fh i	52 26%	50 28%	13 23%	182 27%f	138 27%f	27 17%	415 30%zh	104 16%	328 22%	126 32%zi	24 25%	95 33%z	179 27%	131 26%q	48 22%	93 26%	82 22%	161 28%t	122 26%t	49 21%	107 28%t	100 26%t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 910
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base
SOCIAL GRADE

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
87 4%lq	8 4%	6 3%	1 2%	28 4%f	23 5%f	- -	61 4%	22 3%	60 4%	14 4%	2 2%	30 10%zk	22 3%	21 4%q	8 4%q	13 4%q	5 1%	15 3%	12 3%	9 4%	10 3%	8 2%
588 27%	46 23%	52 28%a	11 19%	202 30%z	160 32%z	54 33%	380 27%	169 26%	387 26%	121 31%	45 47%z	107 37%z	196 29%	151 31%	81 38%zmn pq	109 30%	107 29%	183 32%z	141 30%	71 30%	120 32%z	122 32%z
611 28%	60 30%	53 29%	11 20%	199 30%	156 31%	48 29%	371 27%	196 30%	444 30%z	102 26%	32 33%	82 28%	192 29%	134 27%	59 28%	101 28%	113 31%	173 30%	143 31%	72 31%	116 31%	121 32%
440 20%lo rsuv	43 21%	35 19%	19 33%zb	130 19%	92 18%	45 28%zde	286 21%	114 18%	292 20%	78 20%	11 11%	41 14%	127 19%	87 18%	28 13%	60 17%	62 17%	92 16%	76 16%	35 15%	55 15%	54 14%
299 14%ef jkl	33 16%	30 17%	13 22%	78 12%	53 10%	13 8%	177 13%	101 16%	195 13%	40 10%	3 3%	18 6%	92 14%	71 14%	24 11%	55 15%	49 13%	66 12%	65 14%	31 13%	52 14%	50 13%
174 8%bde fil	10 5%	6 3%	2 4%	30 5%	18 4%	4 2%	115 8%	41 6%	90 6%	36 9%gi	3 3%	12 4%	41 6%	30 6%	13 6%	26 7%	30 8%gn	40 7%	27 6%	16 7%	23 6%	24 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
Overlap formulae used. * small base

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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
STANDARD REGION																							
NORTH	139 6% i	16 8%	15 8%	4 8%	45 7%	31 6%	8 5%	88 6%	44 7%	80 5%	36 9% zi	7 7%	13 5%	52 8% q	26 5%	12 6%	23 6%	17 5%	45 8%	33 7%	12 5%	21 6%	22 6%
NORTH WEST	182 8%	14 7%	12 7%	3 4%	64 10%	46 9%	18 11%	103 7%	72 11% zg	126 9%	36 9%	10 11%	24 8%	61 9%	45 9%	15 7%	38 10%	34 9%	48 8%	49 11%	22 9%	40 11%	42 11%
YORKS & HUMBERSIDE	176 8% g	23 12%	21 12%	13 23% zab	57 9%	45 9%	20 12%	93 7%	69 11% zg	116 8%	37 9%	6 6%	23 8%	55 8%	46 9%	14 7%	38 10%	30 8%	47 8%	46 10%	25 10%	47 12% zrs	40 11%
WEST MIDLANDS	183 8% mnp rsu	11 6%	10 5%	1 3%	49 7%	31 6%	17 11% e	132 10% z	43 7%	121 8%	40 10%	8 8%	24 8%	31 5%	26 5%	14 7%	18 5%	21 6%	16 3%	20 4%	13 6% ru	13 3%	21 6% ru
EAST MIDLANDS	165 8% def	17 9%	15 8%	10 17% z	35 5%	20 4%	5 3%	98 7%	44 7%	107 7%	27 7%	7 7%	21 7%	56 8%	44 9%	31 14% zmpn q	34 9%	34 9%	61 11% zs	31 7%	26 11% s	31 8%	32 8%
EAST ANGLIA	111 5% dhl mpv	16 8%	20 11% z	5 9%	22 3%	23 5%	5 3%	76 6%	22 3%	76 5%	16 4%	2 2%	4 1%	21 3%	20 4% p	9 4%	9 2%	13 3%	19 3%	17 4% v	7 3%	13 3%	8 2%
SOUTH WEST	223 10% lt	25 13%	22 12%	6 11%	87 13% z	64 13%	14 9%	152 11%	61 9%	144 10%	36 9%	12 13% l	16 5%	74 11%	71 14% zo	16 8%	47 13% o	52 14% zo	73 13% zt	67 14% zt	10 4%	53 14% zt	55 14% zt
SOUTH EAST	449 20%	33 17%	32 16%	7 12%	137 20%	100 20%	39 24%	297 21%	119 16%	295 20%	86 22%	23 25%	73 25%	136 20%	101 20%	55 26%	76 21%	77 21%	111 20%	92 20%	64 27% zrs uv	78 21%	78 21%
GREATER LONDON	177 8% jmu	10 5%	10 5%	3 5%	45 7%	44 9% d	14 9%	102 7%	64 10%	137 9% zj	13 3%	4 4%	22 8%	38 6%	30 6%	15 7%	20 6%	27 7%	34 6%	29 6%	19 8% u	18 5%	23 6%
WALES	106 5% i	11 5%	7 4%	1 2%	35 5%	27 5% f	3 2%	75 5%	22 3%	53 4%	14 4%	2 3%	11 4%	38 6% p	18 4%	8 4%	10 3%	14 4%	29 5%	16 4%	7 3%	11 3%	12 3%
SCOTLAND	185 8%	14 7%	12 7%	3 5%	70 10%	54 11%	18 11%	115 8%	53 8%	126 9%	39 10%	11 12%	47 16% z	66 10%	39 8%	15 7%	27 7%	27 7%	47 8%	38 8%	19 8%	34 9%	26 7%
NORTHERN IRELAND	101 5%	7 4%	6 3%	1 2%	23 3%	17 3%	2 1%	57 4%	30 5%	85 6% z	12 3%	2 2%	11 4%	41 6% z	30 6%	10 5%	25 7%	23 6%	38 7% z	26 6%	10 4%	17 5%	18 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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DEMOGRAPHICS
BASE: All landline bill payers

		Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	TOTAL (z)	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
SELF EMPLOYED																							
FULL-TIME	127 6%	18 9%	17 10%	6 11%	42 6%	35 7%	11 7%	79 6%	39 6%	101 7%z	20 5%	9 9%	30 10%z	39 6%	32 6%	15 7%	23 6%	19 5%	31 5%	27 6%	16 7%	22 6%	25 7%
PART-TIME	43 2%	2 1%	2 1%	-	16 2%	11 2%	4 3%	28 2%	14 2%	32 2%	6 2%	4 4%	3 1%	12 2%	17 3%zm	9 4%zm	9 2%	8 2%	19 3%z	16 3%z	6 3%	11 3%	11 3%
OCCUPATION																							
FULL-TIME	811 37%gj	80 40%	78 43%	29 51%	255 38%	233 46%zd	86 53%zd	393 28%	316 49%zg	676 46%zj	100 26%	45 48%	146 50%z	226 34%	231 47%zm	115 54%zmn p	166 46%zm	182 49%zm	201 35%	231 50%zr	121 51%zr	187 50%zr	191 51%zr
PART-TIME	232 11%	29 14%	31 17%z	8 13%	65 10%	49 10%	12 7%	142 10%	73 11%	180 12%z	35 9%	11 12%	40 14%	80 12%	70 14%zo	17 8%	53 14%zo	47 13%o	56 10%	58 12%	22 9%	43 11%	42 11%
SELF-EMPLOYED	170 8%	20 10%	19 11%	6 11%	58 9%	46 9%	16 10%	107 8%	53 8%	133 9%z	26 7%	13 14%	33 11%z	51 8%	49 10%q	24 11%	32 9%	28 8%	50 9%	42 9%	22 9%	33 9%	35 9%
NOT WORKING - HOUSEWIFE	69 3%	7 4%	4 2%	-	18 3%	9 2%	2 1%	42 3%	21 3%	58 4%z	8 2%	* 4%	7 2%	16 2%	12 3%	6 3%	9 3%	9 2%	12 2%	15 3%	9 4%	12 3%	13 4%
STILL IN EDUCATION	22 1%g	2 1%	2 1%	2%	9 1%	6 1%	2 1%	7 1%	10 2%g	20 1%z	1 *	4 4%z	5 2%	9 1%	7 1%	5 2%	7 2%	7 2%	8 1%	7 1%	6 2%	6 2%	7 2%
UNEMPLOYED	52 2%gm	8 4%	7 4%	2 4%	13 2%	12 2%	2 1%	22 2%	19 3%	43 3%z	6 1%	2 2%	7 2%	9 1%	15 3% ^m	6 3%	13 4% ^m	14 4% ^m	9 2%	12 3%	8 3%	9 2%	13 4% ^r
RETIRED	756 34% ^{ab} cefh klno pqrstuv	44 22% ^{bc}	31 17%	5 9%	221 33% ^{ef}	126 25%	37 23%	616 44% ^{zh}	128 20%	304 21%	196 50% ^{zi}	17 18%	46 16%	248 37% ^{no} q	86 17%	32 15%	68 19%	62 17%	212 37% ^{stu} v	76 16%	36 15%	68 18%	58 15%
OTHER	88 4%	8 4%	8 5%	5 10%	27 4%	20 4%	5 3%	60 4%	22 3%	53 4%	20 5%	2 2%	7 2%	29 4%	25 5%	8 4%	17 5%	20 5%	21 4%	23 5%	12 5%	17 5%	18 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
CHIEF INCOME EARNER																							
YES	1738 79% d l n p s	148 74%	138 76%	40 70%	504 75%	380 76%	115 71%	1098 79%	507 79%	1144 78%	301 77%	72 75%	209 72%	527 79% n	362 73%	170 79% n	272 74%	278 76%	460 81% s t u v	349 75%	174 74%	285 76%	287 76%
NO	461 21%	51 26%	43 24%	17 30%	164 25% z	121 24%	48 29% z	291 21%	136 21%	324 22%	91 23%	24 25%	80 28% z	141 21%	133 27% z m o	44 21%	93 26% z	90 24%	109 19%	116 25% z r	61 26% r	91 24% r	91 24% r
CIE WORKING STATUS																							
FULL-TIME	976 44% g j	97 49%	98 54% z a	35 61% z	322 48% z	282 56% z d	102 63% z d	493 35%	376 58% z g	805 55% z j	126 32%	53 56%	179 62% z	287 43%	287 58% z m	130 61% z m	207 57% z m	218 59% z m	245 43%	283 61% z r	148 63% z r	220 58% z r	233 61% z r
PART-TIME	163 7%	21 10%	24 13% z	5 9%	40 6%	30 6%	8 5%	111 8%	39 6%	121 8%	25 6%	7 7%	19 6%	57 8%	35 7%	12 6%	30 8%	31 8%	38 7%	31 7%	11 5%	28 7% t	26 7%
SELF-EMPLOYED	159 7%	19 9%	15 8%	5 9%	55 8%	48 10%	16 10%	98 7%	48 8%	120 8% z	28 7%	12 13%	33 12% z	46 7%	45 9% q	18 9%	28 8%	23 6%	45 8%	39 8%	18 8%	30 8%	29 8%
NOT WORKING - HOUSEWIFE	34 2% e	5 2% b	1 1%	-	6 1% e	2 *	-	18 1%	14 2%	28 2%	6 2%	* *	1 *	6 1%	6 1%	4 2%	5 1%	4 1%	5 1%	5 1%	5 2%	5 1%	5 1%
STILL IN EDUCATION	12 1% g	2 1%	2 1%	1 2%	3 *	2 *	-	2 *	5 1%	11 1%	* *	2 2% z	2 1%	3 *	1 *	2 1%	2 1%	1 *	3 1%	1 *	1 1%	1 *	1 *
UNEMPLOYED	43 2% g	8 4%	7 4%	1 2%	10 2%	10 2%	2 1%	18 1%	17 3%	35 2%	4 1%	1 2%	7 2%	7 1%	10 2%	5 2%	11 3% m	12 3% m	8 1%	8 2%	6 3%	7 2%	9 2%
RETIRED	735 33% a b c e f h i k l n o p q s t u v	40 20% b c	27 15%	4 7%	214 32% e f	117 23%	33 20%	597 43% z h	127 20%	293 20%	191 49% z i	18 19%	41 14%	240 36% n o p q	87 18%	35 16%	67 18%	60 16%	207 36% s t u v	77 16%	35 15%	68 18% v	57 15%
OTHER	77 3%	8 4%	6 4%	5 9%	18 3%	11 2%	2 1%	52 4%	18 3%	54 4%	11 3%	1 1%	7 2%	24 4%	23 5%	8 4%	13 4%	17 5%	18 3%	21 4%	9 4%	17 5%	19 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
MARITAL STATUS																							
MARRIED/LIVING AS	1293 59%	132 66%z	124 69%z	39 69%	411 62%	342 68%zd	109 67%	810 58%	386 60%	949 65%zj	217 55%	69 72%z	200 69%z	370 55%	324 65%zm	150 70%zm	239 65%zm	238 65%zm	331 58%	296 64%zr	161 69%zr	245 65%zr	248 65%zr
SINGLE	372 17%g	33 17%	31 17%	13 23%	100 15%	73 15%	20 13%	192 14%	131 20%zg	257 18%	55 14%	11 12%	51 18%	118 18%	85 17%	33 15%	62 17%	69 19%	100 18%	89 19%	42 18%	66 17%	70 18%
WIDOWED/DIVORCED/ SEPERATED	532 24%ab cehil nopqs tuv	34 17%	26 14%	5 9%	156 23%e	87 17%	33 21%	386 28%zh	125 19%	259 18%	119 30%zi	15 16%	38 13%	180 27%nop q	86 17%	31 14%	64 17%	60 16%	137 24%stu v	80 17%	32 14%	66 17%	61 16%
PARENT																							
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%gj	77 39%z	74 41%z	31 55%za	173 26%	152 30%zd	54 33%dd	279 20%	227 35%zg	500 34%zj	52 13%	35 36%	94 33%z	171 26%	192 39%zm	89 41%zm	144 40%zm	156 42%zm	137 24%	173 37%zr	87 37%zr	135 36%zr	153 41%zru
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%g	* *	- -	- -	6 1%	7 1%	2 1%	6 *	10 2%g	17 1%	3 1%	4 4%z	4 1%	6 1%	6 1%	1 1%	4 1%	7 2%	3 *	6 1%	1 *	3 1%	5 1%t
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	- -	- -	- -	- -	- -	- -	1 *	1 *	2 *	* *	- -	- -	* *	- -	- -	* *	- -	1 *	1 *	1 1%	1 *	1 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%	12 6%	14 8%z	6 11%z	38 6%z	32 6%z	12 7%	50 4%	28 4%	69 5%	16 4%	3 3%	28 10%z	27 4%	26 5%	14 7%q	20 6%	13 4%	21 4%	25 5%	17 7%zrv	25 7%zrv	17 4%
NONE OF THESE	1539 70%ab cephi klinop qstuv	116 58%c	99 55%	24 42%	457 68%ef	317 63%	96 59%	1068 77%zh	384 60%	906 62%	324 83%zi	54 56%	172 60%	471 70%nop q	279 56%	114 53%	203 56%	199 54%	412 73%stu v	268 58%	135 58%	220 59%	209 55%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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Table 910
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
NUMBER IN HOUSEHOLD																							
1	619 28%ab celhi kinop qstuv	37 19%c	31 17%	4 7%	167 25%ef	90 18%	25 15%	439 32%zh	144 22%	307 21%	132 34%zi	15 16%	46 16%	204 30%nop q	86 17%o	25 12%	67 18%o	60 16%	169 30%stu v	84 18%	37 16%	68 18%	69 18%
2	789 36%hi	67 34%b	52 29%	19 33%	254 38%	207 41%z	61 38%	537 39%zh	202 31%	499 34%	171 44%zi	40 42%	105 36%	225 34%	160 32%	76 36%	120 33%	123 33%	212 37%	158 34%	84 36%	135 36%v	121 32%
3	340 15%gj	43 21%z	43 24%z	17 30%z	99 15%	76 15%	30 18%	183 13%	126 20%zg	277 19%zj	44 11%	15 16%	64 22%z	105 16%	85 17%	34 16%	56 15%	60 16%	83 15%	90 19%zr	37 16%	65 17%	64 17%
4	263 12%gj	36 18%z	35 19%z	7 13%	96 14%z	85 17%z	26 16%	136 10%	96 15%zg	233 16%zj	20 5%	14 15%	52 18%z	68 10%	94 19%zm	54 25%zmn pq	68 19%zm	71 19%zm	56 10%	72 15%zr	47 20%zrs u	58 16%zr	69 18%zrs
5+	181 8%g	16 8%	20 11%	10 17%	50 7%	44 9%	21 13% ^d	93 7%	70 11%zg	146 10%zj	23 6%	11 12%	22 8%	65 10%	69 14%zm	23 11%	52 14%zm	53 14%zm	48 8%	60 13%zr	28 12%	49 13%zr	54 14%zr
NUMBER OF CHILDREN IN HOUSEHOLD																							
1	263 12%gj r	36 18%z	27 15%	15 27%zb	77 12%	70 14% ^d	25 15%	120 9%	107 17%zg	228 16%zj	27 7%	12 13%	41 14%	69 10%	76 15%zm	31 15%	55 15% ^m	62 17%zm	54 9%	78 17%zr	34 14% ^r	55 15% ^r	66 17%zr
2	231 11%gj	35 17%z	40 22%za	13 23%z	77 11%	64 13%	23 14%	113 8%	98 15%zg	206 14%zj	13 3%	19 19%z	45 16%z	73 11%	83 17%zm	46 22%zm	66 18%zm	70 19%zm	52 9%	66 14%zr	42 18%zru	51 14% ^r	64 17%zrsu
3	81 4% ^d	9 5%	9 5%	6 11%z	15 2%	20 4% ^d	6 4%	45 3%	26 4%	62 4%	12 3%	4 4%	10 3%	27 4%	27 6%z	11 5%	20 6%	18 5%	26 5%	27 6%z	10 4%	24 7%z	23 6%z
4	19 1%	1 *	1 *	-	5 1%	3 1%	3 2%	10 1%	3 1%	17 1%z	* *	1 1%	1 *	6 1%	8 2%	3 1%	6 2%	7 2%	2 *	5 1%	3 1%	5 1%	5 1%
5	3 *	- -	- -	-	2 *	1 *	1 1%	1 *	2 *	2 *	1 *	- -	- -	1 *	3 1%	2 1%	2 *	2 *	2 *	3 1%z	2 1%	2 *	2 1%
6+	1 *	- -	- -	-	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -
REFUSED	8 *	1 1%	1 1%	-	1 *	- -	- -	3 *	3 *	8 1%	1 *	- -	- -	2 *	1 *	1 *	1 *	2 *	2 *	2 *	1 1%	2 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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DEMOGRAPHICS
 BASE: All landline bill payers

Weighted Base	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
		2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376
CHILDREN IN HOUSEHOLD																							
AGED 0-5	287 13%gj	36 18%	34 19%	13 22%	80 12%	60 12%	21 13%	125 9%	117 18%zg	252 17%zj	20 5%	19 20%	45 15%	82 12%	86 17%zm	40 19%zm	65 18%zm	78 21%zmn	64 11%	93 20%zr	48 20%zr	73 19%zr	85 23%zr
AGED 6-9	237 11%gj	33 17%z	37 20%za	16 28%z	66 10%	60 12%	21 13%	115 8%	92 14%zg	205 14%zj	17 4%	19 20%z	39 13%	75 11%	84 17%zm	40 19%zm	67 18%zm	71 19%zm	70 12%	77 17%zr	39 17%z	62 17%zr	65 17%zr
AGED 10-15	303 14%gj	34 17%	34 19%	19 34%za b	98 15%	94 19%zd	35 22%zd	165 12%	112 17%zg	258 18%zj	31 8%	17 17%	44 15%	100 15%	120 24%zm	54 25%zm	89 24%zm	85 23%zm	73 13%	93 20%zr	45 19%zr	67 18%zr	75 20%zr
NONE < 16	1601 73%ab cefh knop qstuv	118 59%c	105 58%c	22 39%	491 74%ef	343 68%	105 65%	1100 79%zh	406 63%	950 65%	338 86%zi	60 62%	192 66%	492 74%nop q	298 60%	121 57%	215 59%	208 57%	433 76%stu v	285 61%v	144 61%	238 63%v	219 58%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
DURABLES OWNED																							
TV	2161 98%	198 99%	180 99%	56 98%	656 98%	494 98%	163 100%	1370 99%	630 98%	1441 98%	388 99%	92 96%	284 98%	659 99%	488 99%	211 98%	357 98%	363 99%	558 98%	454 98%	232 99%	372 99%	375 99%
SATELLITE/CABLE TV	1147 52%gj	121 61%z	109 60%	43 75%zb	391 59%z	296 59%z	142 87%zde	659 47%	392 61%zg	849 58%zj	183 47%	65 68%z	192 66%z	347 52%	315 64%zm	126 59%	223 61%zm	236 64%zm	290 51%	290 62%zr	142 61%zr	240 64%zr	234 62%zr
FREEVIEW/FREESAT	1230 56%cf hist	100 50%	97 54%c	21 37%	384 58%f	295 59%f	63 39%	859 62%zh	290 45%	755 51%	258 66%zi	49 51%	156 54%	390 58%n	260 52%	111 52%	201 55%	194 53%	334 59%st	236 51%	113 48%	204 54%t	201 53%
MOBILE PHONE	1970 90%g	187 94%	177 97%za	55 96%	624 93%z	482 96%zd	152 93%	1216 88%	594 92%zg	1415 96%z	377 96%z	94 98%z	284 98%z	589 88%	473 96%zm	205 96%zm	343 94%zm	349 95%zm	511 90%	444 96%zr	227 97%zr	364 97%zr	361 95%zr
TELEPHONE	2061 94%	182 91%	164 91%	53 93%	634 95%	485 97%zd	153 94%	1304 94%	608 95%	1375 94%	378 97%z	95 99%	278 96%	635 95%	463 94%	198 93%	337 92%	341 93%	534 94%	430 92%	213 91%	346 92%	348 92%
PVR/DTR	828 38%	64 32%	60 33%	23 40%	297 44%z	235 47%z	89 55%zde	526 38%	251 39%	597 41%z	144 37%	54 57%z	148 51%z	243 36%	240 48%zm	94 44%zm	171 47%zm	167 46%zm	213 37%	209 45%zr	102 44%	181 48%zr	174 46%zr
PC/LAPTOP	1825 83%gm r	170 85%	166 91%za	48 84%	595 89%z	472 94%zd	148 91%z	1130 81%	553 86%zg	1305 89%zj	331 84%	91 95%z	285 99%zk	527 79%	438 89%zm	195 91%zm	332 91%zm	323 88%zm	444 78%	408 88%zr	219 93%zrs uv	335 89%zr	331 88%zr
TABLET/EBOOK READER	1297 59%gj	140 70%z	137 76%za	45 79%z	443 66%z	372 74%zd	118 73%z	759 55%	437 68%zg	986 67%zj	206 53%	78 82%z	236 82%z	404 60%	356 72%zm	162 76%zm	278 76%zmn	269 73%zm	346 61%	331 71%zr	174 74%zr	279 74%zr	284 75%zrs
GAMES CONSOLE	717 33%gj	84 42%z	83 46%z	35 61%za	255 38%z	231 46%zd	81 50%zd	353 25%	277 43%zg	583 40%zj	97 25%	49 51%z	156 54%z	223 33%	235 47%zm	94 44%zm	174 48%zm	185 50%zm	184 32%	217 47%zr	115 49%zr	181 48%zr	178 47%zr
DVD/BLU-RAY	1383 63%	111 56%	112 62%a	33 58%	501 75%z	389 78%z	124 76%z	875 63%	411 64%	935 64%	279 71%zi	74 78%z	228 79%z	440 66%	345 70%z	137 64%	247 68%	248 68%	383 67%z	321 69%z	154 66%	265 71%zt	262 69%z
MP3 PLAYER	523 24%gj	50 25%	48 27%	19 33%	213 32%z	196 39%zd	67 41%zd	285 21%	186 29%zg	415 28%zj	74 19%	52 54%z	131 45%z	181 27%z	175 35%zm	79 37%zm	119 33%zm	117 32%z	156 27%z	145 31%z	83 36%zr	124 33%zr	129 34%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
INTERNET ACCESS																							
FREQUENT - ROUGHLY EVERY DAY	1645 75%gjm	164 82%z	161 89%za	48 84%	534 80%z	447 89%zd	139 86%z	968 70%	530 83%zg	1241 85%zj	266 68%	93 97%z	273 95%z	478 72%	433 87%zm	194 91%zm	330 91%zmn	324 88%zm	410 72%	397 85%zr	211 90%zrs	336 89%zrs	333 88%zr
REGULAR - AT LEAST ONCE A WEEK	195 9%hlnpq	12 6%	10 5%	2 4%	63 9%	40 8%	15 9%	155 11%zh	33 5%	116 8%	53 13%zi	3 3%	12 4%	59 9%npq	28 6%	14 6%	19 5%	20 5%	47 8%	30 7%	17 7%	25 7%	24 6%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%ic	3 2%	3 2%	2 4%	4 1%	3 1%	1 1%	19 1%	7 1%	12 1%	6 1%	- -	1 *	11 2%nq	3 1%	1 *	2 1%	1 *	11 2%	8 2%	2 1%	5 1%	4 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	2 1%	2 1%	-	7 1%	4 1%	2 1%	13 1%	5 1%	12 1%	1 *	- -	1 *	7 1%	4 1%	-	1 *	1 *	6 1%	4 1%v	-	-	1 *
NEVER - BUT DO HAVE ACCESS	78 4%eilnopu	7 3%b	2 1%	3 5%	21 3%e	7 1%	2 1%	58 4%	19 3%	37 3%	14 4%	- -	- -	35 5%znopq	8 2%	2 1%	3 1%	7 2%	30 5%zstuv	11 2%u	3 1%	3 1%	7 2%u
NEVER - AND DO NOT HAVE ACCESS	235 11%abdefhikl nopqstuv	11 5%b	3 2%	3 4%	38 6%e	1 *	4 3%e	176 13%zh	50 8%	49 3%	52 13%l	- -	2 1%	79 12%nopq	19 4%	4 2%	10 3%	15 4%o	65 11%stuv	15 3%t	2 1%	8 2%	10 3%t
TENURE																							
OWNED OUTRIGHT BY HOUSEHOLD	830 38%abchln opqstuv	55 28%c	50 28%c	5 8%	263 39%e	173 34%	51 32%	645 46%zh	162 25%	416 28%	205 52%zi	30 31%	90 31%	248 37%nopq	120 24%	51 24%	94 26%	82 22%	209 37%stuv	116 25%	55 24%	105 28%v	88 23%
BEING BOUGHT ON A MORTGAGE	664 30%gj	71 35%	68 38%	24 42%	225 34%z	201 40%zd	67 41%z	367 26%	244 38%zg	533 36%zj	92 23%	35 37%	124 43%z	201 30%	201 41%zm	94 44%zmq	140 38%zm	135 37%zm	170 30%	184 40%zr	99 42%zr	150 40%zr	147 39%zr
RENTED	578 26%degjl	63 32%	54 30%	27 48%zab	144 22%	104 21%	42 26%	303 22%	201 31%zg	415 28%zj	81 21%	29 30%	59 20%	169 25%	138 28%	59 28%	104 28%	125 34%zmnop	142 25%	131 28%	67 29%	101 27%	117 31%ru
OTHER	16 1%	3 2%	2 1%	-	10 1%z	6 1%	-	11 1%	5 1%	9 1%	2 1%	- -	4 1%	8 1%	4 1%pq	1 *	1 *	1 *	8 1%	7 1%u	2 1%	2 1%	7 2%zu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
INCOME																							
UP TO £6499	53 2%	4 2%	3 2%	1 1%	17 3%	14 3%	4 2%	34 2%	16 3%	30 2%	10 2%	2 2%	5 2%	16 2%	8 2%	3 1%	9 2%	8 2%	11 2%	7 1%	4 2%	6 1%	6 2%
£6500-£9499	138 6%eil	11 6%	10 6%	1 1%	37 6%e	16 3%	4 2%	86 6%	41 6%	72 5%	23 6%	1 1%	8 3%	50 7%an	23 5%	12 6%	19 5%	21 6%	43 8%	25 5%	14 6%	23 6%	22 6%
£9500-£13499	172 8%il	13 6%	14 8%	2 4%	50 8%	32 6%	9 5%	118 9%	45 7%	88 6%	40 10%i	3 3%	6 2%	61 9%	34 7%	13 6%	33 9%	26 7%	51 9%	30 6%	16 7%	30 8%	28 8%
£13500-£17499	157 7%ov	11 6%	12 6%	4 6%	52 8%	39 8%	11 6%	101 7%	42 7%	105 7%	26 7%	5 5%	20 7%	48 7%o	25 5%	7 3%	19 5%	20 6%	35 6%	27 6%	12 5%	18 5%	16 4%
£17500-£29999	331 15%	26 13%	26 14%	10 18%	121 18%z	83 17%	21 13%	208 15%	98 15%	235 16%	68 17%	15 16%	40 14%	93 14%	90 18%am	32 15%	62 17%	60 16%	83 15%	87 19%zr	41 18%	73 19%zr	65 17%
£30000-£49999	313 14%	41 21%z	39 22%z	16 28%z	112 17%	104 21%zd	37 23%z	182 13%	101 16%	230 16%z	56 14%	29 30%zl	52 18%	104 16%	82 17%	37 17%	59 16%	63 17%	76 13%	80 17%	35 15%	65 17%	68 18%zr
£50000-£99999	215 10%g	21 11%	20 11%	7 11%	88 13%z	71 14%z	27 17%z	118 8%	79 12%zg	175 12%zj	31 8%	25 26%z	65 23%z	62 9%	73 15%zmp	39 18%zmp	36 10%	46 13%	62 11%	58 12%	37 16%zu	43 11%	49 13%z
£100000 PLUS	80 4%	8 4%	9 5%	1 1%	26 4%	31 6%zd	10 6%	46 3%	30 5%	66 5%z	12 3%	3 3%	22 8%z	23 3%	21 4%	16 7%zmn	18 5%	17 5%	26 4%	22 5%	17 7%zs	19 5%	19 5%
ETHNICITY																							
WHITE	2033 92%hi knopq stv	180 91%	163 90%	53 92%	630 94%z	472 94%	155 95%	1313 94%zh	572 89%	1330 91%	378 97%zi	80 84%	263 91%	629 94%nop q	438 88%o	179 83%	321 88%	321 87%	536 94%stu v	414 89%t	200 85%	337 90%t	330 87%
NON-WHITE	158 7%dgj	18 9%	17 9%	5 8%	32 5%	28 5%	5 3%	71 5%	70 11%zg	134 9%zj	12 3%	14 14%z	25 9%	38 6%	56 11%zm	35 17%zmn	43 12%zm	46 13%zm	32 6%	50 11%zr u	35 15%zrs	38 10%zr	48 13%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
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Table 910
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
SERVICES HAVE AT HOME																							
SIMPLE/FEATURE MOBILE PHONE	827 38%ab chiln opqst uv	47 24%	40 22%	11 20%	284 43%ze f	186 37%	49 30%	631 45%zh	172 27%	465 32%	263 67%zi	26 27%	88 30%	279 42%zno pq	149 30%	62 29%	107 29%	102 28%	233 41%stu v	127 27%	59 25%	102 27%	102 27%
SMART PHONE	1410 64%gj m	165 83%z	155 86%z	54 94%za	444 67%	382 76%zd	128 79%zd	757 54%	501 78%zg	1171 80%zj	184 47%	90 94%z	257 89%z	403 60%	415 84%zm	183 86%zm	299 82%zm	307 84%zm	352 62%	387 83%zr	207 88%zrs u	314 84%zr	324 86%zr
ANY MOBILE PHONE	1999 91%g	189 95%	176 97%z a	57 100%z	636 95%z	493 98%zd	159 98%z	1240 89%	598 93%zg	1467 100%z	392 100%z	96 100%z	284 98%z	597 89%	484 98%zm	208 97%zm	355 97%zm	358 97%zm	518 91%	455 98%zr	229 98%zr	368 98%zr	367 97%zr
LANDLINE	2199 100%	199 100%	181 100%	57 100%	668 100%	502 100%	163 100%	1389 100%	643 100%	1467 100%	392 100%	96 100%	289 100%	669 100%	495 100%	214 100%	365 100%	368 100%	569 100%	465 100%	235 100%	376 100%	378 100%
FIXED BROADBAND	1750 80%g	175 88%z	181 100%za c	53 92%	590 88%z f	502 100%zd	157 97%zd	1075 77%	530 83%zg	1284 87%zj	303 77%	91 95%z	282 98%z	518 77%	434 88%zm	187 87%zm	326 89%zm	321 87%zm	458 80%	418 90%zr	209 89%zr	341 91%zr	337 89%zr
MOBILE BROADBAND	255 12%gj	34 17%z	28 15%	10 17%	77 11%	62 12%	30 19%zde	144 10%	87 14%	206 14%zj	32 8%	21 22%z	55 19%z	76 11%	69 14%	42 20%zmn pq	53 15%	52 14%	71 13%	63 14%	40 17%z	60 16%z	63 17%zrs
ANY INTERNET ACCESS	1886 86%gj m	188 94%z	181 100%za c	55 96%	612 92%z f	502 100%zd	158 97%zd	1154 83%	574 89%zg	1393 95%zj	322 82%	96 100%z	287 99%z	555 83%	464 94%zm	204 95%zm	345 95%zm	343 93%zm	480 84%	438 94%zr	225 96%zr	357 95%zr	360 95%zr
PAY TV	949 43%g	93 47%	85 47%	57 100%za b	344 51%z	276 55%z	163 100%zde	530 38%	331 51%zg	731 50%zj	153 39%	60 63%z	171 59%z	271 40%	262 53%zm	113 53%zm	194 53%zm	199 54%zm	238 42%	254 55%zr	121 52%zr	209 56%zr	197 52%zr
VOIP	457 21%g	37 19%	35 19%	13 22%	179 27%z	151 30%zd	41 25%	259 19%	158 25%zg	355 24%zj	70 18%	96 100%z	289 100%z	148 22%	159 32%zm	77 36%zmp	105 29%zm	122 33%zm	120 21%	137 29%zr	83 35%zrs u	111 29%zr	120 32%zr

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

J14007015-18/19/20/21 01-MAY - 03-JUNE 2015
INTERNAL/CLIENT USE ONLY - FINAL
NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)

12 Jan 2016

Table 910
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/ online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/ online (u)	Cancel LL calls (v)
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
LANDLINE USERS																							
LANDLINE+ BROADBAND+ MOBILE	1687 77%g	170 86%z	176 97%za	53 92%z	577 86%z	493 98%zdf	155 95%zd	1023 74%	523 81%zg	1284 87%zj	303 77%	91 95%z	277 96%z	498 74%	433 88%zm	185 87%zm	321 88%zm	319 87%zm	443 78%	415 89%zr	207 88%zr	339 90%zr	334 88%zr
LANDLINE+ BROADBAND+ NO MOBILE	62 3%hijnqsuv	5 2%	5 3%	- -	13 2%	9 2%	2 1%	52 4%zh	8 1%	- -	- -	- -	5 2%	20 3%npq	1 *	2 1%	5 1%h	2 1%	14 3%stuv	3 1%	3 1%	2 1%	3 1%
LANDLINE+ MOBILE+ NO BROADBAND	312 14%bdefiklnpqstuv	18 9%b	- -	5 8%b	59 9%ef	- -	4 3%e	217 16%zh	75 12%	184 13%	88 23%zi	5 5%	7 2%	99 15%npq	51 10%	22 10%	34 9%	39 10%	75 13%stuv	40 9%	22 9%	28 8%	34 9%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%bdefijklnopqstuv	6 3%	- -	- -	19 3%e	- -	2 1%	97 7%	37 6%	- -	- -	- -	- -	52 8%nopq	10 2%	5 2%	5 1%	8 2%	37 6%stuv	6 1%	3 1%	6 2%	8 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
 Overlap formulae used. * small base

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DEMOGRAPHICS
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		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
		199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
PRODUCT BUNDLES																							
LL AND BB BUNDLE	1300 59%g	134 68%z	131 72%za	42 73%	484 73%z	384 76%zd	118 73%z	767 55%	424 66%zg	929 63%z	257 66%z	74 77%z	232 80%z	405 61%	339 69%zm	146 68%zm	250 68%zm	247 67%zm	347 61%	321 69%zr	170 73%zrv	264 70%zrv	250 66%z
NO LL AND BB BUNDLE	899 41%ab defh jklno pqstu v	65 32%b	50 28%	16 27%	183 27%e	118 24%	44 27%	622 45%zh	219 34%	539 37%	135 34%	22 23%	56 20%	264 39%nop q	156 31%	68 32%	115 32%	120 33%	222 39%stu	143 31%	64 27%	112 30%	129 34%tu

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v
Overlap formulae used. * small base

	Page	Table	Title	Base Description	Base
●	1	1	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	2	2	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	3	3	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	4	4	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	5	5	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	6	6	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	7	7	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	8	8	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	9	9	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	10	9	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	11	10	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891

	Page	Table	Title	Base Description	Base
●	12	11	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	13	12	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	14	13	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	15	13	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	16	14	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	17	14	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	18	15	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	19	16	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	20	16	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	21	17	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	22	17	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	23	18	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	24	19	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	25	20	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	26	20	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	27	21	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	28	22	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	29	22	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	30	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	31	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	32	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	33	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	34	25	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	35	25	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	36	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	37	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	38	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	39	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	40	28	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	41	28	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	42	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	43	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	44	30	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	45	30	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	46	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	47	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
	48	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	49	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	50	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	51	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	52	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	53	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	54	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	55	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	56	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	57	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	58	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	59	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	60	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	61	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	62	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	63	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	64	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	65	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	66	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	67	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	68	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	69	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	70	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	71	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	72	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	73	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	74	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	75	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	76	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	77	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	78	45	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	79	45	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	80	46	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	81	46	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	82	47	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	83	47	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	84	48	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	85	48	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	86	49	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	87	49	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	88	50	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657

	Page	Table	Title	Base Description	Base
●	89	50	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	90	51	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	91	51	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	92	52	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	93	52	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	94	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	95	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	96	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	97	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	98	54	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	99	54	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750

	Page	Table	Title	Base Description	Base
●	100	55	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	101	55	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	102	56	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	103	56	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	104	57	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	105	57	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	106	58	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	107	58	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	108	59	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	109	59	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	110	60	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507

	Page	Table	Title	Base Description	Base
●	111	60	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	112	61	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	113	61	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	114	62	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	115	62	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	116	63	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
	117	63	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	118	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	119	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
	120	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	121	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536

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	122	65	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
	123	65	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	124	66	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	125	66	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	126	67	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	127	67	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	128	68	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	129	68	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	130	68	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	131	69	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	132	69	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	133	70	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
	134	70	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	135	71	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657

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●	136	71	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	137	71	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	138	72	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	139	72	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	140	72	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	141	73	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	142	73	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
	143	73	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	144	74	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	145	74	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	146	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	147	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
	148	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	149	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	150	76	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657

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●	151	76	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
	152	76	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	153	77	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	154	77	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
	155	77	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	156	78	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	157	79	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	158	80	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	159	81	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	160	82	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	161	83	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	162	84	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	163	85	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
	164	86	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	165	87	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402

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●	166	88	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	167	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	168	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	169	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	170	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	171	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	172	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	173	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	174	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	175	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	176	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199

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●	177	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	178	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	179	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	180	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	181	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	182	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	183	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	184	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	185	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	186	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	187	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137

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●	188	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	189	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	190	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	191	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	192	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	193	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	194	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	195	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	196	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	197	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	198	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199

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●	199	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	200	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	201	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	202	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	203	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
	204	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	205	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
	206	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	207	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	208	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	209	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199

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●	210	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	211	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	212	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	213	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	214	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	215	100	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	216	100	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	217	101	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	218	101	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	219	102	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507

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●	220	102	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	221	103	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	222	103	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	223	104	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	224	104	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	225	105	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	226	105	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	227	106	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	228	106	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536

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●	229	107	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	230	107	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	231	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	232	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
	233	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
	234	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
	235	109	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	236	109	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	237	110	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507

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●	238	110	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	239	111	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	240	112	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	241	113	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	242	114	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	243	115	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	244	116	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	245	117	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	246	118	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777

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●	247	119	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	248	119	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
	249	120	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	250	121	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	251	122	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	252	123	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	253	124	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	254	125	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	255	126	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137

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●	256	127	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	257	128	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	258	129	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
	259	130	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
	260	130	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	261	131	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	262	132	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	263	133	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	264	134	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657

	Page	Table	Title	Base Description	Base
●	265	135	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	266	136	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	267	137	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	268	138	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	269	139	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	270	140	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	271	141	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
	272	141	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	273	142	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	274	143	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	275	144	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881

	Page	Table	Title	Base Description	Base
●	276	145	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	277	146	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	278	147	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	279	148	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	280	149	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	281	150	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	282	151	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	283	152	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	284	153	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	285	154	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
	286	155	FX05AI - Have you switched the company that provides your call service in the last 12 months: SUMMARY	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137

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●	287	156	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	288	157	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	289	158	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	290	159	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	291	160	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	292	161	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	293	162	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	294	163	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	295	164	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
	296	164	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	297	165	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	298	166	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
	299	167	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	300	168	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	301	169	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209

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	304	172	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	305	173	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	306	174	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	307	175	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	308	176	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	309	177	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
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	317	185	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
	318	186	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
	319	187	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
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●	324	192	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
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	405	263	FX05C_3 - Why did you switch your Pay TV service?	BASE: All who have switched their Pay TV provider in the last 12 months	47
	406	264	FX05C_3 - Why did you switch your Pay TV service?	BASE: All who have switched their Pay TV provider in the last 12 months	47
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●	468	322	FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service	BASE: All landline bill payers	2137
●	469	323	FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service	BASE: All landline bill payers	2137
●	470	324	FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service	BASE: All landline bill payers	2137
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●	477	330	FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service	BASE: All landline bill payers	2137
●	478	331	FX05AI_1/FX05D_1 - Ever switched company that provides landline (home phone) call service	BASE: All landline bill payers	2137
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●	481	334	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	482	335	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	483	336	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	484	337	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
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●	487	340	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	488	340	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	489	341	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	490	342	FX05AI_2/FX05D_2 - Ever switched company that provides fixed broadband service	BASE: All who have fixed broadband	1657
●	491	343	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	492	344	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	493	345	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	494	346	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
	495	347	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	496	348	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	497	349	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	498	350	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881

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●	499	351	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	500	352	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	501	353	FX05AI_3/FX05D_3 - Ever switched company that provides Pay TV service	BASE: All who have Pay TV	881
●	502	354	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	503	355	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	504	356	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	505	357	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	506	358	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	507	359	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	508	360	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	509	361	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	510	362	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	511	362	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	512	363	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137
●	513	364	FX06_1 - How often did you use your landline to make calls to other people?	BASE: All landline bill payers	2137

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●	514	365	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	515	366	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	516	367	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	517	368	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	518	369	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	519	370	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	520	371	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	521	372	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	522	373	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912

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●	523	373	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	524	374	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	525	375	FX06_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?	BASE: All who have a mobile phone	1912
●	526	376	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	527	377	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	528	378	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	529	379	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	530	380	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	531	381	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402

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●	532	382	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	533	383	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
	534	384	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	535	385	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	536	386	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
	537	387	FX06 - How often did you use to make calls to other people: SUMMARY	BASE: All landline bill payers/ All who have a mobile phone/ All who have VoIP	2137
●	538	388	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	539	388	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	540	388	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	541	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983

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●	542	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	543	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	544	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	545	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	546	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	547	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
	548	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	549	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	550	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	551	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	552	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032

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●	553	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	554	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	555	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	556	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	557	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	558	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	559	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	560	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	561	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	562	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	563	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032

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●	564	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	565	395	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	566	395	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	567	395	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	568	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	569	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	570	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
	571	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	572	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	573	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	574	397	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983

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●	575	397	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	576	397	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	577	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	578	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	579	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	580	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	581	399	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	582	399	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	583	399	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	584	400	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	585	400	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859

	Page	Table	Title	Base Description	Base
●	586	400	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	587	401	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	588	401	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	589	401	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	590	402	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	591	402	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	592	402	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	593	403	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	594	403	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	595	403	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	596	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774

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●	597	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	598	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	599	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	600	405	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	601	405	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	602	405	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	603	406	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	604	406	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	605	406	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	606	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	607	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774

	Page	Table	Title	Base Description	Base
●	608	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
	609	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	610	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
	611	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	612	408	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	613	408	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	614	408	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	615	409	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	616	409	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	617	409	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	618	410	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	619	410	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384

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●	620	411	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	621	411	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	622	411	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	623	412	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	624	412	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	625	412	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	626	413	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	627	413	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	628	414	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	629	414	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	630	414	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	631	415	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	632	415	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	633	415	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	634	416	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346

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●	635	416	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	636	416	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	637	417	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	638	417	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	639	417	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	640	418	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
	641	418	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	642	419	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	643	419	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	644	419	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	645	420	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	646	420	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	647	420	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	648	421	FX07 - Why do you choose to use for making calls from home: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	1983
	649	421	FX07 - Why do you choose to use for making calls from home: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	2032

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	650	421	FX07 - Why do you choose to use for making calls from home: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	2032
●	651	422	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	652	423	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	653	424	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	654	425	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	655	426	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	656	427	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	657	428	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	658	429	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137

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●	659	430	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	660	430	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	661	431	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	662	432	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	663	433	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	664	433	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	665	434	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	666	434	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	667	435	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	668	435	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837

	Page	Table	Title	Base Description	Base
●	669	436	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	670	436	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	671	437	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	672	437	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	673	438	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	674	438	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	675	439	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	676	439	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	677	440	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
	678	440	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	679	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776

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●	680	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
	681	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
	682	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	683	442	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
	684	442	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	685	443	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	686	443	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	687	444	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	688	444	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	689	445	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	690	445	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859

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●	691	446	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	692	446	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	693	447	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	694	447	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	695	448	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	696	448	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	697	449	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	698	449	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	699	450	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	700	450	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	701	451	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774

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●	702	451	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	703	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	704	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	705	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	706	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	707	453	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	708	453	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	709	454	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	710	454	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	711	455	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	712	456	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346

	Page	Table	Title	Base Description	Base
●	713	457	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	714	458	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	715	459	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	716	460	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	717	461	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	718	462	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
	719	463	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	720	464	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	721	465	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	722	466	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	723	466	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031

	Page	Table	Title	Base Description	Base
●	724	467	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	725	467	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	726	468	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	727	468	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	728	469	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	729	469	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	730	470	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	731	470	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	732	471	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949

	Page	Table	Title	Base Description	Base
●	733	471	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	734	472	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	735	472	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	736	473	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	737	473	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	738	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	739	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	740	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
	741	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031

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●	742	475	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	743	475	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	744	476	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	745	476	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	746	477	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	747	477	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	748	478	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	749	478	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
	750	478	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032

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●	751	479	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	752	479	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	753	480	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	754	480	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	755	481	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	756	481	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	757	482	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	758	482	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	759	482	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032

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●	760	483	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	761	483	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	762	484	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	763	484	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	764	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	765	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	766	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	767	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	768	486	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983

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●	769	486	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	770	487	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	771	487	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	772	487	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	773	488	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	774	488	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	775	489	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	776	489	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	777	489	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859

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●	778	490	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	779	490	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	780	490	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	781	491	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	782	491	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	783	492	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	784	492	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	785	493	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	786	493	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859

	Page	Table	Title	Base Description	Base
●	787	493	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	788	494	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	789	494	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	790	494	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	791	495	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	792	495	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	793	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	794	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	795	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859

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●	796	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	797	497	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	798	497	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	799	498	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	800	498	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	801	499	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	802	499	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	803	500	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
	804	500	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384

	Page	Table	Title	Base Description	Base
●	805	501	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	806	501	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	807	502	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	808	502	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	809	503	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	810	503	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	811	504	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	812	504	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	813	505	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346

	Page	Table	Title	Base Description	Base
●	814	505	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
	815	506	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	816	506	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
	817	507	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
	818	507	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	819	508	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	820	508	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	821	509	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	822	509	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384

	Page	Table	Title	Base Description	Base
	823	510	FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	1983
	824	510	FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	2032
●	825	511	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	826	512	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	827	512	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	828	513	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	829	514	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	830	515	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	831	516	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	832	516	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	833	517	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	834	518	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	835	519	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	836	519	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	837	520	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	838	521	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	839	521	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	840	522	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	841	522	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	842	523	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	843	523	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	844	524	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	845	524	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	846	525	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	847	525	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	848	526	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	849	527	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	850	527	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	851	528	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	852	528	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	853	529	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	854	530	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	855	530	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	856	531	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	857	532	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	858	532	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	859	533	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	860	534	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	861	534	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	862	535	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	863	535	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	864	536	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	865	536	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	866	537	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	867	538	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	868	538	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	869	539	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	870	539	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	871	540	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	872	541	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	873	541	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	874	542	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	875	543	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	876	543	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	877	544	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	878	544	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	879	545	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	880	545	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	881	546	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	882	546	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	883	547	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	884	548	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	885	549	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	886	549	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	887	550	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	888	550	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	889	551	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	890	552	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	891	552	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	892	553	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	893	554	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	894	554	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	895	555	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	896	555	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	897	556	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	898	556	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	899	557	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	900	557	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	901	558	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	902	558	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	903	559	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	904	560	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	905	560	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	906	561	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	907	561	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	908	562	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	909	563	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	910	563	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	911	564	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	912	565	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	913	565	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
	914	566	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: SUMMARY	BASE: All who have used their landline in the last year	2032
●	915	567	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	916	568	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	917	569	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	918	570	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	919	571	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	920	572	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	921	573	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	922	574	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	923	575	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	924	575	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	925	576	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	926	577	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	927	578	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	928	579	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	929	580	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	930	581	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	931	582	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	932	583	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	933	584	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	934	585	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	935	586	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	936	586	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	937	587	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	938	588	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	939	589	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	940	590	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	941	591	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	942	592	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	943	593	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	944	594	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	945	595	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	946	596	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	947	597	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	948	597	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	949	598	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	950	599	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	951	600	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	952	601	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	953	602	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	954	603	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	955	604	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5

	Page	Table	Title	Base Description	Base
●	956	605	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	957	606	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	958	607	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	959	608	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	960	608	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	961	609	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	962	610	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	963	611	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	964	611	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	965	612	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	966	612	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	967	613	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	968	613	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	969	614	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	970	614	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	971	615	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	972	615	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	973	616	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	974	616	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	975	617	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	976	617	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	977	618	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	978	618	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	979	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	980	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	981	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	982	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	983	620	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	984	620	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	985	621	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	986	621	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	987	622	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	988	623	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	989	624	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	990	625	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	991	626	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	992	627	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	993	627	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	994	628	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	995	629	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	996	630	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	997	630	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	998	631	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	999	632	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1000	632	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	1001	633	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1002	634	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1003	634	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1004	635	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1005	635	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1006	636	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1007	636	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1008	637	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1009	638	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1010	638	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1011	639	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1012	639	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1013	640	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1014	641	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1015	641	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1016	642	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1017	643	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1018	643	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1019	644	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1020	644	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1021	645	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1022	645	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1023	646	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1024	646	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1025	647	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1026	647	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1027	648	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1028	649	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1029	649	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1030	650	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1031	650	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1032	651	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1033	652	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1034	652	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1035	653	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1036	654	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1037	654	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1038	655	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1039	656	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1040	656	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1041	657	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1042	657	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1043	658	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1044	658	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1045	659	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1046	660	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1047	660	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1048	661	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1049	661	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1050	662	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1051	663	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1052	663	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1053	664	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1054	665	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1055	665	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1056	666	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1057	667	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1058	667	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1059	668	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1060	668	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1061	669	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1062	670	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1063	671	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1064	671	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1065	672	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1066	672	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1067	673	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1068	674	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1069	674	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1070	675	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1071	676	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1072	676	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
	1073	677	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: SUMMARY	BASE: All who have used their landline in the last year	2032
●	1074	678	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1075	679	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1076	680	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1077	681	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1078	682	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1079	683	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1080	684	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1081	685	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
	1082	686	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
	1083	686	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1084	687	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1085	688	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1086	689	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1087	690	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1088	691	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1089	692	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1090	693	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1091	694	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1092	695	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1093	696	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1094	697	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1095	697	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1096	698	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1097	699	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1098	700	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1099	701	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1100	702	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1101	703	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1102	704	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1103	705	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1104	706	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1105	707	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1106	708	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1107	708	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1108	709	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1109	710	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1110	711	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32

	Page	Table	Title	Base Description	Base
●	1111	712	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1112	713	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1113	714	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1114	715	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1115	716	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1116	717	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1117	718	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32

	Page	Table	Title	Base Description	Base
●	1118	719	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1119	719	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1120	720	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1121	721	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1122	722	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1123	722	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1124	723	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1125	723	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1126	724	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1127	724	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1128	725	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1129	725	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1130	726	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1131	726	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1132	727	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1133	727	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1134	728	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1135	728	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1136	729	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1137	729	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1138	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1139	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1140	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1141	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1142	731	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1143	731	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1144	732	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1145	732	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1146	733	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1147	734	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
●	1148	735	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1149	736	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1150	737	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1151	738	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
●	1152	738	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1338
●	1153	739	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1154	739	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1338
●	1155	740	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
	1156	741	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
	1157	741	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1158	742	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1159	743	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
●	1160	743	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1338
●	1161	744	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1162	745	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1163	746	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1164	747	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1165	748	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1166	749	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1167	749	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	836
●	1168	750	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1169	750	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	836
●	1170	751	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
	1171	752	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
	1172	752	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1173	753	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1174	754	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1175	754	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	836
●	1176	755	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1177	756	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1178	757	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317

	Page	Table	Title	Base Description	Base
●	1179	758	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1180	759	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1181	760	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1182	761	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317

	Page	Table	Title	Base Description	Base
	1183	762	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
	1184	763	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1185	764	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1186	765	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317

	Page	Table	Title	Base Description	Base
●	1187	766	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1188	767	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1189	768	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1190	769	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385

	Page	Table	Title	Base Description	Base
●	1191	770	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1192	771	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1193	772	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1194	773	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385

	Page	Table	Title	Base Description	Base
	1195	774	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1196	775	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1197	776	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1198	776	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	401

	Page	Table	Title	Base Description	Base
●	1199	777	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1200	778	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1201	779	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1202	780	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195

	Page	Table	Title	Base Description	Base
●	1203	781	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1204	782	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1205	783	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1206	784	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195

	Page	Table	Title	Base Description	Base
	1207	785	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
	1208	786	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1209	787	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1210	788	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331

	Page	Table	Title	Base Description	Base
●	1211	789	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1212	790	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1213	791	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1214	792	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331

	Page	Table	Title	Base Description	Base
●	1215	793	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1216	794	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1217	795	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
	1218	796	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331

	Page	Table	Title	Base Description	Base
●	1219	797	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1220	798	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1221	799	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1222	800	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139

	Page	Table	Title	Base Description	Base
●	1223	801	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1224	802	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1225	803	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1226	804	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139

	Page	Table	Title	Base Description	Base
●	1227	805	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
	1228	806	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
	1229	807	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1230	808	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139

	Page	Table	Title	Base Description	Base
●	1231	809	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
	1232	810	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
	1233	811	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1234	812	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61

	Page	Table	Title	Base Description	Base
●	1235	813	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1236	814	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1237	815	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1238	816	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61

	Page	Table	Title	Base Description	Base
	1239	817	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
	1240	818	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
	1241	819	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1242	820	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61

	Page	Table	Title	Base Description	Base
	1243	821	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1244	822	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1245	823	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1246	824	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4

	Page	Table	Title	Base Description	Base
	1247	825	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1248	826	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1249	827	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1250	828	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4

	Page	Table	Title	Base Description	Base
	1251	829	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1252	830	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1253	831	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1254	832	FX18 - You mentioned earlier you were more likely to make these types of calls on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example): SUMMARY	BASE: All more likely to make each type of call on their landline	1338
●	1255	833	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1256	834	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1257	835	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1258	836	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1259	837	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1260	838	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1261	839	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1262	840	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1263	841	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1264	841	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1265	842	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1266	843	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1267	844	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1268	845	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1269	846	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1270	847	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1271	848	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1272	849	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1273	850	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1274	851	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1275	852	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1276	852	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1277	853	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1278	854	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1279	855	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1280	856	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1281	857	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1282	858	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1283	859	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1284	860	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1285	861	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1286	862	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1287	863	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1288	863	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1289	864	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1290	865	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
	1291	866	FX19 - Agreement with statements about the cost of communications services: SUMMARY	BASE: All landline bill payers	2199
●	1292	867	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1293	868	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1294	869	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1295	870	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1296	871	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1297	872	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1298	873	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1299	874	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1300	875	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1301	875	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1302	876	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1303	877	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1304	878	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1305	879	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1306	880	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1307	881	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1308	882	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1309	883	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1310	884	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1311	885	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
	1312	886	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1313	886	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1314	887	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1315	888	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1316	889	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1317	890	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1318	891	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1319	892	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1320	893	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1321	894	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1322	895	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1323	896	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1324	897	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1325	897	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1326	898	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72

	Page	Table	Title	Base Description	Base
●	1327	899	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1328	900	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1329	900	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1330	900	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1331	900	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1332	900	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1333	900	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1334	900	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1335	900	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1336	900	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1337	900	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1338	900	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1339	900	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1340	900	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1341	900	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1342	900	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1343	900	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1344	901	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1345	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1346	901	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1347	901	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1348	901	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1349	901	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1350	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1351	901	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1352	901	DEMOGRAPHICS	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1353	901	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1354	901	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1355	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1356	901	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1357	901	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1358	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1359	901	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1360	901	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1361	901	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1362	901	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1363	901	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1364	902	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1365	902	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1366	902	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1367	902	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1368	902	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1369	902	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1370	902	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1371	902	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1372	902	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1373	902	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1374	902	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1375	902	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1376	902	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1377	902	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1378	902	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1379	902	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1380	903	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1381	903	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1382	903	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1383	903	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1384	903	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1385	903	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1386	903	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1387	903	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
	1388	903	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1389	903	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1390	903	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1391	903	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1392	903	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1393	903	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1394	903	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1395	903	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1396	904	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1397	904	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1398	904	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1399	904	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1400	904	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1401	904	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1402	904	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1403	904	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199

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●	1404	904	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1405	904	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1406	904	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1407	904	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1408	904	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1409	904	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1410	904	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1411	905	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1412	905	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1413	905	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1414	905	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1415	905	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1416	905	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199

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●	1417	905	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1418	905	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1419	905	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
	1420	905	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1421	905	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1422	905	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1423	905	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1424	905	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1425	905	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1426	905	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1427	905	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1428	905	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1429	906	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137

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●	1430	906	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1431	906	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1432	906	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1433	906	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1434	906	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1435	906	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1436	906	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1437	906	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1438	906	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1439	906	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1440	906	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1441	906	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1442	906	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1443	906	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1444	906	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1445	906	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1446	907	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1447	907	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1448	907	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1449	907	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1450	907	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1451	907	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1452	907	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1453	907	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1454	907	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1455	907	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199

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●	1456	907	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1457	907	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1458	907	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1459	907	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1460	907	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1461	908	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1462	908	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1463	908	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1464	908	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1465	908	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1466	908	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1467	908	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1468	908	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199

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●	1469	908	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1470	908	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1471	908	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1472	908	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1473	908	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1474	908	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1475	908	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1476	908	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1477	908	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1478	908	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1479	908	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1480	908	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199

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●	1481	908	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1482	908	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1483	908	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1484	908	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1485	908	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1486	908	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1487	908	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1488	908	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1489	908	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1490	908	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1491	909	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1492	909	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1493	909	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199

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●	1494	909	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1495	909	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1496	909	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1497	909	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1498	909	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1499	909	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1500	909	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1501	909	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1502	909	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1503	909	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1504	909	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1505	909	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1506	910	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1507	910	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1508	910	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1509	910	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1510	910	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1511	910	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1512	910	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1513	910	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1514	910	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1515	910	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1516	910	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1517	910	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1518	910	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1519	910	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1520	910	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199