

J14007015-38-03 18-SEP - 24-SEP 2015
INTERNAL/CLIENT USE ONLY - FINAL
NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 2 (SEPTEMBER 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	618	325	293	1	24	118	183	165	95	28	4	25	301	260	32	161	214	134	109	179	249	158
Weighted Base	693	365	328	1**	22**	147*	190	194	105*	29**	4**	23**	337	300	33**	224	210	156	103*	191	279	191
Yes - Most of the time	106 15%rs	56 15%	50 15%	-	1 5%	23 16%	27 14%	29 15%	16 16%	7 24%	2 61%	1 4%	50 15%	45 15%	9 28%	48 21%zr	29 14%	22 14%	7 7%	16 8%	36 13%	43 22%zst
Yes - occasionally	133 19%qr	72 20%	61 19%	-	3 12%	24 16%	38 20%	36 18%	24 23%	8 26%	* 14%	3 12%	62 18%	60 20%	8 25%	78 35%zp	42 20%qr	9 6%	4 4%	30 16%	51 18%	46 24%
No	454 66%ou	237 65%	217 66%	1 100%	18 83%	100 68%	125 66%	130 67%	65 61%	15 50%	1 25%	19 84%	225 67%	194 65%	15 47%	98 44%	139 66%o	125 80%zo	92 89%zo	145 76%zu	192 69%u	102 53%

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

	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	618	88	111	419	-	-	472	146	-	-	-	-	-	-	444	174	525	78	6	1	-	-	8	-
Weighted Base	693	106*	133*	454	-.**	-.**	532	161	-.**	-.**	-.**	-.**	-.**	-.**	481	212	596	79*	8**	1**	-.**	-.**	9**	-.**
Yes - Most of the time	106 15% ^b c	106	-	-	-	-	76	30	-	-	-	-	-	-	72	34	86	15	2	1	-	-	2	-
		100% ^{zbc}	-	-	-	-	14%	19%	-	-	-	-	-	-	15%	16%	14%	19%	25%	100%	-	-	17%	-
Yes - occasionally	133 19% ^{ac}	-	133	-	-	-	109	24	-	-	-	-	-	-	100	33	122	10	-	-	-	-	1	-
		-	100% ^{zac}	-	-	-	20%	15%	-	-	-	-	-	-	21%	16%	20%	12%	-	-	-	-	14%	-
No	454 66% ^{ab}	-	-	454	-	-	347	107	-	-	-	-	-	-	310	144	388	54	6	-	-	-	6	-
		-	-	100% ^{zab}	-	-	65%	66%	-	-	-	-	-	-	64%	68%	65%	68%	75%	-	-	-	69%	-

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 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/ LIVING 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)
Unweighted Base	618	452	107	58	269	8	1	41	317	74	191	128	136	86	123	109	48
Weighted Base	693	520	109*	63*	301	10**	2**	51*	353	82*	216	147	157	88*	145	123*	45*
Yes - Most of the time	106 15%b	88 17%b	8 8%	9 15%	46 15%	1 10%	-	7 14%	53 15%	10 13%	32 15%	25 17%	26 16%	11 13%	18 12%	21 17%	6 14%
Yes - occasionally	133 19%b	108 21%	13 12%	11 18%	65 22%	2 20%	-	10 20%	63 18%	15 18%	39 18%	29 20%	26 16%	24 28%	28 19%	24 20%	13 30%
No	454 66%a	324 62%	88 81%za	42 67%	190 63%	7 70%	2 100%	33 66%	237 67%	57 69%	146 67%	93 63%	106 67%	52 60%	99 68%	78 63%	25 56%

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
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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	618	142	103	142	338	612	360	334	581	566	239	560	457	301	410	174
Weighted Base	693	153	106*	163	380	686	411	371	652	642	286	633	527	351	481	213
Yes - Most of the time	106 15%	26 17%	18 17%	20 12%	60 16%	105 15%	59 14%	55 15%	99 15%	98 15%	52 18%	104 16%zeh	82 15%	62 18%	84 18%f	37 17%
Yes - occasionally	133 19%	28 18%	25 24%	40 24%	68 18%	132 19%	80 20%	78 21%	130 20%	127 20%	57 20%	131 21%ze	112 21%z	75 21%	105 22%ze	67 31%zegfghijklmn
No	454 66%kmno	99 65%	63 59%	104 64%	252 66%	449 65%kmno	272 66%mnno	238 64%o	423 65%kno	416 65%kno	178 62%o	399 63%o	333 63%o	214 61%o	292 61%o	110 51%

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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	618	559	36	4	2	7	10	159	276	178	2	29	23	45	95	115	103	26
Weighted Base	693	631	38*	2**	3**	6**	12**	157	348	181	4**	29**	21**	49*	100*	142*	132*	35**
Yes - Most of the time	106 15% _i	98 16%	4 9%	1 34%	1 48%	1 16%	1 8%	28 18% _i	60 17% _i	17 10%	-	2 8%	1 5%	4 8%	16 16%	21 15%	29 22%	8 23%
Yes - occasionally	133 19% _{bin}	133 21% _{zb}	-	-	-	-	-	32 20% _i	81 23% _{zi}	20 11%	-	1 5%	3 12%	7 15%	9 9%	38 27% _n	43 33% _{zmn}	15 42%
No	454 66% _{ahp}	400 63%	35 91% _{za}	2 66%	1 52%	5 84%	11 92%	97 62%	207 60%	143 79% _z gh	4 100%	25 88%	18 83%	38 77% _p	75 75% _{zop}	83 59%	60 45%	12 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
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Table 6

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

	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	618	524	93	36	56	57	58	50	17	39	82	69	45	77	32	464	301	290	591	313	305	618
Weighted Base	693	618	74*	51**	52*	61*	66*	53*	20**	63*	121*	69*	33*	71*	32*	556	320	340	659	338	355	693
Yes - Most of the time	106 15% ^{bd} ek	100 16% ^b	6 8%	2 3%	1 2%	3 5%	11 17% ^{dk}	10 18% ^{dek}	5 27%	9 14% ^d	37 31% ^{zdek} lmo	3 5%	3 10%	10 14% ^d	11 34% ^{zd} eiklm o	81 15% ^{dek}	54 17%	48 14%	102 16%	53 16%	53 15%	106 15%
Yes - occasionally	133 19%	124 20%	9 12%	2 4%	14 28% ^{ef}	7 12%	8 11%	15 28% ^{ef}	4 21%	17 26%	23 19%	12 17%	9 27% ^f	16 23%	6 19%	102 18%	53 16%	73 21%	125 19%	62 18%	71 20%	133 19%
No	454 66% ^{aj} n	395 64%	59 80% ^{za}	47 93%	37 71% ^{jn}	50 83% ^{zg} ijlmn o	47 72% ^{cjn}	29 54%	10 52%	38 60%	61 50%	54 78% ^{zg} jno	21 62%	45 63%	15 47%	373 67% ^{gjn}	213 67%	219 64%	432 65%	223 66%	231 65%	454 66%

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 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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	618	164	543	602	618	561	93	601	298	188	9	555	6	47	10	193	28	160	72	108	50
Weighted Base	693	182	614	672	693	633	106*	675	347	231	11**	625	8**	48*	12**	206	30**	188	83*	122*	57*
Yes - Most of the time	106 15%	33 18%	93 15%	103 15%	106 15%	99 16%	19 18%	104 15%	44 13%	39 17%	-	96 15%	3 38%	7 15%	-	41 20% zr	3 9%	31 16%	6 8%	13 11%	10 17%
Yes - occasionally	133 19%	35 19%	124 20%	132 20%	133 19%	124 20%	31 29% zbc deg	133 20%	73 21%	63 27% zbc deg	-	124 20%	-	8 17%	1 7%	45 22%	8 26%	28 15%	11 14%	29 24%	12 21%
No	454 66% tio	113 62%	397 65% fi	437 65% fi	454 66% fi	410 65% fi	57 53%	438 65% fi	230 66% fi	128 56%	11 100%	405 65%	5 62%	33 68%	11 93%	119 58%	19 65%	130 69% o	65 79% zo	80 65%	35 61%

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/q/r/s/t
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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)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Unweighted Base	618	150	154	73	109	70	211	208	94	20	37	20	39	168	16	35	39	25	31	16	
Weighted Base	693	166	180	84*	124*	75*	237	221	103*	24**	46**	21**	41*	199	19**	38**	46*	26**	28**	18**	
Yes - Most of the time	106 15%	35 21%zc	31 17%	6 7%	14 11%	11 15%	40 17%	29 13%	26 25%zfg	6 27%	3 5%	1 4%	4 10%	33 17%	2 12%	3 9%	5 10%	4 14%	3 11%	6 30%	
Yes - occasionally	133 19%b	42 26%zb	24 13%	11 13%	30 24%b	16 22%	45 19%	38 17%	22 22%	5 13%	6 24%	5 24%	6 15%	39 19%	4 20%	10 26%	5 10%	5 20%	7 24%	2 13%	
No	454 66%ah	88 53%	125 70%a	66 79%za	79 64%	47 63%	152 64%h	154 70%h	54 53%	12 52%	38 81%	15 72%	31 75%h	127 64%	13 68%	25 65%	36 79%	17 66%	18 65%	10 56%	

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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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	618	195	205	367	41	125	88	176	4	6	147	455	341	197
Weighted Base	693	222	231	416	47*	138	98*	205	3**	5**	156	520	387	220
Yes - Most of the time	106 15%	37 17%	41 18%	70 17%	10 21%	19 14%	28 29% ^{zabce}	36 17%	- -	- -	22 14%	79 15%	50 13%	39 18%
Yes - occasionally	133 19%	41 18%	41 18%	87 21%	7 15%	29 21%	19 20%	38 19%	1 27%	- -	22 14%	111 21% ^z	80 21%	40 18%
No	454 66% ^f	144 65% ^f	148 64% ^f	258 62%	30 64%	90 65% ^f	50 51%	131 64%	2 73%	5 100%	112 72%	330 63%	257 67%	141 64%

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	618	76	32	34	53	122	25	25	33	504	40	17
Weighted Base	693	81*	36**	38*	68*	133	26**	34**	37**	578	39*	16**
Yes - Most of the time	106 15%	19 23%	5 15%	4 12%	8 12%	28 21%	2 10%	7 21%	3 9%	90 16%	5 14%	3 20%
Yes - occasionally	133 19% ^j	15 18%	9 24%	8 22%	9 13%	25 18%	6 25%	4 11%	7 18%	122 21% ^{zj}	2 5%	- -
No	454 66% ^{kl}	47 58%	22 61%	25 66%	50 74%	81 61%	17 65%	24 68%	27 73%	365 63%	32 81% ^{zi}	13 80%

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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

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	618	73	73	308	49	38	70
Weighted Base	693	76*	81*	352	53*	41*	82*
Yes - Most of the time	106 15%d	10 13%	10 13%	61 17%d	1 3%	8 19%d	13 16%d
Yes - occasionally	133 19%a	7 9%	18 22%a	68 19%a	13 25%a	6 14%	21 26%a
No	454 66%	59 78%zcf	52 65%	223 63%	38 72%	27 66%	48 59%

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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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Landline phone (i.e. home phone)	1357 100%	665 100%	692 100%	2 100%	35 100%	191 100%	245 100%	264 100%	236 100%	243 100%	141 100%	37 100%	436 100%	500 100%	384 100%	404 100%	365 100%	281 100%	307 100%	322 100%	559 100%	409 100%
Fixed broadband internet	1136 84%jnr	565 85%	571 82%	2 100%	31 89%jn	169 89%ijn	229 93%zhi jn	244 92%zhi jmn	198 84%jn	196 81%jn	67 48%	33 89%jn	398 91%zhi jn	442 88%zhi jn	263 68%j	372 92%zp qr	317 87%zr	239 85%r	208 68%	274 85%	471 84%	343 84%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%ijn ru	496 75%	484 70%	2 100%	32 93%zhi jn	174 91%zhi jmn	223 91%zhi jmn	235 89%zhi jmn	169 71%ijn	129 53%jn	16 11%	34 93%zhi jn	398 91%zhi jmn	404 81%zhi jn	145 38%j	339 84%zp qr	267 73%r	197 70%r	178 58%	270 84%zt u	390 70%	277 68%
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%ijn ru	309 46%	293 42%	1 66%	15 44%j	77 40%jn	122 50%ijn	159 60%zef hijlmn	110 47%ijn	86 35%jn	30 21%	17 45%j	200 46%ijn	270 54%zeh ijln	116 30%j	196 49%r	166 45%r	134 48%r	105 34%	142 44%	276 49%zu	162 40%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%def gkls	235 35%	249 36%	- -	6 16%	36 19%	48 20%	70 27%l	100 42%zde fgklm	128 53%zde fghklm	94 67%zde fghikl mn	6 15%	85 19%	171 34%def gkl	223 58%zde efghiklm	128 32%	141 39%	99 35%	115 37%	91 28%	204 36%st	164 40%st
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)	361 27%djk nr	182 27%	179 26%	- -	3 9%	55 29%djk n	75 30%djk n	95 36%zdi jkn	64 27%djk n	59 24%djkn	10 7%	3 8%	130 30%djk n	159 32%zdi jkn	69 18%j	164 41%zp qr	89 25%r	69 25%r	38 12%	72 22%	137 25%	145 35%zst
Mobile broadband (through a USB Modem or 'dongle')	177 13%jnr	98 15%	78 11%	- -	5 13%j	20 10%j	35 14%jn	39 15%jn	44 19%zej n	29 12%jn	5 3%	5 13%j	55 13%j	84 17%zjn	34 9%j	66 16%r	52 14%r	31 11%	28 9%	35 11%	65 12%	70 17%zst
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Landline phone (i.e. home phone)	1357 100%	106	133	454	56	24	532	161	80	54	15	37	412	66	966	391	663	90	82	28	8	28	405	53
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1136 84%ln v	99	124	410	50	21	492	141	71	45	12	33	285	56	785	351	615	72	75	21	7	24	276	45
		93%z	93%z	90%z	89%	89%	92%zi	88%l	89%l	83%l	82%	89%l	69%	85%l	81%	90%zn	93%zq	80%v	91%v	76%	88%	86%	68%	85%v
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%ln v	93	124	397	47	20	476	138	67	47	15	29	160	48	646	334	601	69	69	21	8	21	154	38
		88%z	93%z	87%z	84%	83%	89%zk	86%zl	84%zl	86%z	100%	78%l	39%	73%l	67%	86%zn	91%zq	77%v	84%zv	77%	100%	73%	38%	71%v
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%ln v	44	73	230	29	13	274	74	42	25	6	11	139	31	402	200	346	36	45	11	2	8	130	23
		41%	55%z	51%z	52%	54%	51%zk	46%l	53%kl	45%	42%	29%	34%	47%l	42%	51%zn	52%zq	40%	55%v	39%	30%	28%	32%	44%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%bc fgiop	33	35	113	19	10	144	38	29	7	2	8	233	23	369	114	169	27	29	7	2	8	223	19
		32%	26%	25%	33%	42%	27%l	24%	36%l	13%	15%	22%	56%zf ghikm	35%l	38%zo	29%	26%	30%	35%	24%	27%	27%	55%zp qrw	35%
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)	361 27%il nv	39	63	128	16	12	171	60	28	7	2	8	73	12	227	134	224	28	22	-	1	4	74	9
		37%z	48%zc	28%	29%	49%	32%zi	37%zi	34%il	13%	12%	22%	18%	18%	23%	34%zn	34%zv	31%v	26%	-	13%	15%	18%	16%
Mobile broadband (through a USB Modem or 'dongle')	177 13%lv	19	31	57	7	8	79	27	15	6	1	4	38	6	130	46	96	18	16	5	-	3	36	4
		18%	23%zc	12%	12%	35%	15%l	17%l	19%l	11%	4%	11%	9%	9%	14%	12%	14%v	20%v	20%v	17%	-	9%	9%	8%

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 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 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/ LIVING 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Landline phone (i.e. home phone)	1357 100%	879 100%	218 100%	259 100%	403 100%	14 100%	6 100%	67 100%	897 100%	312 100%	485 100%	223 100%	209 100%	124 100%	199 100%	163 100%	67 100%
Fixed broadband internet	1136 84%chi	774 88%zc	188 86%c	173 67%	363 90%zh	14 100%	5 74%	66 99%zh	719 80%	211 67%	421 87%zi	205 92%zi	190 91%zi	106 85%i	183 92%z	149 91%z	56 84%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%chi	701 80%zbc	157 72%c	121 47%	370 92%zh	12 86%	5 74%	65 96%zh	560 62%	135 43%	335 69%i	204 92%zij	190 91%zij	114 92%zij	186 93%z	149 91%z	61 91%z
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%chi	435 49%zbc	83 38%	83 32%	197 49%h	9 63%	2 35%	40 59%zh	369 41%	91 29%	221 45%i	116 52%zi	113 54%zi	59 48%i	91 45%	90 55%z	29 43%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%dgln op	294 34%	66 30%	122 47%zab	89 22%	3 21%	2 35%	15 22%	377 42%zdg	139 44%zklm	188 39%lm	76 34%l	47 23%	34 27%	48 24%	34 21%	13 19%
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)	361 27%bchi	268 30%zbc	44 20%	49 19%	123 30%h	1 8%	4 54%	28 42%zh	219 24%	53 17%	143 30%i	55 25%i	76 36%zik	32 26%i	48 24%	62 38%znp	15 23%
Mobile broadband (through a USB Modem or 'dongle')	177 13%i	124 14%	26 12%	27 11%	63 16%	1 5%	2 35%	8 12%	107 12%	30 10%	58 12%	43 20%zij	27 13%	19 15%	30 15%	31 19%z	6 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
 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/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
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
 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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Landline phone (i.e. home phone)	1357 100%	219 100%	148 100%	219 100%	928 100%	1343 100%	740 100%	775 100%	1214 100%	1249 100%	539 100%	1123 100%	882 100%	511 100%	914 100%	303 100%
Fixed broadband internet	1136 84% ^d	195 89% ^{zd}	132 89% ^d	198 90% ^{zd}	747 81%	1125 84%	669 90% ^{zeghi}	644 83%	1070 88% ^{zegi}	1062 85% ^{zeg}	487 90% ^{zeghi}	1031 92% ^{zeghi n}	819 93% ^{zefgh ijn}	479 94% ^{zefgh ijn}	817 89% ^{zegi}	291 96% ^{zefghijkln}
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72% ^d	205 93% ^{zd}	136 92% ^{zd}	197 90% ^{zd}	585 63%	971 72%	601 81% ^{zeghi n}	549 71%	959 79% ^{zegin}	910 73%	438 81% ^{zegin}	895 80% ^{zegin}	758 86% ^{zefgh ijkn}	471 92% ^{zefgh ijkln}	703 77% ^{zegi}	286 94% ^{zefghijkln}
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44% ^{dg}	99 45%	73 49%	118 54% ^{zd}	392 42%	602 45% ^{zg}	553 75% ^{zeghi jklmno}	263 34%	581 48% ^{zegi}	578 46% ^{zeg}	355 66% ^{zeghi klmn}	537 48% ^{zeg}	459 52% ^{zeghi k}	292 57% ^{zeghi klm}	464 51% ^{zeghi k}	187 62% ^{zeghikln}
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36% ^{abfl mo}	28 13%	28 19%	67 30% ^{ab}	388 42% ^{zabc}	479 36% ^{flmo}	233 31% ^m	294 38% ^{fijklm o}	435 36% ^{flmo}	451 36% ^{flmo}	179 33% ^{mo}	395 35% ^{flmo}	264 30% ^m	129 25%	331 36% ^{flmo}	83 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)	361 27%	62 28%	38 26%	70 32%	235 25%	360 27%	224 30% ^{ze}	222 29%	355 29% ^{ze}	354 28% ^{ze}	211 39% ^{zefgh ikln}	343 31% ^{zei}	308 35% ^{zefgh ikln}	199 39% ^{zefgh ikln}	304 33% ^{zeghi k}	157 52% ^{zefghijklnm}
Mobile broadband (through a USB Modem or 'dongle')	177 13%	28 13%	24 16%	34 16%	110 12%	175 13%	113 15% ^{zei}	105 13%	167 14% ^{ze}	163 13%	84 16%	167 15% ^{zehi}	137 16% ^{zehi}	86 17% ^{zeghi}	132 14% ^e	64 21% ^{zefghijkln}
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Landline phone (i.e. home phone)	1357 100%	1044 100%	127 100%	17 100%	8 100%	41 100%	121 100%	522 100%	455 100%	365 100%	6 100%	101 100%	100 100%	116 100%	192 100%	195 100%	171 100%	51 100%
Fixed broadband internet	1136 84%efgikl	965 92%zef	115 90%zef	16 96%	7 91%	28 68% ^f	5 4%	412 79%	423 93%zgi	290 79%	5 87%	64 63%	71 71%	103 89%kl	164 85%kl	185 95%zkl n	159 93%zkl n	49 97%zkl
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%befgkl	886 85%zbe ^f	67 52%ef	7 39%	4 52%	11 28% ^f	6 5%	285 55%	409 90%zgi	275 76%g	5 87%	53 53%	52 52%	82 71%kl	141 73%kl	173 89%zkl mn	157 92%zkl mn	51 100%zkl mno
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%efgik	493 47%zef	62 49%ef	7 40%	5 64%	9 21%	26 22%	193 37%	259 57%zgi	144 39%	4 72%	32 31%	37 37%	55 47%k	80 42%	108 55%zkl n	103 60%zkl n	30 59%kl
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%ahio ^p	304 29%	74 59%za	11 66%	5 65%	29 72%zaf	59 49%za	247 47%zhi	121 26%	114 31%	1 13%	35 35% ^p	42 42%op	48 41%op	73 38%op	51 26%	36 21%	17 33%
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)	361 27%befgik l	332 32%zbe ^f	23 18%ef	3 16%	1 10%	2 5% ^f	- -	123 24% ⁱ	179 39%zgi	53 15%	5 87%	16 16%	15 15%	35 31%kl	51 27%kl	77 39%zkl n	72 42%zkl n	27 54%zkl mn
Mobile broadband (through a USB Modem or 'dongle')	177 13% ^{gl}	160 15% ^{zf}	14 11% ^f	1 4%	- -	2 6% ^f	- -	56 11%	69 15%	52 14%	- -	16 16% ^l	6 6%	13 11%	29 15% ^l	33 17% ^l	33 19% ^{zl}	8 15%

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
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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)
Unweighted Base	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Landline phone (i.e. home phone)	1357 100%	1236 100%	115 100%	92 100%	112 100%	102 100%	109 100%	96 100%	50 100%	132 100%	284 100%	122 100%	59 100%	133 100%	67 100%	1097 100%	721 100%	576 100%	1296 100%	743 100%	614 100%	1357 100%
Fixed broadband internet	1136 84%bk nps	1043 84%b	88 76%	77 84%	100 89%fk n	90 89%kn	86 79%	83 87%kn	44 88%n	109 83%	235 83%	91 75%	47 80%	124 93%zc fijkl no	48 72%	916 83%kn	566 79%	516 90%zpr	1082 83%p	583 78%	553 90%zsu	1136 84%ks
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%ap rs	881 71%	97 84%za	67 73%	87 78%ij l	79 77%il	79 72%	71 74%	31 63%	83 63%	190 67%	102 84%zh ijlno	37 63%	110 83%zh ijlno	44 66%	789 72%	465 65%	461 80%zpr	927 71%p	489 66%	492 80%zsu	980 72%ss
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%bh klps	562 45%zb	38 33%	45 48%hk l	53 47%hk l	60 59%zf hijkl o	45 41%k	52 54%zhj klno	12 25%	67 51%hk ln	116 41%hk	33 27%	19 31%	78 59%zf hijkl o	22 33%	483 44%hkl	281 39%	288 50%zpr	569 44%p	291 39%	311 51%zsu	602 44%ss
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%be fm	452 37%b	30 26%	32 35%	35 31%	24 23%	28 26%	33 35%	19 38%	50 38%e	130 46%zde fkmo	38 32%	34 57%zc defgh ikmno	35 27%	25 37%	389 35%efm	259 36%	204 35%	462 36%	262 35%	221 36%	483 36%
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)	361 27%be fkno rs	342 28%zb	17 15%	19 21%f	30 27%ef kn	15 15%	10 9%	39 41%zcd efkno	17 34%ef kn	43 32%ef kn	85 30%efk n	17 14%	20 33%ef kn	60 45%zcd efjkno	6 9%	275 25%efk n	159 22%	179 31%zpr	338 26%p	164 22%	197 32%zsu	361 27%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 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

	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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Mobile broadband (through a USB Modem or 'dongle')	177 13%ep	159 13%	17 15%	12 13%	25 22%zef hiklno	4 4%	9 8%	13 13%e	3 6%	12 9%	43 15%e	14 12%	4 7%	31 23%ze thikl no	7 10%	135 12%e	79 11%	93 16%zpr	172 13%p	90 12%	86 14%	177 13%
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**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Landline phone (i.e. home phone)	1357 100%	483 100%	980 100%	1257 100%	1357 100%	1136 100%	177 100%	1211 100%	602 100%	361 100%	58 100%	1103 100%	33 100%	154 100%	67 100%	482 100%	46 100%	296 100%	169 100%	237 100%	108 100%
Fixed broadband internet	1136 84%ajmn o	383 79%j	916 93%zac dfj	1103 88%za dj	1136 84%aj	1136 100%zab cdfghij	154 87%aj	1136 94%zac dfhj	554 92%za cdfj	351 97%zab cdfghj	-	1103 100%zmn	33 100%	-	-	358 74%	39 83%	268 91%zot	146 87%o	223 94%zopr t	89 82%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%ajmn o	207 43%j	980 100%zac defghij	980 78%za dj	980 72%aj	916 81%zac dj	158 89%zac degj	980 81%zac dj	508 84%za cdegj	329 91%zac degj	-	916 83%zmn	-	64 42%n	-	291 60%	38 83%ot	254 86%zorst	128 76%o	184 78%ot	70 65%
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%ajmn opr	191 40%j	508 52%zac degj	589 47%za dj	602 44%aj	554 49%zac dj	96 54%zad j	575 47%za dj	602 100%za bcdefg ij	217 60%zab cdegj	-	548 50%zmn	6 19%	41 26%n	7 10%	167 35%rt	11 23%	192 65%zopr	36 21%	172 73%zopr t	19 18%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%beg hijnq	483 100%zb cdefgh ij	207 21%j	483 38%zb deghej	483 36%beg hij	383 34%bj	65 37%bj	403 33%bj	191 32%bj	105 29%bj	-	383 35%n	-	100 65%zkn	-	214 44%zpqrs	11 23%	79 27%	54 32%	75 31%	40 37%
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)	361 27%ajmn	105 22%j	329 34%zac degj	358 28%za dj	361 27%aj	351 31%zac dj	67 38%zac degj	360 30%zac dj	217 36%z acde gj	361 100%zab cdefghj	-	348 32%zmn	3 9%	10 6%n	-	114 24%	12 27%	89 30%	43 25%	72 30%	30 28%
Mobile broadband (through a USB Modem or 'dongle')	177 13%jno	65 13%j	158 16%zcd egj	173 14%zd j	177 13%j	154 14%j	177 100%zab cdeghij	177 15%zcd ej	96 16%zd ej	67 19%zac degj	-	152 14%n	2 6%	20 13%n	2 3%	50 10%	8 17%	55 18%zos	20 12%	27 11%	16 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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
Landline phone (i.e. home phone)	1357 100%	324 100%	279 100%	154 100%	229 100%	138 100%	448 100%	518 100%	204 100%	37 100%	84 100%	48 100%	74 100%	320 100%	34 100%	69 100%	75 100%	46 100%	54 100%	45 100%	
Fixed broadband internet	1136 84%g	324 100%z	279 100%z	154 100%z	229 100%z	138 100%z	446 100%zg	299 58%	203 99%zg	36 97%	84 100%zg	48 100%zg	74 100%zg	320 100%zg	34 100%	69 100%z	75 100%z	46 100%z	54 100%z	45 100%z	
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%g	238 73%	250 89%zade	128 83%za	185 81%z	105 76%	353 79%zg	291 56%	153 75%g	30 80%	71 85%zg	38 81%g	61 81%g	276 86%zfg h	32 94%	44 63%	68 90%zors	38 81%	41 76%	27 61%	
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%cefg hjlqs	127 39%ce	193 69%zace	34 22%	169 74%zace	29 21%	118 26%l	180 35%fjl	66 33%fjl	5 14%	14 16%	21 45%fjl	10 14%	266 83%zfg hijkl	31 90%	26 37%	50 67%zoqs	10 22%	33 61%zoq s	11 25%	
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%bm e	138 43%zbcde	74 27%	47 31%	72 31%	44 32%	162 36%lm	212 41%zlm	83 41%lm	16 43%	27 32%	15 31%	20 27%	89 28%	7 20%	33 48%zp	21 27%	14 31%	19 34%	20 46%	
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)	361 27%gqr	104 32%z	89 32%z	44 28%	72 31%	41 30%	144 32%zg	69 13%	64 31%g	10 28%	32 38%g	13 27%g	24 32%g	125 39%zg	12 36%	16 24%	21 28%r	6 13%	6 11%	7 17%	
Mobile broadband (through a USB Modem or 'dongle')	177 13%	40 12%	48 17%z	22 14%	27 12%	16 12%	58 13%	63 12%	24 12%	4 12%	12 14%	7 14%	11 14%	46 14%	4 12%	10 14%	12 16%	6 13%	7 13%	6 13%	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Landline phone (i.e. home phone)	1357 100%	541 100%	534 100%	689 100%	89 100%	297 100%	239 100%	505 100%	7 100%	8 100%	281 100%	1030 100%	594 100%	611 100%
Fixed broadband internet	1136 84%abegm	424 78%	414 78%	648 94%zabef	80 89%abe	233 78%	198 83%	403 80%	3 40%	5 66%	231 82%	869 84%	529 89%zm	483 79%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%abegm	326 60%	325 61%	579 84%zabef	74 83%zabef	189 64%	159 67%	305 60%	3 42%	6 78%	204 73%	742 72%	520 88%zm	350 57%
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%af	216 40%	224 42%	313 45%af	68 76%zabcef	145 49%abf	85 36%	208 41%	3 40%	- -	111 40%	469 46%	285 48%zm	253 41%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%cd	224 41%zc	233 44%zcd	200 29%	29 33%	126 42%zc	113 47%zcd	209 41%z	2 27%	5 60%	90 32%	376 36%	155 26%	283 46%zl
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)	361 27%agm	120 22%	132 25%	213 31%zab	22 25%	80 27%	71 30%a	115 23%	3 49%	- -	71 25%	282 27%	189 32%zm	129 21%
Mobile broadband (through a USB Modem or 'dongle')	177 13%am	65 12%	66 12%	99 14%e	12 13%	30 10%	27 11%	61 12%	2 23%	1 7%	29 10%	145 14%	86 14%	66 11%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Landline phone (i.e. home phone)	1357	231	90	94	127	307	79	83	64	965	102	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1136	178	66	72	108	236	59	66	53	965	102	69
	84%abe	77%	73%	77%	85%b	77%	76%	79%	82%	100%z	100%z	100%z
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980	130	50	53	92	178	49	56	42	831	55	30
	72%abcejk	56%	55%	57%	73%abc	58%	63%	67%	66%	86%zjk	54%	43%
Pay TV (e.g. Virgin Media, Sky, BT TV)	602	90	32	33	61	135	26	32	32	495	36	23
	44%	39%	36%	35%	48%	44%	34%	38%	50%	51%zjk	35%	34%
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	483	99	40	46	38	142	32	35	25	280	60	43
	36%i	43%zd	45%cd	50%zd	30%	46%z	40%	42%	38%	29%	59%zi	63%zi
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)	361	53	13	21	34	73	16	26	18	327	14	10
	27%bik	23%	14%	22%	26%b	24%	20%	31%	28%	34%zjk	14%	14%
Mobile broadband (through a USB Modem or 'dongle')	177	29	10	12	14	38	11	5	11	143	11	1
	13%k	13%	12%	13%	11%	12%	14%	6%	18%	15%zk	10%k	1%

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

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
None of these	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

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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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
Landline phone (i.e. home phone)	1357 100%	224 100%	173 100%	544 100%	113 100%	112 100%	177 100%
Fixed broadband internet	1136 84%abd	168 75%	117 68%	514 95%zabdef	84 74%	89 80%b	154 87%abd
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%abe	116 52%	99 58%	473 87%zabdef	74 65%a	70 63%	140 79%abde
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%ae	82 37%	76 44%	252 46%ae	58 51%ae	37 33%	90 51%ae
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%c	98 44%zc	76 44%zc	136 25%	47 41%c	51 46%zc	67 38%c
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)	361 27%a	30 13%	45 26%a	172 32%za	26 23%a	28 25%a	62 35%zad
Mobile broadband (through a USB Modem or 'dongle')	177 13%a	20 9%	29 17%a	76 14%	11 10%	9 8%	28 16%
None of these	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
BT	482 36%def lqst	245 37%	237 34%	1 66%	7 20%	48 25%	67 27%	82 31%	83 35%el	115 47%zde fghklm	79 56%zde fghklm	8 23%	115 26%	165 33%l	194 50%zd efghk lm	156 39%q	137 38%q	80 29%	109 36%	73 23%	169 30% s	208 51% zst
Sky	296 22%ijn	141 21%	155 22%	- -	12 34%ijn	66 35%zhi jmn	62 25%ijn	72 27%zij n	46 20%ijn	25 10%	14 10%	12 32%ijn	128 29%zfh ijn	118 24%ijn	39 10%	83 21%	82 23%	64 23%	67 22%	76 24%	121 22%	85 21%
Virgin Media (including NTL and Telewest)	237 17%ru	123 18%	114 16%	1 34%	5 14%	23 12%	49 20%jl	54 21%ej	44 19%	44 18%	16 12%	5 15%	72 17%	99 20%ej	60 16%	75 19%	60 16%	61 22%r	41 13%	75 23%zu	143 26%zu	7 2%
TalkTalk/AOL	169 12%a	69 10%	100 14%za	- -	7 19%	31 16%	32 13%	30 11%	25 11%	30 12%	15 11%	7 18%	62 14%	55 11%	45 12%	41 10%	41 11%	45 16%o	42 14%	46 14%	63 11%	55 13%
EE/Everything Everywhere	46 3%	21 3%	25 4%	- -	1 3%	8 4%	12 5%	6 2%	11 5%	6 3%	2 1%	1 3%	20 5%	17 3%	8 2%	14 3%	13 4%	8 3%	11 4%	13 4%	22 4%	12 3%
Plusnet	29 2%n	17 3%	12 2%	- -	- -	5 2%	6 2%	9 4%ijn	6 2%	4 2%	- -	- -	10 2%	15 3%j	4 1%	15 4%	6 2%	4 1%	5 2%	5 1%	11 2%	12 3%
Post Office	18 1%	7 1%	11 2%	- -	- -	- -	2 1%	2 1%	2 1%	7 3%zel	4 3%el	- -	2 *	5 1%	11 3%zel m	2 1%	6 2%	3 1%	7 2%	2 1%	9 2%	6 2%
Kingston Communications	17 1%tu	9 1%	7 1%	- -	- -	2 1%	6 2%	3 1%	3 1%	1 1%	3 2%	- -	7 2%	6 1%	4 1%	3 1%	4 1%	3 1%	7 2%	16 5%ztu	1 *	- -
Utility Warehouse	13 1%	5 1%	8 1%	- -	- -	1 *	2 1%	2 1%	3 1%	1 1%	4 2%	- -	3 1%	5 1%	5 1%	5 1%	3 1%	3 1%	2 1%	4 1%	4 1%	5 1%
Primus	5 *	3 1%	1 *	- -	- -	2 1%n	1 1%	- -	1 *	- -	- -	- -	4 1%	1 *	- -	2 1%	- -	1 *	1 *	1 *	- -	4 1%t
Fuel Broadband	4 *	- -	4 1%	- -	1 2%fgil n	- -	- -	- -	3 1%zln	- -	- -	1 2%fgil n	- -	3 1%	- -	- -	- -	1 *	3 1%z	- -	4 1%	- -
Tesco Telecom	3 *	3 *	1 *	- -	- -	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 *	- -	2 1%	- -	- -	2 1%	1 *	1 *	1 *	1 *
O2	3 *	1 *	2 *	- -	- -	* *	1 1%	- -	- -	- -	1 1%	- -	2 *	- -	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 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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Tiscali	2 *	1 *	1 *	-	-	1 1%	-	1 *	-	-	-	-	1 *	1 *	-	-	2 *	-	1 *	1 *	1 *	1 *
Orange	2 *	2 *	-	-	-	1 1%	1 *	-	-	-	-	-	2 *	-	-	1 *	1 *	-	-	1 *	-	1 *
Swalec	2 *	-	2 *	-	-	-	1 *	-	1 *	-	*	-	1 *	1 *	*	-	-	1 *	1 *	-	1 *	1 *
SSE	1 *	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	1 *	1 *	-	-	-	-	1 *	1 *	1 *	-
Pop Telecom	1 *	1 *	1 *	-	-	-	-	-	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 *	-	1 *	1 *
Co Op	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	1 *	-	1 *
Toucan	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-
Homecall	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-
Other	11 1%b	9 1%b	2 *	-	1 3%	1 *	1 *	1 *	1 1%	5 2%	1 1%	1 3%	2 *	2 *	6 2%	3 1%	4 1%	-	4 1%	2 1%	2 *	7 2%
Don't know	12 1%	5 1%	7 1%	-	2 6%zegh ijlmn	-	3 1%	2 1%	2 1%	2 1%	1 1%	2 6%zegh ijlmn	3 1%	4 1%	3 1%	3 1%	3 1%	4 2%	1 *	5 2%	5 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 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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
BT	482 36% cf gimpq	41 39% c	45 34%	119 26%	14 25%	11 44%	162 31%	43 27%	25 31%	10 18%	5 31%	14 39% i	207 50% zf ghim	15 23%	348 36%	134 34%	197 30%	20 22%	29 36%	4 13%	1 14%	13 46%	204 50% zp qrw	14 27%
Sky	296 22% lv	31 29%	28 21%	130 29% z	11 20%	4 15%	144 27% zl	44 28% l	15 19%	17 31% l	3 17%	6 16%	48 12%	20 29% l	206 21%	90 23%	180 27% zv	26 28% v	16 20% v	11 41%	1 12%	5 19%	44 11%	13 25% v
Virgin Media (including NTL and Telewest)	237 17%	13 13%	29 22%	80 18%	13 24%	1 5%	94 18%	28 17%	15 18%	7 14%	3 19%	8 21%	65 16%	17 26% l	172 18%	65 17%	122 18%	16 17%	14 17%	3 12%	2 28%	5 17%	64 16%	12 22%
TalkTalk/AOL	169 12%	6 6%	11 8%	65 14% a	12 22%	5 21%	55 10%	28 17% fl	17 22% zf l	9 17%	3 20%	3 8%	44 11%	10 15%	118 12%	51 13%	74 11%	16 18%	14 17%	5 20%	2 24%	3 9%	43 11%	11 22% zpv
EE/Everything Everywhere	46 3%	3 3%	8 6%	19 4%	1 1%	1 5%	19 4%	11 7% zl	2 2%	2 4%	1 5%	1 2%	9 2%	1 2%	32 3%	15 4%	22 3%	10 11% zpr v	2 2%	- -	1 9%	1 3%	9 2%	1 3%
Plusnet	29 2% l	2 2%	4 3%	11 2%	1 2%	- -	16 3%	2 1%	1 1%	2 4%	- -	3 7% zgl	4 1%	2 2%	18 2%	12 3%	21 3%	1 1%	1 2%	1 3%	- -	- -	6 1%	- -
Post Office	18 1%	- -	- -	5 1%	1 1%	- -	5 1%	- -	1 1%	1 2%	- -	- -	11 3% z	- -	15 2%	3 1%	5 1%	- -	1 1%	1 4%	- -	- -	11 3% zp	- -
Kingston Communications	17 1%	2 2%	- -	9 2%	- -	- -	9 2%	3 2%	- -	1 2%	- -	- -	5 1%	- -	13 1%	3 1%	10 1%	2 2%	- -	1 3%	- -	- -	5 1%	- -
Utility Warehouse	13 1%	2 2%	3 2% c	1 *	2 4% z	- -	5 1%	1 *	2 3%	- -	- -	- -	5 1%	- -	10 1%	3 1%	6 1%	- -	2 3%	- -	- -	- -	5 1%	- -
Primus	5 *	- -	2 2% z	2 1%	- -	- -	5 1%	- -	- -	- -	- -	- -	- -	- -	3 *	1 *	5 1%	- -	- -	- -	- -	- -	- -	- -
Fuel Broadband	4 *	- -	- -	3 1%	- -	- -	2 *	1 1%	- -	- -	- -	1 2% l	- -	- -	3 *	1 *	3 *	- -	- -	- -	- -	1 2%	- -	- -
Tesco Telecom	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3% zfg	2 1%	- -	3 *	1 *	- -	- -	- -	- -	- -	1 4%	2 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 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
O2	3*	-	-	-	-	-	-	-	-	1	-	-	1	*	2	1	1	-	-	-	-	-	1	*
	*	-	-	-	-	-	-	-	-	2%zf	-	-	*	1%	*	*	*	-	-	-	-	-	*	1%
Tiscali	2*	1	-	-	-	-	1	-	-	1	-	-	-	-	2	1	1	-	-	1	-	-	-	-
	*	1%	-	-	-	-	*	-	-	2%zf	-	-	-	-	*	*	*	-	-	4%	-	-	-	-
Orange	2*	-	1	1	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	*	-	1%	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
Swalec	2*	-	-	1	-	1	1	-	1	-	-	-	*	-	2	-	1	-	1	-	-	-	*	-
	*	-	-	*	-	2%	*	-	1%	-	-	-	*	-	*	-	*	-	1%	-	-	-	*	-
SSE	1*	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	1%zf	-	-	*	-	*	*	*	-	-	-	-	-	*	-
Pop Telecom	1*	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	-	-	-	-	-	-	1	1
	*	-	-	-	-	-	-	-	-	-	-	-	*	1%zf	*	*	-	-	-	-	-	-	*	1%zp
Co Op	1*	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
	*	1%	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	1%	-	-	-	-	*	-
Toucan	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
Homecall	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
Other	11*	3	1	2	1	-	6	-	1	-	1	1	3	-	6	5	6	-	1	-	1	-	4	-
	1%	3%zc	1%	*	1%	-	1%	-	1%	-	7%	2%	1%	-	1%	1%	1%	-	1%	-	12%	-	1%	-
Don't know	12*	1	-	6	-	1	7	-	1	1	-	-	3	-	9	3	8	-	1	-	-	-	3	-
	1%	1%	-	1%	-	6%	1%	-	2%	2%	-	-	1%	-	1%	1%	1%	-	2%	-	-	-	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/ LIVING 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 UNDER 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
BT	482 36%dmop	311 35%	66 30%	104 40%b	112 28%	2 14%	2 33%	23 34%	352 39%zd	131 42%zlm	180 37% <i>m</i>	75 34% <i>m</i>	67 32%	28 22%	60 30%	43 26%	14 21%
Sky	296 22%hi	200 23%	49 22%	48 18%	122 30%zh	6 39%	4 67%	14 20%	159 18%	49 16%	98 20%	51 23%	58 28% <i>i</i>	39 31%zjij	56 28%	56 34%z	20 30%
Virgin Media (including NTL and Telewest)	237 17%	147 17%	44 20%	45 18%	62 15%	4 27%	- -	13 19%	163 18%	53 17%	90 19%	41 19%	34 16%	19 15%	33 17%	24 14%	10 15%
TalkTalk/AOL	169 12%	113 13%	30 14%	25 10%	62 15%	3 20%	- -	6 9%	103 11%	34 11%	60 12%	25 11%	31 15%	19 16%	30 15%	22 13%	13 19%
EE/Everything Everywhere	46 3%	30 3%	8 4%	8 3%	15 4%	- -	- -	3 5%	30 3%	7 2%	19 4%	7 3%	8 4%	5 4%	7 4%	4 2%	4 5%
Plusnet	29 2%	20 2%	6 3%	4 1%	11 3%	- -	- -	4 6%	17 2%	6 2%	7 1%	10 4%zj	3 1%	4 3%	7 4%	5 3%	- -
Post Office	18 1% <i>d</i>	9 1%	5 2%	4 2%	1 *	- -	- -	- -	17 2%zd	9 3%zl	6 1%	2 1%	- -	1 1%	- -	- -	1 1%
Kingston Communications	17 1%	9 1%	2 1%	6 2%	8 2%	- -	- -	1 1%	8 1%	5 1%	3 1%	4 2%	5 2%	- -	3 2%	5 3%	- -
Utility Warehouse	13 1%	7 1%	1 *	5 2%	- -	- -	- -	1 1%	12 1% <i>d</i>	6 2%	5 1%	2 1%	- -	- -	- -	- -	- -
Primus	5 * <i>h</i>	5 1%	- -	- -	4 1% <i>h</i>	- -	- -	- -	1 *	- -	1 *	1 1%	- -	2 2%zjij	1 1%	- -	2 4%zo
Fuel Broadband	4 *	1 *	1 *	2 1% <i>a</i>	- -	- -	- -	- -	4 *	3 1%zj	- -	- -	1 *	- -	- -	- -	- -
Tesco Telecom	3 *	1 *	1 1%	* *	- -	- -	- -	- -	3 *	2 1%	1 *	- -	- -	- -	- -	- -	- -
O2	3 *	1 *	2 1%	- -	2 *	- -	- -	- -	1 *	1 *	- -	* *	- -	1 1% <i>j</i>	- -	* *	1 2%z

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
 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/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Tiscali	2 *	2 *	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-	1 1%
Orange	2 *	2 *	-	-	1 *	-	-	1 2%zh	1 *	-	-	-	-	2 2%zij	-	1 1%	-
Swalec	2 *	-	1 1%a	* *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-
SSE	1 *	1 *	-	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-
Pop Telecom	1 *	1 *	-	1 *	-	-	-	-	1 *	1 *	1 *	-	-	-	-	-	-
Co Op	1 *	1 *	-	1 *	-	-	-	-	1 *	1 *	1 *	-	-	-	-	-	-
Toucan	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-
Homecall	1 *	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-
Other	11 1%	10 1%	1 *	1 *	2 *	-	-	1 1%	10 1%	1 *	8 2%z	1 *	-	2 1%	-	2 1%	-
Don't know	12 1%	7 1%	2 1%	3 1%	2 *	-	-	1 2%	9 1%	2 1%	3 1%	4 2%	1 1%	2 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
 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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
BT	482 36%abf jklmo	53 24%	38 26%	65 30%	364 39%zabc	476 35%fhjkl mo	215 29%	294 38%zefhj klmno	406 33%fl	444 36%fhjkl mo	172 32%	378 34%fl	274 31%	154 30%	312 34%flmo	86 28%
Sky	296 22%dg	71 32%zd	42 28%zd	67 31%zd	164 18%	294 22%g	230 31%zeghi klmn	132 17%	282 23%zegi	268 21%g	152 28%zeghi kl	258 23%gi	212 24%zegi	131 26%zegi	202 22%g	78 26%g
Virgin Media (including NTL and Telewest)	237 17%g	37 17%	25 17%	31 14%	170 18%	237 18%g	200 27%zeghi jklmn	109 14%	221 18%g	221 18%g	115 21%zeghi	205 18%g	171 19%zg	102 20%g	184 20%zeghi	72 24%zeghi
TalkTalk/AOL	169 12%fj	31 14%	23 16%	34 15%	104 11%	166 12%fj	41 6%	125 16%zefhi jklmno	157 13%fjn	157 13%fj	43 8%f	135 12%fj	121 14%fjkn	61 12%fj	102 11%fj	30 10%f
EE/Everything Everywhere	46 3%	11 5%c	8 6%c	3 2%	32 3%	46 3%	19 3%	33 4%fj	43 4%f	44 4%f	12 2%	39 3%	34 4%fj	21 4%f	31 3%	11 4%
Plusnet	29 2%f	6 3%	2 1%	5 2%	17 2%	29 2%f	3 *	28 4%zefhil n	26 2%f	26 2%f	12 2%f	29 3%zefhi	21 2%f	18 4%zefhi	23 3%f	12 4%f
Post Office	18 1%fhjkl m	- 1%fhjkl	1 *	1 *	17 2%z	18 1%fhjklm	2 *	14 2%fhjklm	12 1%f	17 1%fhjklm	2 *	11 1%f	6 1%	2 *	11 1%fjm	2 1%
Kingston Communications	17 1%	2 1%	4 3%	5 2%	9 1%	16 1%	9 1%	8 1%	14 1%	16 1%	10 2%	13 1%	9 1%	5 1%	12 1%	3 1%
Utility Warehouse	13 1%ef	- -	- -	- -	13 1%z	12 1%f	3 *	9 1%	13 1%fl	12 1%f	5 1%	13 1%fl	5 1%	5 1%	9 1%l	3 1%
Primus	5 *dhin	4 2%zd	2 2%zd	2 1%d	1 *	5 *hin	- -	2 *	1 *	2 *	- -	5 *hin	3 *n	3 1%fin	1 *	- -
Fuel Broadband	4 *	- -	- -	- -	4 *	4 *	1 *	3 *	3 *	4 *	1 *	3 *	1 *	2 *	2 *	- -
Tesco Telecom	3 *	- -	- -	- -	3 *	3 *	1 *	2 *	3 *	3 *	1 *	3 *	- -	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 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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
O2	3 *	- *	* *	2 1%	1 *	3 *	1 *	2 *	3 * _k	2 *	- *	1 *	2 *	* *	2 *	1 *
Tiscali	2 *	1 1%	1 *	- *	1 *	2 *	1 *	- *	2 *	2 *	1 *	2 *	2 *	- *	2 *	- *
Orange	2 *	- *	- *	1 *	1 *	2 *	1 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	2 *	1 *
Swalec	2 *	- *	- *	1 *	1 *	2 *	1 *	2 *	2 *	2 *	1 *	1 *	1 *	1 *	2 *	1 *
SSE	1 *	1 *	- *	- *	1 *	1 *	- *	1 *	1 *	1 *	- *	1 *	1 *	1 *	- *	- *
Pop Telecom	1 *	- *	- *	- *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- *	- *	- *	- *	1 *
Co Op	1 *	- *	- *	- *	1 *	1 *	- *	1 *	1 *	1 *	- *	1 *	1 *	- *	1 *	- *
Toucan	1 *	- *	- *	- *	1 *	1 *	1 *	- *	- *	1 *	- *	- *	1 *	- *	- *	- *
Homecall	1 *	- *	- *	- *	1 *	1 *	- *	1 *	1 *	1 *	1 *	1 *	1 *	- *	1 *	1 *
Other	11 1%	1 *	- *	1 *	10 1%	11 1%	5 1%	5 1%	10 1%	9 1%	6 1%	11 1%	8 1%	2 *	8 1%	3 1%
Don't know	12 1%gn	2 1%	2 1%	1 *	10 1%	12 1%gn	7 1%	3 *	11 1%gn	12 1%gn	4 1%	11 1%gn	6 1%	1 *	4 *	- *

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 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
BT	482	331	46	6	1	22	76	231	140	106	-	36	32	30	62	65	66	22
	36%ahim	32%	36%	33%	13%	54%zab	63%zab	44%zhi	31%	29%	-	36%	32%	26%	32%	33%	39% m	43%
Sky	296	252	24	4	3	6	7	70	119	104	3	25	16	32	44	50	37	13
	22%fg	24%zf	19% f	25%	34%	16% f	6%	13%	26%zg	28%zg	42%	24%	15%	28% l	23%	26%	22%	26%
Virgin Media (including NTL and Telewest)	237	187	31	2	1	4	13	91	86	59	2	14	25	17	35	32	34	5
	17% f	18% f	24% f	11%	10%	11%	11%	17%	19%	16%	30%	13%	25% zk	14%	18%	17%	20%	11%
TalkTalk/AOL	169	136	12	3	2	6	10	61	51	56	1	15	14	14	23	22	12	4
	12% p	13%	10%	19%	20%	14%	8%	12%	11%	15%	13%	15%	14%	12%	12%	11%	7%	8%
EE/Everything Everywhere	46	42	3	-	-	1	-	22	13	12	-	3	7	6	8	5	9	-
	3% f	4% f	3%	-	-	2%	-	4%	3%	3%	-	3%	7%	5%	4%	2%	5%	-
Plusnet	29	27	3	-	-	-	-	11	12	6	1	1	-	5	3	10	3	5
	2%	3%	2%	-	-	-	-	2%	3%	2%	15%	1%	-	4%	2%	5% zl	2%	11% zk inp
Post Office	18	8	4	-	1	1	4	10	7	1	-	*	2	5	2	2	-	-
	1% ai	1%	3% a	-	14%	2%	3% za	2% i	2%	*	-	*	2%	4% zp	1%	1%	-	-
Kingston Communications	17	12	-	-	-	1	4	6	7	3	-	2	2	1	3	1	4	-
	1%	1%	-	-	-	2%	3%	1%	1%	1%	-	2%	2%	1%	2%	1%	2%	-
Utility Warehouse	13	11	1	1	-	-	-	5	6	2	-	2	1	1	3	3	1	-
	1%	1%	1%	5%	-	-	-	1%	1%	1%	-	2%	1%	*	2%	2%	1%	-
Primus	5	5	-	-	-	-	-	2	-	2	-	-	-	3	1	-	-	-
	*	*	-	-	-	-	-	*	-	1%	-	-	-	3% zop	1%	-	-	-
Fuel Broadband	4	4	-	-	-	-	-	-	-	4	-	3	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	1% zg	-	3% znop	-	-	-	-	-	-
Tesco Telecom	3	1	1	-	1	-	1	2	-	1	-	-	1	-	1	-	-	-
	*	*	*	-	9%	-	1%	*	-	*	-	-	1%	-	*	-	-	-
O2	3	1	*	-	-	-	1	1	1	*	-	-	-	*	-	-	1	-
	*	*	*	-	-	-	1%	*	*	*	-	-	-	*	-	-	1%	-
Tiscali	2	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
 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	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 £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)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Orange	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	
Swalec	2 *	1 *	-	1 3%	-	-	*	* *	-	1 *	-	-	* *	-	-	-	-	-	
SSE	1 *	1 *	-	-	-	-	1 1%	-	-	1 *	-	1 1%	-	-	-	-	-	-	
Pop Telecom	1 *	-	-	-	-	-	1 1%za	-	-	1 *	-	-	-	-	-	-	-	-	
Co Op	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	
Toucan	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	
Homecall	1 *	1 *	-	-	-	-	-	-	-	1 *	-	1 1%z	-	-	-	-	-	-	
Other	11 1%	9 1%	1 *	-	-	-	2 1%	5 1%	5 1%	2 *	-	-	1 1%	2 1%	2 1%	3 1%	1 1%	1 2%	
Don't know	12 1%	9 1%	1 1%	1 4%	-	-	* *	3 1%	6 1%	2 *	-	-	-	-	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
 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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
BT	482 36%ef o	444 36%	36 32%	33 35%ef	35 32%ef	11 11%	14 12%	37 38%ef	28 56%zc defg jmo	48 36%ef	112 40%efo	50 41%ef	35 60%zc defg jkmo	47 35%ef	32 48%zd efo	367 33%ef	243 34%	212 37%	455 35%	261 35%	221 36%	482 36%
Sky	296 22%l	267 22%	29 25%	25 27%l	22 20%	16 16%	30 27%l	21 22%	10 19%	31 24%l	61 21%l	24 20%	7 11%	36 27%el	14 21%	240 22%l	159 22%	125 22%	284 22%	153 21%	143 23%	296 22%
Virgin Media (including NTL and Telewest)	237 17%hl	213 17%	21 18%	8 9%	28 25%zc hijklm o	36 36%zc ghijk lmno	34 31%zc ghijk lmno	17 17%hl	1 2%	22 17%hl	43 15%hl	13 11%	2 3%	20 15%hl	12 18%hl	203 18%chk l	129 18%	99 17%	229 18%	138 19%	99 16%	237 17%
TalkTalk/AOL	169 12%l	155 13%	14 12%	15 16%	11 10%	13 13%	16 15%	13 13%	6 11%	15 12%	36 13%	20 16%l	3 6%	17 13%	5 7%	143 13%l	88 12%	73 13%	161 12%	92 12%	77 12%	169 12%
EE/Everything Everywhere	46 3%	38 3%	8 7%za	2 2%	6 6%an	4 4%	6 6%	1 1%	2 4%	3 3%	7 3%	5 4%	2 3%	7 5%an	- -	37 3%	26 4%	20 4%	46 4%	25 3%	21 3%	46 3%
Plusnet	29 2%	28 2%	1 1%	- -	4 4%	4 4%	1 1%	2 2%	1 3%	5 4%	3 1%	2 2%	3 5%cj	1 1%	2 3%	23 2%	19 3%	11 2%	29 2%	16 2%	13 2%	29 2%
Post Office	18 1%	16 1%	2 1%	3 4%	- -	- -	2 2%	- -	- -	1 1%	7 3%	- -	2 3%dk	2 1%	1 1%	14 1%	11 2%	7 1%	18 1%	10 1%	8 1%	18 1%
Kingston Communications	17 1%	16 1%	1 1%	- -	- -	16 16%zcd fghijk lmno	- -	- -	- -	1 *	- -	- -	- -	- -	- -	17 2%	12 2%	3 1%	15 1%	12 2%	5 1%	17 1%
Utility Warehouse	13 1%	13 1%	- -	2 2%	- -	- -	1 *	2 2%	1 2%	- -	5 2%	1 1%	1 2%	1 1%	- -	11 1%	9 1%	5 1%	13 1%	9 1%	5 1%	13 1%
Primus	5 *	5 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	2 1%	- -	- -	- -	- -	5 *	2 *	2 *	5 *	2 *	2 *	5 *
Fuel Broadband	4 *	4 *	- -	2 3%zo	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	3 *	3 *	1 *	4 *	3 *	1 *	4 *
Tesco Telecom	3 *	3 *	- -	- 1%	1 1%	- -	- -	- -	1 2%zj	1 *	- -	1 1%	- -	- -	- -	3 *	3 *	- -	3 *	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/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 & 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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
O2	3*	3	-	-	*	-	-	1	-	-	1	-	-	-	-	3	2	1	3	2	1	3
Tiscali	2*	2	1	-	-	-	-	-	-	-	2	-	-	-	-	2	1	2	2	1	2	2
Orange	2*	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	2	2	1	1	2
Swalec	2*	2	1%za	-	-	-	1%o	-	-	-	-	-	2%zjo	-	-	1	-	2	2	1	1	2
SSE	1*	1	-	-	-	-	-	-	-	-	-	1	-	1	-	1	1	-	1	1	1	1
Pop Telecom	1*	1	-	-	-	1	-	-	1	-	-	-	-	-	-	1	1	-	1	1	1	1
Co Op	1*	1	-	-	-	-	-	-	-	-	-	1	1	-	-	1	1	1	1	1	1	1
Toucan	1*	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	1	1	-	1
Homecall	1*	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
Other	11	10	1	1	1	-	3	1	-	2	1	-	1	1	1	9	1	9	10	3	9	11
Don't know	12	10	2	1	2	-	2	1	-	2	-	3	1	-	-	11	6	2	8	8	4	12
	1%ps	1%	1%	1%	1%	-	2%	1%	-	1%	1%	-	1%	*	1%	1%	*	2%zpr	1%p	*	1% ^s	1% ^s
	1% ^r	1%	2%	2%	2% ^j	-	2%	1%	-	1%	-	2% ^j	2% ^j	-	-	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 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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
BT	482	214 36% bcef ghk pqrs t	291 44% zb 30% cdefg hi	424 34% be gh	482 36% bce fgh	358 32% bh	50 28%	391 32% bh	167 28%	114 32%	38 65% zabc defg hi	341 31%	17 51%	82 53% zk	41 61% zk	482 100% zpqrst	-	-	-	-	-
Sky	296	79 22% ajmn oprst	254 26% zac degj	285 23% za dj	296 22% aj	268 24% zad j	55 31% zac degj	284 23% zad j	192 32% za bcdeg ij	89 25% aj	5 9%	264 24% zmn	4 13%	21 14%	7 10%	-	-	296 100% zoprst	-	-	-
Virgin Media (including NTL and Telewest)	237	17% jmno pqrt	75 15% j	184 19% j	230 18% za dj	237 20% zac dgj	223 15% j	226 19% zad j	172 29% za bcdef gij	72 20% j	2 3%	221 20% zmn	3 8%	9 6%	4 6%	-	-	-	-	237 100% zopqr t	-
TalkTalk/AOL	169	12% hopq st	54 11% h	128 13% h	159 13% h	169 12% h	146 13% h	20 11% h	153 13% h	36 6% h	43 12% h	143 13%	4 11%	16 10%	7 10%	-	-	-	169 100% zopqst	-	-
EE/Everything Everywhere	46	3% hoqrs	11 2%	38 4% h	44 4% ah	46 3% h	39 3% h	8 4% h	46 4% aeh	11 2%	12 3%	37 3%	2 6%	8 5%	-	-	46 100% zoqrs t	-	-	-	-
Plusnet	29	2% ahoqs	5 1%	27 3% ah	29 2% ah	29 2% ah	27 2% ah	4 2% h	29 2% ah	3 *	12 3% ah	27 2%	-	2 2%	-	-	-	-	-	29 27% zopq rs	-
Post Office	18	1% bchko	12 3% zbc deg hi	7 1%	14 1% bh	18 1% bch	13 1% bh	4 2% bh	14 1% bh	2 *	1 2%	11 1%	2 6%	3 2%	2 3%	-	-	-	-	-	18 17% zopq rs
Kingston Communications	17	1% o	4 1%	12 1%	14 1%	17 1%	13 1%	1 *	13 1%	8 1%	3 1%	13 5% zabc defg hi	-	1 *	3 5% zkm	-	-	-	-	-	17 16% zopq rs
Utility Warehouse	13	1% ho	7 1% h	9 1%	13 1% h	13 1% h	12 1% h	-	13 1% h	2 *	6 2% h	12 1%	-	1 1%	-	-	-	-	-	-	13 12% zopq rs
Primus	5	* b	3 1%	1 *	5 * b	5 * b	5 * b	-	5 * b	-	-	5 *	-	-	-	-	-	-	-	-	5 5% zoqr s

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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Fuel Broadband	4 *bek	3 1%e	1 *	4 *be	4 *be	1 *	3 2%zbcd eghi	4 *be	1 *	1 *	-	1 *	-	2 2%zk	-	-	-	-	-	-	4 3%zoqr s
Tesco Telecom	3 *egk	2 *	2 *	3 *eg	3 *eg	1 *	-	2 *	1 *	-	-	1 *	-	2 1%zk	-	-	-	-	-	-	-
O2	3 *	2 *	1 *	3 *g	3 *	2 *	-	2 *	-	1 *	-	2 *	-	1 1%	-	-	-	-	-	-	3 3%zoqs
Tiscali	2 *	1 *	2 *	2 *	2 *	1 *	1 *	2 *e	-	-	-	1 *	-	1 1%	-	-	-	-	-	-	-
Orange	2 *	-	2 *	2 *	2 *	2 *	-	2 *	-	-	-	2 *	-	-	-	-	-	-	-	-	2 2%zoq
Swalec	2 *	1 *	1 *	2 *	2 *	1 *	-	1 *	-	-	-	1 *	-	* *	-	-	-	-	-	-	2 1%zo
SSE	1 *c	-	1 *	1 *	1 *c	1 *	-	1 *	-	-	1 i	1 1%zabcdegh i	-	-	1 1%zk	-	-	-	-	-	1 1%zo
Pop Telecom	1 *	1 *	-	1 *	1 *	-	-	-	1 *	-	-	1 1%zbcdegi	-	1 *k	1 1%zk	-	-	-	-	-	1 1%zo
Co Op	1 *	-	1 *	1 *	1 *	1 *	-	1 *	-	1 *	-	1 *	1 2%	-	-	-	-	-	-	-	1 1%zo
Toucan	1 *	-	-	-	1 *	-	-	-	-	-	1 i	-	-	-	1 1%zk	-	-	-	-	-	-
Homecall	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	1 1%z
Other	11 1%	2 *	8 1%	10 1%	11 1%	11 1%	4 2%h	11 1%	2 *	4 1%	1 1%	10 1%	1 2%	-	1 1%	-	-	-	-	-	11 10%zopq rs
Don't know	12 1%	9 2%zcd ei	12 1%	12 1%	12 1%	10 1%	1 1%	12 1%	4 1%	-	-	10 1%	-	2 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/q/r/s/t
 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)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
BT	482 36%bcde jklmpqr s	320 99%zbcde	16 6%	4 2%	5 2%	9 6%	204 46%zjklm	227 44%zjklm	204 100%zfgjklm	-	-	-	-	38 12%jkl	4 12%	65 94%zpqrs	16 21%	4 8%	5 10%	9 19%	
Sky	296 22%acdef ghijklqr s	* *	262 94%zacde	2 1%	1 1%	3 2%a	37 8%hjl	91 18%fhjkl	-	37 100%	-	-	-	165 52%zfgh jkl	1 4%	* 1%	57 76%zoqrs	2 3%	1 2%	3 7%	
Virgin Media (including NTL and Telewest)	237 17%abcef ghjlopq	1 *	- -	- -	221 96%zabce	1 1%	48 11%hjl	62 12%hjl	-	-	-	48 100%zfg hjl	-	97 30%zfg hjl	24 71%	1 1%	- -	- -	46 85%zopqs	4 8%p	
TalkTalk/AOL	169 12%abdeh klmopr	- -	- -	145 94%zabde	- -	1 1%	84 19%zgh klm	63 12%hklm	-	-	84 100%zfg hklm	-	-	15 5%h	4 11%	- -	- -	39 85%zopr s	- -	1 2%	
EE/Everything Everywhere	46 3%abcdh m	- -	- -	- -	- -	39 28%zabc d	19 4%hm	15 3%h	-	-	-	-	19 25%zfg hklm	3 1%	-	- -	- -	- -	- -	7 16%zopqr	
Plusnet	29 2%abdgm	- -	- -	- -	- -	27 19%zabc d	21 5%zghm	6 1%	-	-	-	-	21 28%zfg hklm	- -	1 2%	- -	- -	- -	- -	4 8%zopr	
Post Office	18 1%	1 *	1 *	3 2%	- -	8 6%zabd	6 1%	12 2%zhm	-	-	-	-	6 9%zfg hklm	- -	-	1 2%	1 1%	1 2%	- -	3 8%z	
Kingston Communications	17 1%	- -	- -	- -	- -	13 10%zabc d	7 2%	8 2%	-	-	-	-	7 10%zfg hklm	1 *	-	- -	- -	- -	- -	5 11%zopqr	
Utility Warehouse	13 1%	- -	- -	- -	- -	12 9%zabc d	7 2% m	3 1%	-	-	-	-	7 9%zfg hklm	- -	-	- -	- -	- -	- -	2 5% z	
Primus	5 *	- -	- -	- -	- -	5 4%zabc d	2 1%	2 *	-	-	-	-	2 3%zfg hklm	- -	-	- -	- -	- -	- -	2 5% z	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 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)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Fuel Broadband	4 *	-	-	-	-	1 1%	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	3 *	-	-	-	-	1 1%	1 *	2 *	-	-	-	-	1 2% _m	-	-	-	-	-	-	-
O2	3 *	-	-	-	-	2 1% _z	-	2 *	-	-	-	-	-	-	-	-	-	-	-	* 1%
Tiscali	2 *	-	-	1 *	-	1 *	-	2 *	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%
Orange	2 *	-	-	-	-	2 1% _{za}	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2% _z
Swalec	2 *	-	-	-	-	1 1% _z	1 *	* *	-	-	-	-	1 2% _{zgm}	-	-	-	-	-	-	-
SSE	1 *	-	-	-	-	1 *	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Pop Telecom	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Co Op	1 *	-	-	-	-	1 1% _z	1 *	-	-	-	-	-	1 2% _{zgm}	-	-	-	-	-	-	-
Toucan	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Homecall	1 *	-	-	-	-	1 1% _z	1 *	-	-	-	-	-	1 1% _{zg}	-	-	-	-	-	-	-
Other	11 1%	1 *	-	-	-	9 7% _{zabc}	7 2% _m	4 1%	-	-	-	-	7 9% _z _{fm}	-	-	1 2%	-	-	-	2 5% _z
Don't know	12 1%	-	1 *	-	1 1%	-	-	11 2% _{zfm}	-	-	-	-	-	1 *	-	-	1 1%	-	1 3%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 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)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
BT	482 36%dl	218 40%zcd	222 42%zcd	234 34%d	19 22%	118 40%d	117 49%zabcde	203 40%z	5 67%	4 55%	100 36%	368 36%	180 30%	249 41%zl
Sky	296 22%abfgm	92 17%	82 15%	174 25%zabf	36 40%zabcef	63 21%bf	30 13%	85 17%	1 12%	2 27%	67 24%	222 22%	149 25%zm	106 17%
Virgin Media (including NTL and Telewest)	237 17%cm	93 17%c	93 17%c	92 13%	16 18%	49 17%	35 15%	88 17%	-	*	53 19%	175 17%	116 20%	91 15%
TalkTalk/AOL	169 12%	66 12%	61 11%	86 12%	11 12%	28 9%	21 9%	62 12%	1 11%	*	31 11%	130 13%	73 12%	81 13%
EE/Everything Everywhere	46 3%	14 3%	15 3%	32 5%za	1 2%	7 2%	8 3%	13 3%	1 9%	1 8%	7 2%	39 4%	20 3%	21 4%
Plusnet	29 2%	13 2%	12 2%	23 3%z	1 1%	8 3%	8 3%	13 3%	-	-	7 3%	22 2%	18 3%	9 1%
Post Office	18 1%	15 3%zbc	10 2%	6 1%	-	5 2%	3 1%	12 2%z	-	-	3 1%	15 1%	5 1%	13 2%z
Kingston Communications	17 1%	8 1%	9 2%	12 2%	-	4 1%	1 1%	8 2%	-	-	1 *	12 1%	8 1%	7 1%
Utility Warehouse	13 1%	5 1%	4 1%	8 1%	-	2 1%	2 1%	4 1%	-	-	2 1%	11 1%	5 1%	7 1%
Primus	5 *	1 *	4 1%a	2 *	-	1 *	1 1%	1 *	-	-	-	5 *	-	5 1%zl
Fuel Broadband	4 *	1 *	-	3 *	-	2 1%	-	1 *	-	-	-	4 *	4 1%	-
Tesco Telecom	3 *	1 *	2 *	-	-	1 *	1 *	1 *	-	-	1 *	3 *	2 *	2 *
O2	3 *	1 *	2 *	2 *	-	1 *	1 1%	1 *	-	-	1 *	2 *	2 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Tiscali	2 *	1 *	2 *	1 *	- -	1 *	1 *	1 *	- -	- -	1 *	2 *	1 *	- -
Orange	2 *	- -	- -	1 *	1 1%zab	- -	- -	- -	- -	- -	1 *	1 *	1 *	1 *
Swalec	2 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	1 *
SSE	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	- -	1 *
Pop Telecom	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	1 *
Co Op	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	1 *
Toucan	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -
Homecall	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
Other	11 1%	6 1%	6 1%	8 1%	1 2%	3 1%	4 2%	6 1%	- -	- -	- -	10 1%	4 1%	7 1%
Don't know	12 1%ck	2 *	6 1%ac	2 *	2 3%ac	2 1%	3 1%c	2 *	- -	- -	3 1%	5 1%	5 1%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
BT	482 36%i	97 42%z	42 47%zd	40 42%	39 31%	132 43%zh	30 39%	42 51%zh	17 27%	298 31%	31 31%	30 43%i
Sky	296 22%ae	29 12%	14 16%	17 18%	32 25%a	38 12%	17 21%	11 14%	16 25%e	237 25%z	16 15%	15 22%
Virgin Media (including NTL and Telewest)	237 17%k	37 16%	11 12%	16 18%	29 23%	52 17%	14 17%	16 19%	12 18%	193 20%zk	25 25%k	5 7%
TalkTalk/AOL	169 12%b	36 16%b	5 5%	12 13%	13 10%	41 13%	6 8%	4 5%	9 15%	124 13%	12 12%	10 15%
EE/Everything Everywhere	46 3%	7 3%	2 2%	2 2%	3 2%	8 3%	4 5%	1 1%	2 3%	34 4%	2 2%	2 3%
Plusnet	29 2%	6 3%	4 4%	2 2%	2 1%	6 2%	- -	3 3%	3 5%	24 3%	2 2%	- -
Post Office	18 1%i	7 3%z	5 5%zd	2 2%	1 1%	5 2%	1 1%	3 3%	1 1%	6 1%	5 5%zi	2 3%i
Kingston Communications	17 1%	3 1%	2 2%	- -	3 3%	6 2%	3 3%	- -	1 1%	9 1%	3 3%	1 1%
Utility Warehouse	13 1%	3 1%	1 1%	- -	1 1%	3 1%	- -	1 1%	- -	10 1%	- -	2 3%
Primus	5 *	- -	1 2%	- -	- -	2 1%	1 2%	- -	- -	5 1%	- -	- -
Fuel Broadband	4 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -
Tesco Telecom	3 *	- -	1 1%	- -	- -	1 *	1 1%	- -	1 1%	1 *	- -	- -
O2	3 *	1 1%	- -	- -	- -	2 1%	- -	- -	- -	1 *	* *	- -

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

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Tiscali	2 *	-	-	-	1 *	1 *	-	-	1 1%	1 *	1 1%	-
Orange	2 *	-	-	-	-	-	-	-	-	2 *	-	-
Swalec	2 *	1 *	* 1%	-	-	1 *	* 1%	-	-	1 *	-	1 1%
SSE	1 *	-	-	1 1%	1 1%	1 *	-	-	1 1%z	1 *	-	-
Pop Telecom	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-
Co Op	1 *	-	1 1%	-	-	-	1 1%	-	-	1 *	-	-
Toucan	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-
Homecall	1 *	-	-	-	-	-	-	-	-	1 *	-	-
Other	11 1%	2 1%	2 2%	-	1 1%	5 2%	-	-	1 1%	10 1%	-	1 1%
Don't know	12 1%j	-	-	1 1%	2 1%	2 1%	1 2%	3 3%	-	5 1%	4 4%zi	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
 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)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
BT	482 36%cf	81 36%	67 39%f	171 31%	46 40%f	64 57%zabcdf	49 27%
Sky	296 22%b	44 20%b	20 12%	146 27%zabe	26 23%b	16 15%	43 24%b
Virgin Media (including NTL and Telewest)	237 17%c	43 19%	41 24%zc	73 13%	24 21%c	16 15%	36 20%c
TalkTalk/AOL	169 12%	34 15%de	19 11%	73 13%	8 7%	7 6%	26 14%
EE/Everything Everywhere	46 3%	6 3%	5 3%	25 5%	4 3%	1 1%	6 4%
Plusnet	29 2%	3 1%	1 1%	19 3%z	2 1%	4 3%	1 1%
Post Office	18 1%	7 3%zc	4 2%	4 1%	* *	* *	3 1%
Kingston Communications	17 1%	1 *	3 2%	10 2%	2 1%	- -	2 1%
Utility Warehouse	13 1%	1 *	1 1%	7 1%	- -	1 1%	3 2%
Primus	5 *	- -	2 1%z	2 *	- -	- -	- -
Fuel Broadband	4 *	1 *	- -	3 1%	- -	- -	- -
Tesco Telecom	3 *	- -	2 1%c	- -	1 1%	1 1%c	- -
O2	3 *	- -	1 1%	2 *	- -	- -	- -
Tiscali	2 *	- -	- -	1 *	- -	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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)	Main reason for having a landline					Other (f)
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	
Weighted Base	1357	224	173	544	113*	112*	177
Orange	2 *	-	-	1 *	-	-	1 1%
Swalec	2 *	-	-	1 *	1 1%	-	-
SSE	1 *	-	1 *	1 *	-	-	-
Pop Telecom	1 *	-	1 *	-	-	-	1 *
Co Op	1 *	1 *	-	-	-	-	1 *
Toucan	1 *	1 *	-	-	-	-	-
Homecall	1 *	-	-	1 *	-	-	-
Other	11 1%	1 1%	2 1%	6 1%	-	-	3 2%
Don't know	12 1% ^c	1 *	4 2% ^c	-	-	1 1%	4 2% ^c

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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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Broadband	839 62%jnr s	414 62%	425 61%	2 100%	21 61%j	129 68%jn	164 67%jn	176 67%jn	156 66%jn	147 61%jn	44 31%	23 63%j	293 67%zjn	332 66%zjn	191 50%j	297 74%zp qr	227 62%r	178 63%r	137 45%	177 55%	359 64% s	269 66% s
Unlimited evening and weekend calls to UK landlines	514 38%jns	250 38%	264 38%	- -	10 30%	82 43%jn	96 39%j	110 42%jn	89 38%	88 36%	39 28%	10 28%	178 41%jn	199 40%j	128 33%	172 43%r	128 35%	109 39%	105 34%	100 31%	217 39% s	169 41% s
Unlimited weekend calls to UK landlines	429 32%ou	213 32%	216 31%	- -	11 32%	62 32%	78 32%	82 31%	79 34%	76 31%	40 28%	11 30%	140 32%	161 32%	117 30%	108 27%	111 31%	95 34%	114 37%zo	92 29%	205 37% zs u	105 26% s
Satellite or cable TV	397 29%ijn ru	206 31%	191 28%	1 66%	13 38%ijn	68 36%ijn	79 32%ijn	95 36%zij n	75 32%ijn	48 20%	17 12%	14 39%ijn	147 34%zij n	170 34%zij n	65 17%j	116 29%	101 28%	105 37%zo pr	75 24%	89 28%	205 37% zs u	86 21% s
Unlimited calls to UK landlines at any time	384 28%def kl	185 28%	199 29%	- -	5 13%	30 16%	56 23%	80 30%dek l	75 32%def kl	103 43%zde fghjkl mn	34 24%	5 13%	86 20%	156 31%def kl	137 36%zde efijkl	120 30%	101 28%	86 31%	77 25%	85 26%	157 28%	131 32%
Cheap calls to mobile phones	105 8%b	66 10%zb	39 6%	- -	1 3%	14 7%	15 6%	17 7%	31 13%zfgj lmn	21 9%	6 4%	1 3%	29 7%	49 10%gj	27 7%	35 9%	28 8%	25 9%	17 6%	28 9%	40 7%	30 7%
Cheap international calls	92 7%b	60 9%zb	32 5%	- -	1 2%	7 3%	15 6%	17 7%	22 9%e	25 10%zel	7 5%	1 2%	22 5%	39 8%	32 8%j	38 9%	22 6%	15 5%	17 6%	23 7%	40 7%	20 5%
Mobile phone	80 6%e	42 6%	38 6%	- -	1 3%	3 2%	18 7%el	16 6%e	17 7%e	18 8%e	7 5%	1 3%	21 5%e	34 7%e	25 7%e	20 5%	28 8%	15 5%	17 6%	16 5%	43 8% z	20 5%
Line rental / basic package / landline only	13 1%a	1 *	12 2%za	- -	- -	1 1%	1 *	2 1%	5 2%	1 *	4 3%il	- -	2 *	7 1%	4 1%l	6 2%	2 1%	1 *	4 1%	2 1%	6 1%	5 1%
Free / cheaper / flat rate evening calls	4 *	2 *	2 *	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	2 1%	2 *	- -	2 *	- -	2 1%	1 *	- -	1 *	4 1%
Cheaper / unlimited calls to friends and family	3 *	3 *	- -	- -	- -	- -	1 *	1 *	- -	- -	1 1%	- -	1 *	1 *	1 *	2 *	- -	- -	1 *	- -	- -	3 1%
Internet	2 *	1 *	1 *	- -	- -	- -	- -	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 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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Free continental / european calls	2*	2*	-	-	-	-	-	1*	-	1*	-	-	-	1*	1*	-	-	1*	1*	2*	-	-
Free local calls	1*	1*	1*	-	-	-	-	-	1*	-	1*	-	-	1*	1*	-	1*	-	1*	1*	-	-
Someone else in the family / household sorts it out	1*	1*	1*	-	-	-	-	1*	-	-	1*	-	-	1*	1*	-	1*	-	-	-	-	1*
Other	81%	51%	3*	-	-	1*	-	-	21%	21%	32%zfglm	-	1*	2*	51%	51%	1*	-	21%	21%	1*	41%
Unlimited calls (NET)	103476%j	49374%	54178%	-	2367%k	14475%j	18575%j	20176%j	19080%jk	20183%zjdjklm	9063%	2364%	32975%j	39178%jk	29176%j	30977%	27174%	22078%	23476%	23272%	42877%	32680%sl
Don't know	564%f	264%	304%	-	38%f	95%f	31%	94%	62%	83%	1913%zefghilmn	38%f	123%f	153%	277%zfhilm	195%	164%	62%	165%	196%	193%	154%
None of these	423%hmo	233%	203%	-	-	63%	52%	62%	21%	115%hmn	129%zfhgilm	-	113%	82%	236%zfhilm	51%	113%	155%zo	124%o	103%	204%	113%
LL and BB Bundle	44833%jrt	21332%	23534%	134%	824%	6634%j	8033%j	8834%j	8235%j	9238%jn	3021%	924%	14633%j	17134%j	12332%j	17142%zpq	12234%r	8028%	7524%	9229%	15728%	17944%zst
LL, BB and TV Bundle	32024%ijnru	16625%	15522%	166%	1235%ijn	6032%zij	6627%ijn	7428%ijn	5825%ijn	3816%jn	107%	1336%ijn	12729%zij	13226%ijn	4813%j	10626%r	8122%r	8430%zpr	4916%	7122%	16329%zsu	7418%
LL, BB, TV and Mobile Bundle	343%u	173%	172%	-	13%	32%	63%	114%	62%	52%	32%	13%	92%	163%	82%	72%	93%	93%	83%	62%	244%zu	31%

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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Broadband	839 62%lv	77 72%z	95 72%z	299 66%	38 67%	17 70%	358 67%zl	113 71%zi	54 68%l	30 55%	10 71%	26 69%l	205 50%	42 64%l	585 61%	254 65%	450 68%zv	58 64%v	59 72%v	15 55%	6 67%	19 67%	199 49%	33 63%
Unlimited evening and weekend calls to UK landlines	514 38%lv	42 40%	60 45%	195 43%z	14 25%	8 35%	221 42%hl	76 47%zh	22 28%	20 37%	4 24%	16 42%	130 31%	26 39%	361 37%	153 39%	277 42%zrv	39 43%	24 29%	13 48%	2 24%	12 42%	129 32%	18 34%
Unlimited weekend calls to UK landlines	429 32%r	28 27%	44 33%	156 34%	14 25%	3 11%	181 34%h	47 29%	17 21%	22 41%h	5 31%	15 40%h	117 28%	26 39%h	319 33%	110 28%	211 32%r	33 36%r	16 19%	11 41%	2 25%	11 40%	120 30%	24 46%zprv
Satellite or cable TV	397 29%lv	36 34%	45 34%	153 34%z	18 32%	5 21%	174 33%l	60 37%zl	23 28%	21 39%l	2 15%	10 28%	82 20%	24 37%l	281 29%	115 30%	225 34%zv	33 36%v	25 31%v	12 43%	1 16%	8 29%	77 19%	16 31%
Unlimited calls to UK landlines at any time	384 28%cf kp	27 25%	42 31%	99 22%	18 33%	8 32%	114 21%	53 33%fk	26 32%k	13 24%	4 26%	5 14%	149 36%zf k	20 30%	269 28%	115 29%	159 24%	30 33%	25 30%	3 9%	2 26%	4 15%	146 36%zp	14 27%
Cheap calls to mobile phones	105 8%	12 11%	19 14%zc	30 7%	5 8%	4 17%	42 8%	19 12%l	9 11%	3 6%	2 15%	2 6%	25 6%	3 4%	74 8%	31 8%	48 7%	14 16%zp vw	11 13%vw	2 6%	2 26%	2 8%	25 6%	1 2%
Cheap international calls	92 7%o	10 10%	11 8%	22 5%	3 6%	3 13%	35 7%	8 5%	7 8%	1 2%	- -	2 6%	35 9%	4 6%	77 8%zo	16 4%	38 6%	9 10%	3 4%	1 2%	- -	2 9%	35 9%	4 7%
Mobile phone	80 6%	6 6%	12 9%	22 5%	2 4%	- -	29 6%	11 7%	2 3%	2 4%	1 4%	1 3%	25 6%	9 14%zfh l	55 6%	26 7%	43 6%	4 5%	2 3%	1 3%	1 8%	1 3%	22 6%	6 12%r
Line rental / basic package / landline only	13 1%	- -	- -	6 1%	- -	- -	6 1%	- -	- -	1 2%	- -	- -	5 1%	2 -	11 1%	2 1%	6 1%	- -	- -	1 3%	- -	- -	5 1%	1 2%
Free / cheaper / flat rate evening calls	4 *n	- -	- -	4 1%	- -	- -	2 *	2 1%l	- -	- -	- -	1 2%l	- -	- -	1 *	4 1%nl	- -	- -	2 2%zp	- -	- -	1 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
 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Cheaper / unlimited calls to friends and family	3*	-	1	-	-	-	1	-	-	-	-	-	1	1	3	-	1	-	-	-	-	-	1	1
		-	1%	-	-	-	*	-	-	-	-	-	*	2%zf	*	-	*	-	-	-	-	-	*	2%zp
Internet	2*	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	-	-	-	-	-	-	1	1
		-	-	-	-	-	-	-	-	-	-	-	*	2%zf	*	*	-	-	-	-	-	-	*	2%zp
Free continental / european calls	2*	-	-	-	1	-	-	-	1	-	-	-	1	-	2	-	-	-	1	-	-	-	1	-
		-	-	-	2%z	-	-	-	1%zf	-	-	-	*	-	*	-	-	-	1%zp	-	-	-	*	-
Free local calls	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
Someone else in the family / household sorts it out	1*	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	1	-
		-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	*	-	-	-	-	-	*	-
Other	8	-	-	-	2	-	-	-	2	-	-	1	6	-	7	2	-	-	2	-	-	-	7	-
	1%	-	-	-	3%	-	-	-	2%f	-	-	2%f	1%zf	-	1%	*	-	-	2%ap	-	-	-	2%zp	-
Unlimited calls (NET)	1034	77	107	350	34	16	405	130	50	45	12	25	311	57	735	299	515	70	50	22	6	20	306	45
	76%dh	73%	81%	77%	61%	66%	76%h	81%h	63%	84%h	79%	66%	76%h	86%hk	76%	77%	78%r	78%r	61%	79%	71%	72%	76%r	84%r
Don't know	56	6	6	13	1	1	21	4	3	-	1	-	27	1	42	15	27	-	3	-	1	-	25	1
	4%	6%	5%	3%	2%	6%	4%	2%	3%	-	5%	-	7%z	1%	4%	4%	4%	-	3%	-	9%	-	6%zq	1%
None of these	42	2	4	9	2	1	11	3	3	1	-	1	22	1	31	11	14	2	3	-	-	-	22	2
	3%	2%	3%	2%	3%	4%	2%	2%	4%	2%	-	3%	5%zf	1%	3%	3%	2%	2%	3%	-	-	-	6%zp	3%
LL and BB Bundle	448	40	45	152	19	12	182	55	31	14	8	17	123	20	309	140	223	31	33	6	4	11	122	19
	33%	38%	34%	33%	34%	49%	34%	34%	39%	27%	51%	44%	30%	29%	32%	36%	34%	34%	40%	20%	44%	41%	30%	35%
LL, BB and TV Bundle	320	33	39	127	16	5	151	48	21	13	2	8	63	14	230	90	190	23	24	9	1	6	59	9
	24%lv	31%	29%	28%zv	29%	21%	28%zl	30%l	27%l	24%	15%	22%	15%	21%	24%	23%	29%zv	25%v	29%v	32%	16%	23%	14%	17%
LL, BB, TV and Mobile Bundle	34	2	4	13	1	-	13	7	1	1	-	1	6	5	19	15	19	3	1	1	-	1	4	4
	3%v	2%	3%	3%	3%	-	2%	4%	2%	2%	-	3%	1%	8%zf	2%	4%	3%v	4%	2%	3%	-	3%	1%	7%zv

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 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/ LIVING 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Broadband	839	563	150	124	261	11	4	54	539	162	323	139	143	72	138	103	38
	62%ci	64%zc	69%zc	48%	65%	76%	54%	81%zdh	60%	52%	67%zi	63%i	68%i	58%	69%z	63%	57%
Unlimited evening and weekend calls to UK landlines	514	345	85	84	175	10	3	32	311	111	172	97	92	42	91	72	19
	38%ch	39%	39%	32%	43%zh	70%	51%	47%	35%	36%	35%	44%	44%	34%	46%zp	44%p	28%
Unlimited weekend calls to UK landlines	429	266	81	82	109	8	3	21	296	106	164	66	52	41	55	45	20
	32%di	30%	37%	32%	27%	56%	44%	32%	33%	34%i	34%i	30%	25%	33%	28%	28%	30%
Satellite or cable TV	397	273	70	54	137	8	3	26	233	66	143	71	76	41	61	65	22
	29%chi	31%c	32%c	21%	34%zh	57%	44%	39%	26%	21%	30%i	32%i	36%zi	33%i	31%	40%z	33%
Unlimited calls to UK landlines at any time	384	259	50	73	88	1	4	19	279	81	159	53	53	36	39	39	17
	28%dn	30%	23%	28%	22%	7%	66%	29%	31%zd	26%	33%zk	24%	25%	29%	20%	24%	26%
Cheap calls to mobile phones	105	82	16	6	27	1	*	8	73	13	53	18	13	8	17	8	3
	8%ci	9%zc	7%c	2%	7%	5%	6%	12%	8%	4%	11%zi	8%	6%	6%	8%	5%	5%
Cheap international calls	92	70	12	11	15	1	1	7	71	17	36	18	16	5	7	7	3
	7%di	8%c	5%	4%	4%	8%	15%	10%di	8%zd	5%	7%	8%	8%	4%	3%	4%	4%
Mobile phone	80	59	7	15	15	1	1	6	60	16	35	12	5	12	6	3	6
	6%do	7%	3%	6%	4%	10%	18%	9%	7%	5%	7%i	5%	2%	9%i	3%	2%	10%no
Line rental / basic package / landline only	13	2	7	5	2	-	-	-	11	9	2	2	1	-	1	1	-
	1%a	*	3%za	2%a	1%	-	-	-	1%	3%zj	*	1%	*	-	1%	1%	-
Free / cheaper / flat rate evening calls	4	4	1	-	2	-	-	4	-	-	-	2	1	2	2	1	-
	*	*	*	-	1%h	-	-	6%zdh	-	-	-	1%	*	1%zi	1%	*	-
Cheaper / unlimited calls to friends and family	3	-	1	1	-	-	-	-	3	3	-	-	-	-	-	-	-
	*	-	1%a	*	-	-	-	-	*	1%zj	-	-	-	-	-	-	-

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
 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/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Internet	2 *	1 *	1 1%	-	-	-	-	-	2 *	1 *	1 *	-	-	-	-	-	-
Free continental / european calls	2 *	1 *	1 *	-	1 *	-	-	-	1 *	1 *	-	1 *	-	-	1 1%	-	-
Free local calls	1 *	-	-	1 1%a	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-
Someone else in the family / household sorts it out	1 *	1 *	-	1 *	-	-	-	1 1%	1 *	1 *	-	1 *	-	-	-	-	-
Other	8 1%	5 1%	3 1%	1 *	1 *	-	-	-	7 1%	3 1%	3 1%	-	1 *	1 1%	-	1 1%	-
Unlimited calls (NET)	1034 76%	676 77%	162 74%	195 75%	307 76%	13 88%	6 91%	51 77%	681 76%	236 75%	370 76%	171 77%	161 77%	95 76%	147 74%	135 83%	48 71%
Don't know	56 4%	32 4%	7 3%	18 7%za	10 3%	-	-	2 4%	44 5%	16 5%	19 4%	9 4%	6 3%	5 4%	6 3%	3 2%	3 4%
None of these	42 3%cd	22 3%	6 3%	14 5%za	6 2%	1 7%	-	1 2%	34 4%	15 5%l	16 3%	7 3%	2 1%	3 2%	2 1%	2 1%	2 3%
LL and BB Bundle	448 33%	292 33%	82 38%cd	73 28%	131 32%	2 15%	2 36%	29 43%	301 34%	96 31%	177 36%cm	69 31%	73 35%	33 26%	77 39%o	44 27%	17 26%
LL, BB and TV Bundle	320 24%chi	218 25%cd	61 28%cd	40 16%	116 29%zh	7 51%	-	20 30%	187 21%	52 17%	117 24%li	58 26%li	65 31%zi	28 23%	55 28%	56 34%z	15 23%
LL, BB, TV and Mobile Bundle	34 3%	27 3%	2 1%	5 2%	7 2%	1 5%	1 18%	3 4%	23 3%	5 1%	13 3%	6 3%	3 1%	7 5%zi	2 1%	2 1%	3 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
 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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Broadband	839 62%	144 66%	91 61%	136 62%	560 60%	832 62%	503 68%zegi	487 63%	800 66%zegi	797 64%ze	375 70%zeghi	771 69%zeghi	626 71%zefgh ikn	380 74%zefgh ijkn	620 68%zegi	241 79%zefghijkln
Unlimited evening and weekend calls to UK landlines	514 38% ^d	94 43% ^b	50 34%	90 41%	332 36%	512 38%	288 39%	298 38%	470 39%	477 38%	210 39%	438 39%	362 41%zehi	219 43%zehi	373 41%zei	133 44% ^z
Unlimited weekend calls to UK landlines	429 32% ⁱ	59 27%	50 34%	63 29%	308 33%	426 32% ⁱ	237 32%	258 33% ⁱ	375 31%	383 31%	164 30%	354 32%	279 32%	176 34% ⁱ	294 32%	99 33%
Satellite or cable TV	397 29% ^{dg}	79 36% ^{zd}	56 38% ^{zd}	72 33%	249 27%	395 29% ^g	364 49%zeghi jklmno	174 22%	378 31%zeg	375 30% ^g	217 40%zeghi kln	357 32%zegi	294 33%zeghi kln	196 38%zeghi	309 34%zeghi	115 38%zeghi
Unlimited calls to UK landlines at any time	384 28% ^a	46 21%	34 23%	55 25%	288 31% ^{zab}	382 28%	215 29%	249 32%zehi	360 30%ze	373 30%ze	153 28%	348 31%ze	254 29%	144 28%	282 31%ze	87 29%
Cheap calls to mobile phones	105 8% ^a	8 4%	9 6%	18 8% ^a	77 8% ^a	105 8%	68 9%	70 9%	101 8% ^z	102 8%	51 9%	103 9%zehi	80 9% ^z	49 10%	82 9% ^z	36 12%zehi
Cheap international calls	92 7% ^a	5 2%	6 4%	11 5%	76 8% ^{za}	91 7%	49 7%	62 8%	85 7%	88 7%	31 6%	84 8%	65 7%	41 8%	65 7%	25 8%
Mobile phone	80 6% ^a	6 3%	7 5%	9 4%	65 7% ^{za}	80 6%	51 7%	46 6%	79 7%ze	79 6%	38 7%	77 7%ze	56 6%	36 7%	68 7%ze	29 9%zegil
Line rental / basic package / landline only	13 1% ^{ehkm}	- -	1 1%	1 *	11 1%	12 1% ^k	4 1% ^k	6 1% ^k	9 1% ^k	11 1% ^k	4 1% ^k	2 *	9 1% ^{km}	- -	11 1% ^{fhkm}	2 1%
Free / cheaper / flat rate evening calls	4 * ^g	- -	1 *	2 1%	2 *	4 * ^g	4 *	1 *	4 * ^g	4 * ^g	4 1%	4 * ^g	4 * ^g	4 1% ^g	4 * ^g	- -
Cheaper / unlimited calls to friends and family	3 *	- -	- -	- -	3 *	3 *	- -	3 *	3 *	3 *	- -	3 *	3 *	1 *	2 *	- -
Internet	2 *	- -	- -	- -	2 *	2 *	1 *	1 *	2 *	2 *	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 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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Free continental / european calls	2 * _i	1 *	-	-	1 *	2 * _i	-	1 *	2 * _i	1 *	-	1 *	1 *	-	-	-
Free local calls	1 *	-	-	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-
Someone else in the family / household sorts it out	1 *	-	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Other	8 1% _f	1 *	-	-	7 1%	8 1% _f	1 *	5 1%	6 1% _f	7 1% _f	1 *	5 *	4 *	-	4 *	-
Unlimited calls (NET)	1034 76%	168 77%	116 78%	167 76%	705 76%	1029 77% _z	567 77%	615 79% _z ehij	932 77%	955 76%	403 75%	874 78% _z	695 79% _z ehij	412 81% _z efhi j	723 79% _z ehij	237 78%
Don't know	56 4% _{lm}	5 2%	2 1%	10 4%	45 5%	55 4% _{lm}	28 4% _l	35 4% _{lm}	47 4% _{lm}	50 4% _{lm}	23 4% _{lm}	42 4% _l	24 3%	12 2%	34 4%	12 4%
None of these	42 3% _{chklmn}	4 2%	5 3% _c	2 1%	36 4% _{zc}	41 3% _{hklmn}	17 2%	21 3%	32 3% _{km}	39 3% _{hklmn}	13 2%	21 2%	18 2%	7 1%	21 2%	6 2%
LL and BB Bundle	448 33% _{fj}	71 32%	38 26%	68 31%	310 33%	442 33% _{fj}	161 22%	304 39% _z efhi jkn	423 35% _z efj	424 34% _z efj	152 28% _f	407 36% _z efhi jn	322 37% _z efij n	180 35% _{fj}	307 34% _{fj}	113 37% _{fj}
LL, BB and TV Bundle	320 24% _{cdg}	68 31% _{zd}	46 31% _{zd}	60 28%	194 21%	319 24% _g	298 40% _z eghi jklmno	140 18%	309 25% _z egi	303 24% _g	187 35% _z eghi kln	294 26% _z egi	253 29% _z eghi k	165 32% _z eghi kn	252 28% _z eghi	99 33% _z eghi k
LL, BB, TV and Mobile Bundle	34 3%	4 2%	3 2%	4 2%	27 3%	34 3%	30 4% _z eghi	15 2%	34 3% _g	33 3%	15 3%	34 3% _z eg	25 3%	16 3%	30 3% _z eg	14 5% _z egi

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 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Broadband	839 62%efil	732 70%zbf	76 60%ef	10 57%	4 54%	13 33%f	4 3%	308 59%	323 71%zgi	200 55%	5 87%	54 53%	49 49%	80 69%kl	125 65%l	149 76%zkl n	135 79%zkl n	39 78%zkl
Unlimited evening and weekend calls to UK landlines	514 38%f	416 40%zf	44 35%	3 16%	2 30%	16 38%	33 27%	182 35%	190 42%g	135 37%	4 72%	35 35%	30 30%	58 51%zkl	74 38%	88 45%l	72 42%	26 51%l
Unlimited weekend calls to UK landlines	429 32%q	320 31%	46 36%	6 34%	1 17%	10 24%	46 38%	163 31%	137 30%	129 35%	- -	33 33%	32 32%	38 33%	62 32%q	67 34%q	56 33%	8 16%
Satellite or cable TV	397 29%fg	326 31%zf	42 33%f	4 23%	3 41%	9 23%f	13 11%	120 23%	157 34%zg	116 32%g	4 72%	30 29%	25 25%	38 33%	60 31%	70 36%	66 38%zl	15 30%
Unlimited calls to UK landlines at any time	384 28%fiq	304 29%f	41 32%f	3 19%	3 38%	15 37%f	17 14%	188 36%zhi	115 25%	78 21%	- -	22 22%	26 26%	25 22%	73 38%zkl mpq	71 37%zkm q	45 26%	7 13%
Cheap calls to mobile phones	105 8%fi	92 9%zf	10 8%f	1 3%	- -	2 5%f	* *	47 9%i	40 9%i	17 5%	- -	6 6%	8 8%	13 11%	13 7%	24 12%z	22 13%z	6 11%
Cheap international calls	92 7%f	73 7%	10 8%	1 5%	3 34%	3 8%	3 3%	45 9%z	29 6%	19 5%	- -	5 5%	5 5%	10 9%	14 7%	19 10%	13 8%	6 11%
Mobile phone	80 6%f	68 6%f	11 8%f	* 2%	1 7%	1 3%f	- -	35 7%	24 5%	19 5%	2 30%	6 6%	7 7%	6 5%	16 8%	14 7%	15 9%	2 3%
Line rental / basic package / landline only	13 1%a	6 1%	4 3%za	- -	- -	* 1%	2 2%	5 1%	4 1%	3 1%	- -	1 1%	1 1%	- -	2 1%	4 2%	- -	- -
Free / cheaper / flat rate evening calls	4 *	4 *	- -	- -	- -	- -	- -	- -	4 1%	1 *	- -	1 1%	- -	2 2%z	- -	- -	- -	2 3%znop
Cheaper / unlimited calls to friends and family	3 *	3 *	- -	- -	- -	- -	- -	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
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Internet	2*	2*	-	-	-	-	-	1*	-	1*	-	-	-	-	1*	-	-	-	
Free continental / european calls	2*	2*	-	-	-	-	-	1*	-	1*	-	-	-	-	1%	-	-	-	
Free local calls	1*	1*	-	-	-	-	1*	1*	-	-	-	1*	1*	-	-	-	-	-	
Someone else in the family / household sorts it out	1*	1*	-	-	-	1%za	-	1*	-	-	-	-	-	-	-	-	-	-	
Other	8* 1%	4*	-	-	-	-	4%zab	6* 1%	2*	1*	-	1* 1%	-	1* 1%	-	1* *	2* 1%	-	
Unlimited calls (NET)	1034 76% ^f	810 78% ^f	98 77%	11 63%	4 52%	30 74%	81 67%	406 78%	344 76%	275 75%	4 72%	75 74%	75 75%	98 85%zpq	155 80% ^q	163 84%z ^q kp	125 73%	32 64%	
Don't know	56 4% ^a	34 3%	3 2%	1 8%	1 18%	4 10% ^{ab}	13 11% ^{zab}	24 5%	19 4%	13 3%	1 13%	4 4%	3 3%	1 1%	4 2%	6 3%	10 6%	-	
None of these	42 3% ^{aho}	19 2%	3 3%	2 13%	1 9%	1 3%	16 14% ^{zabe}	25 5% ^{zhi}	7 2%	8 2%	-	9 9% ^{zmop}	7 7% ^{zop}	2 2%	6 3%	1 *	1 1%	1 1%	
LL and BB Bundle	448 33% ^{efi}	395 38% ^{zef}	39 31% ^f	6 34%	1 13%	7 16% ^f	1 1%	182 35% ⁱ	160 35% ⁱ	102 28%	1 15%	26 25%	25 25%	43 37%	65 34%	73 38% ^{kl}	65 38% ^{kl}	24 47% ^{kl}	
LL, BB and TV Bundle	320 24% ^{fg}	276 26% ^{zf}	29 23% ^f	4 23%	3 34%	7 17% ^f	3 2%	93 18%	142 31% ^{zgi}	83 23%	3 42%	23 22%	18 18%	33 28%	48 25%	62 32% ^{zl}	57 34% ^{zl}	14 28%	
LL, BB, TV and Mobile Bundle	34 3%	28 3%	5 4% ^f	-	1 7%	-	-	15 3%	9 2%	9 2%	2 30%	2 2%	1 1%	3 2%	4 2%	8 4%	7 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
 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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Broadband	839 62%b kps	785 63%zb 43%	49	54 59%	74 67%fk n	76 74%zc fjkl o	50 46%	69 72%z fjkl kno	36 72%fk n	85 64%fk	164 58%	59 49%	35 60%	102 77%zc fijkl no	34 51%	668 61%fk	416 58%	385 67%zpr	801 62%p	425 57%	414 67%zsu	839 62%ss
Unlimited evening and weekend calls to UK landlines	514 38%b	481 39%b	33 29%	34 37%	34 31%	42 41%	46 43%	40 41%	13 26%	43 33%	115 41%	43 36%	21 35%	53 40%	29 43%	411 37%	264 37%	230 40%	494 38%	283 38%	231 38%	514 38%
Unlimited weekend calls to UK landlines	429 32% m	397 32%	31 27%	29 31%	39 35% m	36 35%	35 33%	33 35%	11 22%	34 26%	95 33%	41 33%	18 31%	32 24%	26 39% m	353 32% m	239 33%	180 31%	419 32% z	251 34%	178 29%	429 32%
Satellite or cable TV	397 29% bkl	379 31% zb	18 16%	27 29%	34 30% l	39 39% zh jklo	32 29%	35 37% jkl	11 21%	44 34% kl	70 25%	25 21%	10 16%	53 40% zh jklno	17 25%	317 29% kl	204 28%	174 30%	379 29%	201 27%	196 32%	397 29%
Unlimited calls to UK landlines at any time	384 28% n	349 28%	33 28%	22 24%	29 26%	21 21%	31 28%	31 32% n	21 42% zc dejno	50 38% ze n	76 27%	34 28% n	18 31% n	40 30% n	10 15%	315 29% n	199 28%	172 30%	371 29%	204 27%	180 29%	384 28%
Cheap calls to mobile phones	105 8% p	99 8%	6 5%	10 11%	9 8%	8 8%	4 3%	8 8%	3 6%	14 11%	21 7%	5 4%	3 6%	14 11% fk	6 9%	81 7%	42 6%	61 11% zpr	103 8% p	50 7%	55 9%	105 8%
Cheap international calls	92 7% g	82 7%	10 9%	5 6%	14 13% zeg ho	3 3%	6 5%	2 2%	1 2%	9 7%	21 7%	10 8%	3 5%	11 8% g	10 15% zef ghlo	69 6%	54 8%	37 6%	92 7%	52 7%	40 7%	92 7%
Mobile phone	80 6%	76 6%	4 3%	4 4%	8 7%	7 7%	3 3%	8 8%	3 7%	9 7%	24 8%	4 3%	3 5%	6 4%	1 1%	71 6%	41 6%	38 7%	80 6%	43 6%	37 6%	80 6%
Line rental / basic package / landline only	13 1% t	13 1%	-	1 1%	-	1 1%	-	1 1%	-	6 5% zdf jkmo	2 1%	-	1 2%	1 *	-	11 1%	11 2%	2 *	13 1%	11 1%	2 *	13 1% t
Free / cheaper / flat rate evening calls	4 *	4 *	-	-	-	-	-	2 2% zjo	-	2 1%	-	-	-	-	-	4 *	1 *	4 1%	4 * p	2 *	2 *	4 *
Cheaper / unlimited calls to friends and family	3 *	3 *	-	-	-	-	-	1 1%	-	-	1 *	-	1 1% zo	-	-	2 *	3 *	-	3 *	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/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

	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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Internet	2 *	2 *	-	-	-	1 1%z	-	-	-	-	1 *	-	-	-	-	2 *	2 *	-	2 *	2 *	-	2 *
Free continental / european calls	2 *	2 *	-	-	-	-	-	-	-	-	1 *	1 1%	-	-	-	2 *	2 *	-	2 *	2 *	-	2 *
Free local calls	1 *	1 *	-	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Someone else in the family / household sorts it out	1 *r	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%zo	-	-	1 *	-	1 *	1 *	1 *	1 *
Other	8 1%	7 1%	2 1%	2 2%	1 1%	-	1 1%	1 1%	-	2 1%	1 *	1 1%	-	1 *	-	8 1%	7 1%	2 *	8 1%	4 1%	4 1%	8 1%
Unlimited calls (NET)	1034 76%	947 77%	85 74%	64 70%	85 76%	75 74%	94 76% egjho	71 74%	40 81%	104 79%	207 73%	94 77%	48 81%	103 77%	48 72%	835 76%	557 77%	441 77%	999 77%z	573 77%	461 75%	1034 76%
Don't know	56 4%r	51 4%	6 5%	3 3%	7 6%	6 6%	6 5%	3 3%	4 8%i	2 1%	12 4%	3 2%	4 7%i	4 3%	3 4%	45 4%	23 3%	27 5%	50 4%	27 4%	29 5%	56 4%
None of these	42 3%q	38 3%	4 4%	6 7%jm	6 6%jm	3 3%	3 3%	4 4%	2 3%	5 4%	4 1%	5 4%	2 4%	1 1%	1 1%	38 3%	28 4%qr	10 2%	38 3%q	28 4%	15 2%	42 3%
LL and BB Bundle	448 33%f	410 33%	34 30%	30 32%f	37 33%f	36 35%f	19 18%	33 35%f	25 50%zd fijkn o	40 30%	97 34%f	38 31%f	25 42%f	49 37%f	20 30%	354 32%f	221 31%	206 36%	427 33%	233 31%	215 35%	448 33%
LL, BB and TV Bundle	320 24%bj kls	308 25%zb	13 11%	21 23%	30 27%jkl	33 32%zh jklo	28 26%l	29 30%jkl	8 16%	37 28%jkl	49 17%	18 15%	8 13%	47 35%zh jklno	13 19%	253 23%jkl	160 22%	145 25%	305 24%	157 21%	163 27%zsu	320 24% s
LL, BB, TV and Mobile Bundle	34 3%	34 3%	-	1 1%	3 3%	5 5%	2 2%	2 2%	2 3%	6 4%	8 3%	3 2%	1 1%	3 2%	1 1%	30 3%	19 3%	15 3%	33 3%	18 2%	16 3%	34 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

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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Broadband	839	271 62%ajmn o	690 56%j dj	820 70%zac dj	839 65%za dj	837 74%zab cdfghj	114 64%j	839 69%zac dj	422 70%za cdj	292 81%zab cdefgh j	-	818 74%zmn	19 57%	2 1%	-	255 53%	31 68%	205 69%zo	106 63%	175 74%zort	65 60%
Unlimited evening and weekend calls to UK landlines	514 38%	177 37%	389 40%j	486 39%	514 38%	442 39%	79 45%j	473 39%zd	240 40%j	152 42%j	15 26%	434 39%	8 24%	52 34%	20 30%	186 39%	17 36%	120 40%	62 37%	85 36%	41 38%
Unlimited weekend calls to UK landlines	429 32%j	159 33%j	301 31%	394 31%	429 32%j	351 31%	55 31%	372 31%	194 32%j	96 27%	24 41%j	344 31%	7 21%	50 32%	28 41%	156 32%	18 40%	87 29%	48 28%	89 38%zt	28 26%
Satellite or cable TV	397 29%ajmn opr	112 23%j	332 34%zac dj	384 31%za dj	397 29%aj	375 33%zac dj	57 32%aj	385 32%zac dj	326 54%za bcdef gj	143 40%zab cdegj	3	368 33%zmn	7 22%	16 10%	6 9%	52 11%t	5 10%t	187 63%zopr	19 11%t	132 56%zopr	1 1%
Unlimited calls to UK landlines at any time	384 28%mn	149 31%j	279 28%	366 29%zd	384 28%	346 30%zbc dj	52 29%	363 30%zbd j	170 28%	117 32%j	10 18%	339 31%zmn	7 20%	27 17%	11 16%	133 28%	17 37%	84 28%	56 33%	64 27%	28 26%
Cheap calls to mobile phones	105 8%jinq	40 8%j	88 9%zdj	105 8%zdj	105 8%j	98 9%zdj	25 14%zabc degj	103 9%zdj	62 10%zc dj	40 11%zdj	-	98 9%zn	-	7 5%	-	28 6%	10 21%zoqr	8 3%	15 9%q	31 13%zoq	13 12%oq
Cheap international calls	92 7%q	40 8%	72 7%	88 7%	92 7%	82 7%	10 6%	87 7%	45 8%	37 10%zbc degj	1 2%	79 7%	3 8%	9 6%	2 3%	26 5%	3 7%	11 4%	19 11%zoq	18 8%	14 13%zoq
Mobile phone	80 6%mnq	25 5%	67 7%j	80 6%zdj	80 6%	77 7%zdj	11 6%	79 7%zdj	46 8%zad j	28 8%j	-	77 7%zmn	-	3 2%	-	16 3%	11 24%zoqr	3 1%	7 4%q	32 14%zoqr	10 9%oq
Line rental / basic package / landline only	13 1%	4 1%	8 1%	11 1%	13 1%	9 1%	-	11 1%	4 1%	4 1%	2 3%j	9 1%	-	2 1%	2 3%	3 1%	-	1 *	4 2%	4 2%	1 1%
Free / cheaper / flat rate evening calls	4 *	-	4 *	4 *	4 *	4 *	-	4 *	4 1%	2 1%	-	4 *	-	-	-	2 *	-	2 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/q/r/s/t
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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Cheaper / unlimited calls to friends and family Internet	3 *	1 *	3 *	3 *	3 *	2 *	1 1%	3 *	1 *	1 *	- -	2 *	- -	1 1%	- -	2 *	- -	- -	1 1%	- -	- -
Free continental / european calls	2 *	1 *	1 *	2 *	2 *	- -	1 1%e	2 *	1 *	- -	- -	- -	- -	2 1%zk	- -	1 *	- -	- -	- -	1 *	- -
Free local calls	1 *	- -	2 *	2 e	2 *	1 *	- -	2 e	- -	- -	- -	1 *	- -	1 1%k	- -	- -	- -	- -	2 1%z	- -	- -
Someone else in the family / household sorts it out	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 1%zabcdegi	- -	- -	1 1%zk	- -	- -	- -	- -	- -	1 1%zo
Other	8 1%h	2 *	5 1%	6 1%	8 1%h	5 *	- -	5 *	1 *	1 *	2 3%zabcdefgh	5 *	- -	1 1%	2 2%k	4 1%	- -	- -	2 1%	- -	2 2%qs
Unlimited calls (NET)	1034 76%mt	368 76%	754 77%	969 77%zd	1034 76%	879 77%zd	131 74%	934 77%	464 77%	288 80%	41 69%	862 78%zm	17 53%	107 69%	48 71%	379 79%t	40 86%t	232 78%t	127 75%	179 76%	71 65%
Don't know	56 4%begk	25 5%eg	33 3%	49 4%eg	56 4%beg	34 3%	8 5%	43 4%e	20 3%	11 3%	5 8%e	32 3%	2 6%	18 12%zk	5 7%	20 4%	1 3%	10 3%	4 2%	7 3%	9 8%zqrs
None of these	42 3%bceqk qs	21 4%bce fghi	19 2%	32 3%beg	42 3%bceg	21 2%	2 1%	23 2%	14 2%	5 1%	8 14%zabcdefgh	19 2%	3 8%	13 8%zk	8 12%zk	24 5%zqs	1 1%	3 1%	5 3%	2 1%	2 2%
LL and BB Bundle	448 33%hjmn qs	162 34%hj	353 36%zdh j	436 35%zd hj	448 33%hj	446 39%zab cdghj	58 33%hj	448 37%zcd hj	118 20%aj	144 40%zcd hj	- -	434 39%zmn	12 37%	2 1%	- -	204 42%zqs	19 40%qs	37 13%	84 49%zqs	48 20%q	56 52%zqs
LL, BB and TV Bundle	320 24%ajmn oprt	89 18%j	276 28%zac dgi	314 25%za dj	320 24%aj	320 28%zac dgi	46 26%aj	320 26%zac dj	266 44%za bcdef gli	125 35%zab cdefgj	- -	314 28%zmn	6 20%	- -	- -	38 8%t	3 6%	165 56%zoprst	15 9%t	97 41%zoprt	1 1%
LL, BB, TV and Mobile Bundle	34 3%oq	7 1%	32 3%zad	34 3%a	34 3%	34 3%zad	4 2%	34 3%a	31 5%zab cdeg	12 3%	- -	34 3%zm	- -	- -	- -	4 1%	- -	1 *	4 2%	24 10%zopqr t	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/q/r/s/t
 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)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Broadband	839	254	204	106	175	97	448	-	204	37	84	48	74	320	34	-	-	-	-	-
	62%gopq rs	79%zc	73%z	69%	76%z	71%z	100%zg	-	100%zg	100%	100%zg	100%zg	100%zg	100%zg	100%	-	-	-	-	-
Unlimited evening and weekend calls to UK landlines	514	130	119	56	82	53	172	182	86	11	33	15	27	126	18	25	36	13	20	14
	38%	40%	43%	37%	36%	39%	38%	35%	42%	29%	40%	31%	36%	39%	52%	35%	48%	29%	38%	31%
Unlimited weekend calls to UK landlines	429	100	81	43	89	38	131	163	62	14	21	14	21	108	14	22	23	15	15	10
	32%	31%	29%	28%	39%zbce	28%	29%	31%	30%	37%	25%	29%	28%	34%	41%	32%	31%	32%	28%	23%
Satellite or cable TV	397	49	173	21	125	5	-	42	-	-	-	-	-	320	34	7	7	3	4	1
	29%acef ghijkl qrs	15%e	62%zace	14%e	55%zace	4%	-	8%fhjl	-	-	-	-	-	100%zf ghjkl	100%	10%	9%	6%	7%	1%
Unlimited calls to UK landlines at any time	384	106	79	49	65	46	152	96	75	11	31	8	27	102	18	14	15	9	11	11
	28%g	33%	28%	32%	28%	33%	34%zgk	19%	37%zgk	28%	37%gk	17%	36%gk	32%g	54%	21%	20%	19%	20%	24%
Cheap calls to mobile phones	105	26	9	13	32	18	31	25	12	-	8	1	10	30	11	6	1	2	7	2
	8%bqp	8%b	3%	8%b	14%zab	13%zb	7%	5%	6%	-	10%	3%	13%fg	9%g	32%	8%p	1%	4%	13%p	5%
Cheap international calls	92	23	10	15	19	14	31	28	16	-	8	1	8	23	6	4	2	4	5	3
	7%b	7%	4%	10%b	8%b	10%b	7%	5%	8%	-	9%	1%	10%	7%	17%	6%	3%	9%	8%	6%
Mobile phone	80	16	4	7	32	18	-	10	-	-	-	-	-	-	34	3	1	-	3	*
	6%bfghl m	5%b	1%	5%	14%zabc	13%zabc	-	2%fm	-	-	-	-	-	-	100%	4%	2%	-	5%	1%
Line rental / basic package / landline only	13	1	1	4	3	-	4	8	-	-	4	-	-	1	-	1	-	-	3	2
	1%	*	*	3%a	1%	-	1%	2%	-	-	5%zfhm	-	-	*	-	1%	-	-	5%z	5%z
Free / cheaper / flat rate evening calls	4	2	2	-	-	-	2	1	2	-	-	-	-	2	-	1	-	-	-	-
	*	1%	1%	-	-	-	*	*	1%	-	-	-	-	1%	-	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Cheaper / unlimited calls to friends and family	3 *	1 *	-	1 1%	-	-	1 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-
Internet	2 *	-	-	-	-	-	1 *	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-
Free continental / european calls	2 *	-	-	1 *	-	-	-	2 *	-	-	-	-	-	-	-	-	-	1 1%	-	-
Free local calls	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%z
Someone else in the family / household sorts it out	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 1%z	-	-
Other	8 1%	2 1%	-	2 1%	-	1 1%	1 *	7 1%z	1 1%	-	-	-	-	-	-	1 1%	-	2 5%z	-	1 2%
Unlimited calls (NET)	1034 76%g	259 80%	224 80%	112 73%	176 77%	105 76%	345 77%g	366 71%	171 84%zfgkl	27 71%	62 74%	31 65%	53 72%	263 82%zgak	30 88%	48 69%	63 84%q	30 64%	38 71%	32 72%
Don't know	56 4%fhm	8 2%	6 2%	3 2%	4 2%	5 4%	-	56 11%zfhjklm	-	-	-	-	-	-	-	8 12%z	6 9%	3 6%	4 8%	5 11%z
None of these	42 3%afh	3 1%	4 2%	5 3%	4 2%	2 1%	-	42 8%zfhjlm	-	-	-	-	-	-	-	3 5%	4 6%	5 11%z	4 7%	2 4%
LL and BB Bundle	448 33%bdgm opqrs	203 63%zbd	36 13%	84 54%zbd	48 21%b	76 55%zbd	448 100%zgm	-	204 100%zgm	37 100%	84 100%zgm	48 100%zgm	74 100%zgm	-	-	-	-	-	-	-
LL, BB and TV Bundle	320 24%acef ghijklp qrs	38 12%e	165 59%zacde	15 10%e	97 42%zace	4 3%	-	-	-	-	-	-	-	320 100%zfigh jkl	-	-	-	-	-	-
LL, BB, TV and Mobile Bundle	34 3%bfghm	4 1%	1 1%	4 2%	24 11%zabce	1 *	-	-	-	-	-	-	-	-	34 100%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Broadband	839 62%abm	311 57%	306 57%	525 76%zabef	63 71%abe	173 58%	156 65%ab	303 60%	2 30%	4 46%	162 58%	656 64%z	404 68%zm	345 56%
Unlimited evening and weekend calls to UK landlines	514 38%	209 39%	208 39%	274 40%	34 38%	124 42%	87 36%	199 40%	4 53%	1 14%	94 34%	406 39%	214 36%	239 39%
Unlimited weekend calls to UK landlines	429 32%	174 32%	178 33%f	209 30%	32 36%	89 30%	65 27%	169 34%	1 9%	- -	92 33%	331 32%	186 31%	195 32%
Satellite or cable TV	397 29%	146 27%	145 27%	211 31%	55 61%zabcef	95 32%	62 26%	143 28%	1 9%	1 18%	73 26%	310 30%	175 29%	162 26%
Unlimited calls to UK landlines at any time	384 28%jl	184 34%zce	170 32%z	198 29%	22 24%	82 28%	89 37%zcde	170 34%z	2 28%	3 44%	60 22%	310 30%zj	137 23%	219 36%zl
Cheap calls to mobile phones	105 8%	42 8%	45 8%	58 8%	10 12%	20 7%	24 10%	40 8%	1 9%	- -	16 6%	88 9%	42 7%	46 8%
Cheap international calls	92 7%	39 7%	35 6%	39 6%	9 10%	22 8%	19 8%	36 7%	1 9%	* 5%	14 5%	72 7%	37 6%	50 8%
Mobile phone	80 6%	33 6%	31 6%	40 6%	14 16%zabcef	14 5%	20 9%e	32 6%	- -	- -	14 5%	62 6%	27 5%	44 7%
Line rental / basic package / landline only	13 1%k	5 1%	3 1%	6 1%	2 3%	5 2%	2 1%	5 1%	- -	- -	7 3%zk	6 1%	5 1%	5 1%
Free / cheaper / flat rate evening calls	4 *	1 *	2 *	2 *	- -	1 *	2 1%	1 *	- -	- -	- -	4 *	2 *	2 *
Cheaper / unlimited calls to friends and family	3 *	2 *	2 *	2 *	- -	- -	2 1%	2 *	- -	- -	- -	3 *	1 *	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Internet	2*	-	1	2	1	-	-	-	-	-	-	2	-	1
		-	*	*	1%za	-	-	-	-	-	-	*	-	*
Free continental / european calls	2*	2	1	1	-	-	-	2	-	-	-	2	-	2
		*	*	*	-	-	-	*	-	-	-	*	-	*
Free local calls	1*	1	1	1	-	1	1	1	-	-	-	1	-	1
		*	*	*	-	*	*	*	-	-	-	*	-	*
Someone else in the family / household sorts it out	1*	-	-	1	-	-	-	-	-	-	-	1	-	1
		-	-	*	-	-	-	-	-	-	-	*	-	*
Other	8	3	4	2	-	2	-	3	-	1	4	3	3	5
	1%k	1%	1%	*	-	1%	-	*	-	9%	2%k	*	1%	1%
Unlimited calls (NET)	1034	426	415	524	64	234	192	402	6	5	207	799	440	486
	76%	79%	78%	76%	72%	79%	80%	80%z	89%	58%	74%	78%	74%	80%zl
Don't know	56	25	27	17	2	9	5	22	-	-	10	40	21	28
	4%c	5%c	5%cf	3%	2%	3%	2%	4%	-	-	4%	4%	3%	5%
None of these	42	16	17	12	2	12	8	14	-	1	11	27	13	24
	3%c	3%	3%c	2%	2%	4%c	3%	3%	-	8%	4%	3%	2%	4%
LL and BB Bundle	448	175	169	307	9	86	94	169	1	3	87	351	221	193
	33%d	32%d	32%d	44%zabde	10%	29%d	39%zabde	33%	20%	35%	31%	34%	37%z	32%
LL, BB and TV Bundle	320	107	111	182	42	77	48	105	1	1	62	253	156	117
	24%am	20%	21%	26%zabf	47%zabcef	26%ab	20%	21%	9%	11%	22%	25%	26%am	19%
LL, BB, TV and Mobile Bundle	34	19	14	15	6	6	6	18	-	-	6	24	9	20
	3%	3%	3%	2%	7%zbce	2%	3%	4%	-	-	2%	2%	2%	3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Broadband	839 62%a	128 55%	52 58%	55 58%	76 60%	175 57%	43 55%	48 58%	39 61%	735 76%zjk	66 65%	36 52%
Unlimited evening and weekend calls to UK landlines	514 38%	77 34%	38 42%	46 49%za	47 37%	120 39%	25 32%	32 39%	30 47%	379 39%	40 40%	22 32%
Unlimited weekend calls to UK landlines	429 32%a	53 23%	32 35%a	39 42%za	50 40%a	96 31%	21 27%	37 44%zf	25 38%	299 31%	28 28%	24 34%
Satellite or cable TV	397 29%a	54 23%	20 23%	26 28%	46 36%a	85 28%	17 21%	21 25%	23 36%	328 34%z	30 30%	16 23%
Unlimited calls to UK landlines at any time	384 28%	104 45%zbcd	25 28%	28 30%	27 21%	110 36%zg	26 33%	17 20%	18 28%	289 30%	36 35%	21 30%
Cheap calls to mobile phones	105 8%	14 6%	10 11%	7 7%	11 9%	29 10%	7 9%	7 8%	2 2%	83 9%	10 10%	5 7%
Cheap international calls	92 7%	26 11%zd	5 6%	4 4%	4 3%	26 8%	3 3%	5 6%	1 2%	70 7%	6 6%	6 9%
Mobile phone	80 6%b	15 6%	1 1%	12 12%zb	6 5%	24 8%	2 2%	1 1%	3 5%	68 7%z	7 7%	3 4%
Line rental / basic package / landline only	13 1%i	4 2%	- -	- -	2 1%	1 *	2 3%e	- -	* 1%	5 1%	2 2%i	2 2%
Free / cheaper / flat rate evening calls	4 *	- -	- -	- -	1 *	2 1%	- -	- -	- -	4 *	- -	- -
Cheaper / unlimited calls to friends and family	3 *	1 *	- -	1 1%	- -	1 *	- -	1 1%	- -	1 *	1 1%	- -

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

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Internet	2*	-	-	-	-	1*	-	-	-	-	-	-
Free continental / european calls	2*	1*	-	1*	-	1*	-	-	-	1*	-	-
Free local calls	1*	1*	1*	-	-	1*	1*	-	-	1*	-	-
Someone else in the family / household sorts it out	1*	-	-	-	-	-	-	-	-	1*	-	-
Other	8*	2*	2*	-	-	4*	-	-	-	4*	-	1*
Unlimited calls (NET)	1034	186	70	76	93	245	56	63	50	751	79	48
Don't know	56	8	5	6	7	12	9	4	3	22	3	9
None of these	42	4	3	4	5	8	1	4	3	14	5	2
LL and BB Bundle	448	74	36	27	38	96	26	31	17	389	36	21
LL, BB and TV Bundle	320	40	16	17	33	59	16	16	20	284	25	12
LL, BB, TV and Mobile Bundle	34	6	-	7	5	12	-	1	1	28	4	2
	3%	3%	-	8%zb	4%	4%	-	1%	2%	3%	4%	3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
Broadband	839 62%abdd	113 50%	81 47%	419 77%zabdef	59 52%	63 57%	102 57%
Unlimited evening and weekend calls to UK landlines	514 38%	73 33%	59 34%	218 40%	49 43%	43 38%	71 40%
Unlimited weekend calls to UK landlines	429 32%	74 33%	55 32%	175 32%	38 33%	32 29%	52 29%
Satellite or cable TV	397 29%	60 27%	51 29%	171 31%	39 34%	25 22%	50 28%
Unlimited calls to UK landlines at any time	384 28%abd	78 35%zbcd	35 20%	138 25%	19 17%	40 36%bcd	68 38%zbcd
Cheap calls to mobile phones	105 8%	11 5%	18 10%	40 7%	8 7%	10 9%	19 11%a
Cheap international calls	92 7%	19 8%	6 4%	31 6%	7 6%	6 5%	25 14%zbode
Mobile phone	80 6%	11 5%	8 5%	27 5%	3 3%	10 9%	22 12%zabcd
Line rental / basic package / landline only	13 1%	5 2%	* *	6 1%	1 1%	1 1%	- -
Free / cheaper / flat rate evening calls	4 *	- -	2 1%	2 *	1 *	- -	- -
Cheaper / unlimited calls to friends and family	3 *	- -	1 1%	2 *	- -	- -	- -
Internet	2 *	- -	- -	2 *	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Free continental / european calls	2 *	2 1%z	-	-	-	-	-
Free local calls	1 *	-	1 *	1 *	-	-	-
Someone else in the family / household sorts it out	1 *	-	-	1 *	-	-	1 *
Other	8 1%	1 *	3 2%	2 *	-	-	2 1%
Unlimited calls (NET)	1034 76%	173 77%	126 73%	407 75%	86 76%	95 85%zbc	143 81%
Don't know	56 4%c	10 5%	17 10%zcd	12 2%	2 2%	4 3%	8 4%
None of these	42 3%c	7 3%	6 4%	9 2%	5 5%	2 2%	10 6%c
LL and BB Bundle	448 33%abdf	57 25%	38 22%	239 44%zabdf	27 24%	40 35%b	45 25%
LL, BB and TV Bundle	320 24%e	45 20%	37 21%	155 28%zae	31 27%e	17 15%	38 21%
LL, BB, TV and Mobile Bundle	34 3%c	5 2%	5 3%	7 1%	1 1%	5 4%	10 6%zc

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 45
FXA3A - Why do you have a 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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Need a landline to get broadband	689 51%ijn rt	356 54%	333 48%	1 66%	24 68%zhi jn	112 59%zj n	148 60%zhi jn	161 61%zhi jmn	116 49%jn	101 42%jn	27 19%	25 68%zhi jn	260 60%zhi jn	277 55%zhi jn	128 33%j	219 54%r	192 53%r	150 53%r	128 42%	176 55%t	236 42%	244 60%zt
To make calls	541 40%def klp	261 39%	280 40%	2 100%	7 19%	59 31%	65 27%	91 35%	102 43%def kl	125 52%zde fgklm	91 64%zde fghikl mn	8 23%d	124 28%	193 39%dfll	216 56%zde efghi klm	154 38%	125 34%	117 41%	145 47%zo p	118 37%	206 37%	186 45%zt
To receive calls	534 39%def kl	265 40%	268 39%	2 100%	5 15%	57 30%	76 31%d	92 35%d	94 40%dkl	116 48%zde fgklm	91 64%zde fghikl mn	7 19%d	133 31%d	186 37%dk	207 54%zde efghi klm	166 41%	140 39%	98 35%	129 42%	113 35%	209 37%	179 44%st
In case of emergencies	297 22%st	132 20%	165 24%	1 66%	8 24%	34 18%	49 20%	56 21%	46 19%	53 22%	50 35%zef ghilmn	10 26%	83 19%	102 20%	103 27%ze ilm	92 23%	74 20%	56 20%	75 24%	57 18%	116 21%	116 28%zt
More reliable than mobile	239 18%def lst	114 17%	125 18%	1 66%	2 5%	21 11%	32 13%	43 16%	50 21%def l	62 25%zde fgklm	29 21%del	3 8%d	53 12%	93 19%del	91 24%zde efgkl	80 20%	60 16%	55 19%	44 14%	34 11%	76 14%	120 29%zt
Need a landline to get access to pay TV	89 7%n	49 7%	41 6%	1 66%	4 10%	15 8%	13 5%	20 8%	18 8%	11 5%	5 4%	5 13%dijn	28 7%	39 8%	17 4%	19 5%	28 8%	19 7%	22 7%	21 6%	34 6%	32 8%
Habit / I've always had one	82 6%aelr s	31 5%	52 7%a	- -	1 2%	1 1%	12 5%el	9 3%	21 9%egl m	26 11%zefg lm	12 9%egl	1 2%	13 3%e	30 6%eg	39 10%ze fglm	40 10%zqr	23 6%r	13 5%	6 2%	11 3%	32 6%	38 9%zs
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	14 2%	13 2%	- -	- -	3 2%	5 2%	5 2%	5 2%	8 3%j	- -	- -	8 2%	11 2%	2 2%	6 2%	8 2%	6 2%	7 2%	6 2%	13 2%	7 2%
Part of the package / bundle	21 2%	9 1%	12 2%	- -	- -	1 1%	3 1%	10 4%zijl n	4 2%	2 1%	- -	- -	4 1%	14 3%zn	2 1%	6 2%	6 2%	4 1%	5 2%	2 1%	15 3%zu	3 1%
To keep in touch with family / friends	17 1%	9 1%	8 1%	- -	- -	2 1%	5 2%	3 1%	4 2%	2 1%	2 1%	- -	7 2%	6 1%	3 1%	4 1%	5 2%	3 1%	4 1%	4 1%	6 1%	7 2%
Lack of / poor mobile phone signal / reception	12 1%	7 1%	5 1%	- -	- -	1 1%	1 *	2 1%	4 2%	4 2%	- -	- -	1 *	6 1%	4 1%	7 2%	3 1%	1 *	1 *	1 *	2 *	8 2%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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 45
FXA3A - Why do you have a 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Business use / need it for work	11 1%	8 1%	3 *	- -	1 2%	- -	3 1%	2 1%	3 1%	2 1%	- -	1 2%	3 1%	5 1%	2 1%	3 1%	5 1%	3 1%	1 *	2 1%	2 *	6 1%
Prefer to use a landline / don't like using a mobile phone	11 1%	5 1%	6 1%	- -	- -	- -	1 1%	1 *	1 *	4 1%	4 3%zefghlm	- -	1 *	1 *	8 2%zlm	3 1%	5 1%	1 *	1 *	1 *	3 1%	6 2%
International calls / need to call abroad	11 1%	7 1%	4 1%	- -	- -	2 1%	1 1%	3 1%	3 1%	1 *	1 1%	- -	3 1%	6 1%	2 *	2 *	3 1%	3 1%	3 1%	5 2%	4 1%	1 *
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	3 *	4 1%	- -	1 2%gl	- -	* *	- -	1 *	3 1%	2 2%lm	1 2%g	* *	1 *	5 1%zlm	5 1%	2 1%	- -	- -	* *	3 1%	4 1%
Easier / more convenient	7 *	4 1%	3 *	- -	- -	- -	* *	- -	1 *	3 1%	2 2%lm	- -	* *	1 *	5 1%zl	2 *	2 1%	- -	3 1%	2 1%	4 1%	1 *
We / I hardly ever use it	4 *	2 *	2 *	- -	- -	1 1%	1 *	- -	2 1%	- -	- -	- -	2 *	2 *	- -	2 1%	1 *	- -	1 *	- -	3 1%	- -
I don't have a mobile / not everyone has a mobile	4 *	1 *	3 *	- -	- -	- -	- -	1 *	- -	1 1%	1 1%	- -	- -	1 *	3 1%	3 1%	1 *	- -	- -	1 *	1 *	1 *
Quality of the reception / clarity of the line	3 *	2 *	1 *	- -	- -	- -	- -	1 *	- -	3 1%zl	- -	- -	- -	1 *	3 1%	2 *	1 *	1 *	- -	- -	- -	3 1%zt
Only use my mobile for emergencies	3 *	1 *	3 *	- -	- -	- -	- -	- -	- -	1 *	2 2%zglm	- -	- -	- -	3 1%zm	3 1%	- -	1 *	- -	1 *	1 *	2 *
Need to have internet	3 *	3 *	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *	- -	2 *	1 *
Only use my mobile when I'm out of the house	3 *	- -	3 *	- -	- -	- -	- -	- -	- -	3 1%zlm	- -	- -	- -	- -	3 1%z	3 1%	- -	- -	- -	- -	1 *	2 *
Cheaper as part of a package / bundle	2 *	- -	2 *	- -	1 3%zeghijlmn	- -	1 1%	- -	- -	- -	- -	1 3%zeghimn	1 *	- -	- -	- -	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
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Table 45
FXA3A - Why do you have a 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
As back up / an alternative / better to have both	2*	1*	1*	-	-	-	1	-	-	1*	-	-	1*	-	1*	1*	1*	-	-	1*	-	1*
Safety fears / mobile phones are bad for your health	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	1*	-	-	-	-	-	1*	-	-	1*	-	-	-	1*	-
Better for longer conversations	1*	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	-	1*	-	-	-	1*	-	-
Other	141%	51%	91%	-	-	53%f	-	11%	42%	21%	21%	-	51%	51%	41%	61%	51%	21%	21%	41%	51%	41%
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	56842%ijnr	28242%	28741%	-	2469%zghijkmn	10555%zhi jmn	12852%zhi jmn	12748%zhi jmn	8837%ijn	7129%ijn	2517%	2465%zhi jmn	23454%zhi jmn	21543%hij n	9525%j	17142%	15943%	12845%r	11136%	14946%	22540%	17142%
Exclusively for calls-related reasons (in a narrow sense) [NET]	38929%fglm	19329%	19628%	134%	616%	4725%	4920%	5822%	6527%	8234%dfgklm	8258%zdefghijklmn	617%	9622%	12225%	16443%zdefghijklm	9824%	9426%	8129%	11638%zopq	9329%u	18132%zu	8822%
Exclusively for calls-related reasons (in a broader sense) [NET]	51738%dfgklmu	24437%	27440%	134%	822%	6735%	7229%	8030%	8737%	10543%dfgklm	9869%zdefghijklmn	822%	13932%	16733%	20353%zdefghijklm	13634%	12534%	11039%	14748%zopq	11435%	24644%zsu	12831%
Exclusively for access to other services (in a narrow sense) [NET]	44032%ijnrt	23135%	20930%	-	2263%zefghijlmn	8545%zhi jmn	10543%zhi jmn	10540%zhi jmn	6628%ijn	4719%ijn	96%	2260%zgh ijmn	19144%zhi jmn	17134%hij n	5615%j	13333%	12835%r	9835%r	8026%	12840%ztu	16029%	13132%

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 45
FXA3A - Why do you have a 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Exclusively for access to other services (in a broader sense) [NET]	390 29% bijnrt	210 32% zb	181 26%	- -	19 54% zghijmn	78 41% zhijmn	94 38% zhijn	94 36% zhijmn	58 25% ijn	40 16% ijn	7 5%	19 51% zhijmn	172 39% zhijmn	153 31% hijn	47 12% j	114 28%	119 33% r	89 32% r	68 22%	118 37% ztu	141 25%	112 27%
Don't know	13 1%	8 1%	5 1%	- -	1 3%	1 1%	4 2%	3 1%	2 1%	2 1%	1 *	1 3%	5 1%	5 1%	3 1%	3 1%	5 1%	3 1%	2 1%	9 3% ztu	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 46
FXA3A - Why do you have a 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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Need a landline to get broadband	689 51%lv	70 66%z	87 66%z	258 57%z	32 57%	8 34%	321 60%zl	94 59%l	41 51%l	26 48%l	10 66%	23 62%l	140 34%	34 52%l	487 50%	203 52%	396 60%zv	47 52%v	47 57%v	13 48%	6 72%	19 67%	136 34%	26 49%v
To make calls	541 40%bc fp	37 35%	41 31%	144 32%	17 31%	9 37%	163 31%	59 37%	26 33%	23 43%	2 15%	14 38%	229 56%zf ghkm	24 37%	394 41%	147 38%	213 32%	35 39%	27 33%	9 34%	2 19%	11 38%	224 55%zp qrw	20 38%
To receive calls	534 39%cf p	41 39%	41 31%	148 33%	15 27%	9 39%	178 34%	52 33%	25 31%	18 33%	3 22%	13 35%	222 54%zf ghikm	22 33%	388 40%	146 37%	230 35%	28 31%	24 29%	5 17%	2 28%	11 38%	217 54%zp qrw	17 31%
In case of emergencies	297 22%dl	19 18%	29 22%	90 20%	5 9%	6 26%	102 19%	36 22%	11 14%	13 25%	1 8%	8 22%	112 27%zf h	14 21%	208 22%	89 23%	135 20%	21 23%	10 13%	7 25%	* 3%	8 29%	107 26%zp r	9 17%
More reliable than mobile	239 18%cg c	28 27%zb	19 14%	50 11%	6 10%	6 25%	81 15%	17 10%	12 15%	5 9%	2 12%	7 20%	102 25%zf gi	14 20%	163 17%	76 19%	102 15%	11 12%	13 16%	1 4%	- -	4 13%	99 24%zp q	10 19%
Need a landline to get access to pay TV	89 7%r	10 9%	7 5%	30 7%	- -	2 7%	35 7%	12 7%	2 2%	5 10%	1 9%	4 10%	25 6%	5 8%	62 6%	27 7%	48 7%r	5 6%r	- -	5 19%	- -	4 13%	23 6%r	4 7%r
Habit / I've always had one	82 6%cp	6 6%	11 9% c	15 3%	1 2%	5 19%	16 3%	17 11%zf	6 7%	1 1%	- -	1 2%	39 9%zf	3 5%	58 6%	24 6%	22 3%	13 15%zp	6 7%	1 2%	- -	1 2%	38 9%zp	2 4%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%o	1 1%	3 2%	7 2%	- -	- -	9 2%	2 1%	- -	2 4%	- -	- -	11 3%	3 4%	26 3%zo	1 *	10 1%	2 2%	- -	2 6%	- -	- -	11 3%	3 5%
Part of the package / bundle	21 2%lv	- -	1 1%	15 3%z	- -	1 5%	12 2%l	4 3%l	1 2%	1 1%	- -	- -	1 *	2 3%l	9 1%	12 3%zn	16 2%v	1 1%	1 2%	- -	- -	- -	1 *	2 3%v
To keep in touch with family / friends	17 1%	3 2%	- -	8 2%	1 2%	- -	8 2%	2 1%	1 2%	- -	- -	- -	3 1%	2 3%	13 1%	4 1%	10 1%	1 1%	1 2%	- -	- -	- -	4 1%	1 2%
Lack of / poor mobile phone signal / reception	12 1%	1 1%	4 3%zc	- -	3 6%z	- -	2 *	3 2%	3 4%zfl	- -	- -	- -	2 1%	1 2%	10 1%	2 1%	3 *	3 3%zpv	3 3%p	- -	- -	- -	2 1%	1 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 46
FXA3A - Why do you have a 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Business use / need it for work	11 1%v	4 4%zc	1 1%	3 1%	1 1%	1 3%	7 1%	1 *	1 2%	-	-	-	2 *	-	8 1%	3 1%	8 1%	1 1%	1 2%	-	-	-	1 *	-
Prefer to use a landline / don't like using a mobile phone	11 1%fo	-	-	3 1%	-	-	1 *	2 1%	-	-	-	-	8 2%zf	-	6 1%	5 1%	1 *	1 1%	-	-	-	-	9 2%zp	-
International calls / need to call abroad	11 1%	2 1%	-	4 1%	1 2%	-	6 1%	-	1 2%	-	-	-	2 1%	1 2%	8 1%	2 1%	6 1%	-	1 1%	-	-	-	2 1%	1 2%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	-	1 *	* *	-	-	1 *	-	-	-	-	-	6 2%zf	-	6 1%	2 *	1 *	-	-	-	-	-	6 2%zp	-
Easier / more convenient	7 *	-	1 1%	* *	-	-	1 *	-	-	-	-	-	5 1%z	-	5 *	2 1%	1 *	-	-	-	-	-	5 1%zp	-
We / I hardly ever use it	4 *	1 1%	1 1%	1 *	-	1 5%	3 1%	-	1 1%l	-	-	-	-	-	3 *	1 *	3 *	-	1 1%v	-	-	-	-	-
I don't have a mobile / not everyone has a mobile	4 *	-	-	-	-	-	-	-	-	-	-	1 4%zfg	2 1%	-	2 *	2 1%	-	-	-	-	-	-	4 1%zp	-
Quality of the reception / clarity of the line	3 *	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	-	-	2 *	-	2 *	1 *	-	-	1 1%	-	-	-	3 1%p	-
Only use my mobile for emergencies	3 *	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	2 *	1 *	-	-	-	-	-	-	3 1%zp	-
Need to have internet	3 *	-	1 1%	-	1 2%z	-	1 *	-	1 1%z	-	-	-	1 *	-	3 *	-	1 *	-	1 1%	-	-	-	1 *	-
Only use my mobile when I'm out of the house	3 *	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	2 *	1 *	-	-	-	-	-	-	3 1%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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 46
FXA3A - Why do you have a 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Cheaper as part of a package / bundle	2*	-	-	2	-	-	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-
As back up / an alternative / better to have both	2*	-	1	-	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-
I don't like to give out my mobile number	1*	-	-	-	-	-	-	-	1	1%zf	-	-	-	-	-	1	1	-	-	-	-	-	-	-
Better for longer conversations	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Other	14	-	3	4	-	-	4	3	-	-	-	1	5	2	7	7	8	-	-	-	-	-	5	2
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	1% 568	- 42%lv	2% 55%z	1% 49%z	- 50%	- 28%	1% 51%zl	2% 46%l	- 43%l	- 44%l	- 74%	2% 44%l	1% 25%	3% 47%l	1% 41%	2% 44%	1% 50%zv	- 45%v	- 49%v	- 57%	- 72%	- 46%	1% 25%	3% 41%v
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%ab fp	19 18%	23 17%	118 26%	12 21%	5 22%	124 23%	35 22%	17 21%	16 30%	4 26%	7 19%	171 41%zf ghkm	15 23%	290 30%	99 25%	155 23%	22 25%	16 20%	7 25%	2 28%	5 18%	168 41%zp qrw	14 25%
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38%ab fp	25 24%	33 25%	156 34%	17 31%	7 30%	166 31%	49 30%	25 31%	22 42%	5 34%	12 33%	215 52%zf ghkm	23 35%	372 38%	146 37%	209 32%	32 35%	25 30%	10 37%	2 28%	9 33%	211 52%zp qrw	19 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 46
FXA3A - Why do you have a 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Exclusively for access to other services (in a narrow sense) [NET]	440 32%lv	43 41%	63 47%z	185 41%z	22 39%	5 20%	231 43%zl	60 38%l	27 34%l	18 33%l	10 66%	11 29%l	59 14%	23 35%l	315 33%	125 32%	277 42%zv	31 35%v	32 39%v	12 45%	6 72%	9 30%	57 14%	16 30%v
Exclusively for access to other services (in a broader sense) [NET]	390 29%lv	40 37%	51 38%z	172 38%z	21 37%	3 13%	208 39%zl	54 34%l	24 30%l	17 31%l	8 54%	10 26%l	51 12%	19 28%l	282 29%	108 28%	245 37%zv	26 29%v	31 37%v	12 43%	6 68%	7 26%	50 12%	13 25%v
Don't know	13 1%	4 3%zc	- -	2 *	2 3%	- -	6 1%	- -	2 2%	- -	- -	1 3%g	5 1%	- -	12 1%	1 *	6 1%	- -	3 4%zp	- -	- -	- -	5 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 47
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Need a landline to get broadband	689 51%chi	463 53%c	123 56%c	102 39%	245 61%zh	9 65%	3 47%	36 53%	414 46%	131 42%	244 50%i	116 52%i	121 58%zi	76 61%zij	129 65%z	94 57%	37 55%
To make calls	541 40%bdn	338 38%	72 33%	130 50%zab	134 33%	6 41%	3 44%	21 32%	389 43%zd	145 46%zkl	196 40%	81 37%	72 34%	46 37%	62 31%	52 32%	28 42%
To receive calls	534 39%dino	337 38%	72 33%	123 47%zab	131 32%	5 35%	5 72%	28 41%	378 42%zd	142 46%zkl	196 40%	77 35%	66 32%	51 41%	58 29%	49 30%	31 47%no
In case of emergencies	297 22%	185 21%	46 21%	67 26%	92 23%	1 8%	1 18%	15 22%	193 21%	74 24%	101 21%	54 24%	41 20%	27 22%	42 21%	35 21%	16 24%
More reliable than mobile	239 18%dm	160 18%	34 16%	44 17%	53 13%	1 10%	1 18%	17 25%d	175 20%zd	57 18%	101 21%zkm	30 14%	39 18%	13 10%	30 15%	19 12%	7 11%
Need a landline to get access to pay TV	89 7%	57 6%	14 6%	18 7%	22 5%	3 18%	3 48%	3 5%	61 7%	18 6%	38 8%	19 8%	8 4%	7 5%	12 6%	8 5%	3 4%
Habit / I've always had one	82 6%dmn	49 6%	9 4%	25 10%zab	10 3%	- -	1 9%	5 8%	66 7%zd	23 8% <i>m</i>	33 7% <i>m</i>	14 6% <i>m</i>	11 5% <i>m</i>	1 *	3 1%	10 6% <i>n</i>	1 1%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	14 2%	6 3%	7 3%	6 2%	- -	- -	3 4%	19 2%	10 3%	5 1%	5 2%	4 2%	2 2%	3 2%	3 2%	1 1%
Part of the package / bundle	21 2%	15 2%	2 1%	4 1%	7 2%	1 8%	- -	3 4%	12 1%	4 1%	7 1%	5 2%	3 2%	1 1%	5 2%	1 1%	1 1%
To keep in touch with family / friends	17 1%	9 1%	4 2%	4 2%	8 2%	- -	- -	- -	9 1%	4 1%	3 1%	3 1%	2 1%	4 3%zj	2 1%	2 1%	4 5%z
Lack of / poor mobile phone signal / reception	12 1%	9 1%	3 1%	1 *	6 1%	- -	- -	2 3%	6 1%	2 1%	4 1%	2 1%	3 1%	1 1%	4 2%	1 *	1 2%
Business use / need it for work	11 1%	9 1%	1 *	2 1%	2 1%	- -	- -	1 2%	8 1%	1 *	6 1%	2 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
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Table 47
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Prefer to use a landline / don't like using a mobile phone	11 1%	5 1%	1 *	5 2%	1 *	- -	- -	- -	9 1%	4 1%	5 1%	- -	1 1%	- -	- -	1 1%	- -
International calls / need to call abroad	11 1%	5 1%	3 1%	3 1%	1 *	1 8%	- -	1 1%	8 1%	3 1%	4 1%	1 1%	2 1%	- -	- -	1 1%	- -
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	4 *	2 1%	2 1%	- -	- -	- -	- -	7 1%	3 1%	5 1%	- -	- -	- -	- -	- -	- -
Easier / more convenient	7 *	5 1%	* *	1 *	- -	- -	- -	- -	7 1%	1 *	6 1%z	- -	- -	- -	- -	- -	- -
We / I hardly ever use it	4 *	3 *	1 *	- -	1 *	- -	- -	- -	3 *	- -	2 *	1 *	1 *	- -	1 1%	- -	- -
I don't have a mobile / not everyone has a mobile	4 *	3 *	- -	1 *	- -	- -	- -	- -	4 *	1 *	3 1%	- -	- -	- -	- -	- -	- -
Quality of the reception / clarity of the line	3 *	3 *	1 *	- -	- -	- -	- -	- -	3 *	1 *	1 *	2 1%	- -	- -	- -	- -	- -
Only use my mobile for emergencies	3 *	1 *	- -	2 1%a	- -	- -	- -	- -	3 *	2 1%	2 *	- -	- -	- -	- -	- -	- -
Need to have internet	3 *	3 *	- -	- -	1 *	- -	- -	- -	2 *	- -	2 *	- -	1 1%	- -	- -	1 1%	- -
Only use my mobile when I'm out of the house	3 *	1 *	- -	2 1%	- -	- -	- -	- -	3 *	2 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
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/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Cheaper as part of a package / bundle	2*	2*	-	-	1*	-	-	-	1*	-	-	2	-	-	1*	-	-
As back up / an alternative / better to have both	2*	1*	-	1%	1*	-	-	-	1*	-	2*	-	-	-	1%	-	-
Safety fears / mobile phones are bad for your health	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	1*	-	-
I don't like to give out my mobile number	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-
Better for longer conversations	1*	-	1*	-	-	-	-	-	1*	1*	-	-	-	-	-	-	-
Other	14%	11%	-	3%	4%	-	-	-	10%	3%	6%	-	4%	1%	-	4%	-
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	375	110	83	200	7	1	33	343	110	203	103	96	54	108	80	24
	42%chi	43%ci	50%zc	32%	50%zh	45%	19%	50%	38%	35%	42%	46%li	46%li	44%	54%zp	49%	36%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	242	50	97	91	2	1	20	282	114	128	63	46	36	39	33	24
	29%clno	27%	23%	37%zab	23%	15%	18%	30%	31%zd	37%zjl	26%	28%	22%	29%	20%	20%	35%no
Exclusively for calls-related reasons (in a broader sense) [NET]	517	325	71	121	128	2	1	26	371	142	183	84	64	43	58	48	28
	38%clno	37%	33%	47%zab	32%	15%	18%	38%	41%zd	46%zjlm	38%	38%	30%	35%	29%	30%	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
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BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Exclusively for access to other services (in a narrow sense) [NET]	440 32%chi	292 33%ci	89 41%zac	59 23%	164 41%zh	7 45%	1 19%	28 41%	254 28%	82 26%	148 31%	82 37%ii	78 37%ii	48 38%ii	89 45%zp	65 40%	20 30%
Exclusively for access to other services (in a broader sense) [NET]	390 29%chi	261 30%ci	78 36%zc	52 20%	146 36%zh	5 35%	1 19%	24 36%	227 25%	72 23%	134 28%	70 32%ii	73 35%ii	40 32%	77 39%z	59 36%z	18 27%
Don't know	13 1%	8 1%	3 1%	2 1%	2 *	1 7%	- -	- -	10 1%	3 1%	4 1%	1 *	2 1%	2 1%	- -	2 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
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Table 48
FXA3A - Why do you have a 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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Need a landline to get broadband	689 51% ^d	135 62% ^{zd}	94 63% ^{zcd}	118 54%	429 46%	683 51%	375 51%	405 52%	661 54% ^{zefi}	641 51%	297 55% ^{zefi}	624 56% ^{zefgin}	506 57% ^{zefghin}	301 59% ^{zefghin}	487 53% ^{ze}	174 57% ^{zef}
To make calls	541 40% ^{afhk} lmo	70 32%	56 38%	77 35%	398 43% ^{za}	535 40% ^{fhklm} o	268 36%	333 43% ^{zefhj} klmno	456 38% ^o	509 41% ^{zefhj} klmo	196 36%	417 37% ^o	317 36%	179 35%	359 39% ^{flmo}	94 31%
To receive calls	534 39% ^{afhk} mo	71 33%	53 36%	80 36%	395 43% ^{za}	527 39% ^{fhkmo}	269 36%	321 41% ^{fhklm} no	452 37% ^{mo}	499 40% ^{fhklm} o	209 39% ^{mo}	417 37% ^o	329 37% ^{mo}	171 33%	351 38% ^{mo}	94 31%
In case of emergencies	297 22%	48 22%	30 20%	47 22%	204 22%	296 22% ^k	171 23%	177 23%	260 21%	279 22% ^k	138 26% ^{zehik} ln	233 21%	188 21%	114 22%	204 22%	64 21%
More reliable than mobile	239 18% ^a	23 11%	19 13%	31 14%	183 20% ^{za}	239 18%	124 17%	139 18%	218 18%	222 18%	99 18%	200 18%	157 18%	81 16%	173 19%	50 16%
Need a landline to get access to pay TV	89 7%	11 5%	9 6%	8 4%	67 7%	89 7%	74 10% ^{zeghik} lmno	43 6%	87 7% ^{zg}	83 7%	45 8% ^{gn}	75 7%	59 7%	35 7%	58 6%	19 6%
Habit / I've always had one	82 6% ^{ab}	6 3%	1 1%	8 4%	69 7% ^{zab}	82 6%	45 6%	54 7%	79 7%	81 6%	36 7%	80 7% ^{zel}	50 6%	34 7%	64 7% ^l	23 7%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	5 2%	2 1%	4 2%	20 2%	27 2%	16 2%	18 2%	25 2%	26 2%	13 2%	24 2%	14 2%	13 3%	23 3% ^l	9 3%
Part of the package / bundle	21 2%	3 1%	-	4 2%	14 2%	21 2%	16 2%	9 1%	20 2%	21 2%	14 3% ^g	19 2%	16 2%	12 2%	17 2%	6 2%
To keep in touch with family / friends	17 1% ^g	3 1%	4 2%	7 3% ^{zd}	9 1%	16 1% ^g	10 1% ^g	4 1%	15 1% ^g	17 1% ^g	8 1% ^g	15 1% ^g	12 1% ^g	7 1% ^g	11 1% ^g	5 1%
Lack of / poor mobile phone signal / reception	12 1%	1 *	1 1%	5 2% ^d	6 1%	12 1%	7 1%	6 1%	11 1%	12 1%	5 1%	12 1%	9 1%	7 1%	10 1%	7 2% ^{zeghijl}
Business use / need it for work	11 1%	2 1%	-	-	9 1%	11 1%	6 1%	7 1%	11 1%	11 1%	4 1%	10 1%	10 1%	3 1%	9 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 48
FXA3A - Why do you have a 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)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Prefer to use a landline / don't like using a mobile phone	11 1%	1 1%	-	-	9 1%	11 1%	3 *	6 1%	11 1%	11 1%	2 *	9 1%	5 1%	2 *	9 1%	3 1%
International calls / need to call abroad	11 1%	1 *	-	1 *	9 1%	9 1%	6 1%	5 1%	9 1%	11 1%	4 1%	9 1%	6 1%	5 1%	6 1%	3 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	-	-	-	7 1%	7 1%	3 *	4 1%	7 1%	7 1%	2 *	6 1%	4 *	2 *	3 *	-
Easier / more convenient	7 *	-	-	-	7 1%	7 *	4 1%	4 *	6 *	7 1%	2 *	6 *	5 1%	1 *	5 1%	2 1%
We / I hardly ever use it	4 *	-	1 1%	-	3 *	4 *	3 *	4 1%	3 *	3 *	1 *	4 *	3 *	3 1%	4 *	2 1%
I don't have a mobile / not everyone has a mobile	4 *	-	-	-	4 *	4 *	2 *	3 *	4 *	4 *	2 *	3 *	3 *	1 *	3 *	-
Quality of the reception / clarity of the line	3 * ^k	-	-	-	3 *	3 * ^k	2 *	2 *	3 * ^k	3 * ^k	2 *	1 *	-	-	3 *	-
Only use my mobile for emergencies	3 *	-	-	-	3 *	3 *	1 *	-	3 *	3 *	1 *	2 *	-	-	2 *	-
Need to have internet	3 *	1 1%	-	1 1%	2 *	3 *	3 *	3 *	3 *	3 *	2 *	3 *	3 *	1 *	2 *	2 1%
Only use my mobile when I'm out of the house	3 *	-	-	-	3 *	3 *	-	2 *	3 *	3 *	-	3 *	-	2 *	3 *	-
Cheaper as part of a package / bundle	2 *	1 *	-	-	1 *	2 *	1 *	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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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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
As back up / an alternative / better to have both	2 *	-	-	1 1%	1 *	2 *	1 *	2 *	1 *	2 *	2 *	2 *	1 *	1 *	1 *	-
Safety fears / mobile phones are bad for your health	1 *	-	-	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-
I don't like to give out my mobile number	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-
Better for longer conversations	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	-	-	1 *	-
Other	14 1%	4 2%	-	-	10 1%	14 1%	5 1%	10 1%	13 1%	13 1%	6 1%	14 1% ^f	11 1%	8 2% ^f	12 1% ^f	8 3% ^{zefhij}
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42% ^{di}	105 48% ^d	73 49% ^d	99 45%	356 38%	563 42% ⁱ	334 45% ^{zegi}	311 40%	536 44% ^{zegi}	511 41%	243 45% ^{gi}	488 43% ^{zegi}	402 46% ^{zegi}	244 48% ^{zegikn}	394 43% ⁱ	150 49% ^{zegikn}
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29% ^{afhj} klmno	47 21%	41 27%	61 28%	293 32% ^{za}	381 28% ^{hijklm} no	193 26% ^{mo}	209 27% ^{klmo}	302 25%	350 28% ^{hijklm} no	130 24%	267 24%	209 24%	111 22%	232 25% ^{mo}	61 20%
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38% ^{ahij} klmno	62 28%	50 34%	84 38% ^a	383 41% ^{za}	509 38% ^{hijklm} no	271 37% ^{klmo}	280 36% ^{klmo}	414 34% ^{km}	463 37% ^{hklmno}	180 33%	366 33%	285 32%	155 30%	317 35% ^m	89 29%
Exclusively for access to other services (in a narrow sense) [NET]	440 32% ^d	90 41% ^{zd}	63 43% ^{zd}	75 34%	266 29%	436 32%	256 35% ⁱ	240 31%	424 35% ^{zegi}	398 32%	193 36% ^{gi}	390 35% ^{zegi}	326 37% ^{zegikn}	200 39% ^{zefghikn}	308 34%	122 40% ^{zegin}

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
FXA3A - Why do you have a 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)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Exclusively for access to other services (in a broader sense) [NET]	390 29% ^d	82 38% ^{zd}	58 39% ^{zcd}	64 29%	236 25%	388 29%	226 31%	215 28%	377 31% ^{zegi}	351 28%	168 31%	343 31% ^{zegi}	289 33% ^{zegin}	173 34% ^{zegin}	272 30%	107 35% ^{zegin}
Don't know	13 1%	2 1%	1 1%	- -	11 1%	13 1%	6 1%	7 1%	13 1% ^m	11 1%	6 1%	13 1% ^m	7 1%	2 *	8 1%	5 2% ^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
 Overlap formulae used.

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Table 49
FXA3A - Why do you have a 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- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Need a landline to get broadband	689 51% ^{befgl}	623 60% ^{zbe}	50 39% ^f	3 17%	-	12 29% ^f	1 1%	226 43%	266 58% ^{zg}	191 52% ^g	4 57%	47 46%	36 36%	69 60% ^l	98 51% ^l	119 61% ^{zkl}	109 64% ^{zkl}	31 62% ^l
To make calls	541 40% ^{ahi}	355 34%	70 55% ^{za}	9 50%	4 53%	22 55% ^{za}	80 66% ^{za}	254 49% ^{zhi}	158 35%	122 33%	3 43%	42 42%	46 46%	44 38%	78 41%	74 38%	56 33%	14 29%
To receive calls	534 39% ^{ai}	367 35%	60 47% ^a	8 48%	4 46%	19 48%	75 62% ^{zab}	245 47% ^{zhi}	170 37%	115 32%	-	40 39%	40 40%	48 41%	72 38%	74 38%	53 31%	15 30%
In case of emergencies	297 22%	214 21%	31 25%	3 15%	2 24%	7 16%	40 33% ^{zae}	130 25% ^{zi}	95 21%	69 19%	1 13%	28 28%	28 28%	27 23%	43 22%	36 18%	36 21%	12 24%
More reliable than mobile	239 18% ⁱ	182 17%	24 19%	3 17%	-	7 18%	23 19%	114 22% ^{zi}	81 18% ⁱ	43 12%	-	15 14%	12 12%	18 16%	46 24% ^{zlp}	42 21%	23 14%	12 23%
Need a landline to get access to pay TV	89 7%	69 7%	14 11% ^f	1 3%	-	2 4%	5 4%	28 5%	28 6%	32 9%	-	10 10%	8 8%	7 6%	17 9%	12 6%	14 8%	1 2%
Habit / I've always had one	82 6% ^{fik}	67 6% ^f	8 6%	2 11%	-	3 8% ^f	2 2%	49 9% ^{zhi}	20 4%	11 3%	-	2 2%	4 4%	9 8% ^k	17 9% ^k	20 10% ^{zk}	16 9% ^k	1 1%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	19 2%	5 4% ^f	1 3%	-	3 6% ^{zaf}	-	11 2%	5 1%	10 3%	-	-	4 4% ^k	1 1%	6 3%	2 1%	5 3%	-
Part of the package / bundle	21 2%	14 1%	4 3%	-	3 31%	1 1%	-	6 1%	5 1%	11 3% ^z	-	2 2%	3 3%	1 1%	1 1%	2 1%	4 2%	2 4%
To keep in touch with family / friends	17 1%	12 1%	3 2%	-	-	-	2 1%	3 1%	3 1%	9 2% ^{zg}	2 30%	1 1%	2 2%	2 2%	1 *	2 1%	1 1%	-
Lack of / poor mobile phone signal / reception	12 1%	11 1%	1 *	-	-	-	-	5 1%	6 1%	1 *	-	-	3 3% ^z	-	3 1%	1 1%	2 1%	2 4%
Business use / need it for work	11 1%	9 1%	2 1%	-	-	-	1 *	5 1%	5 1%	1 *	-	-	-	-	3 2%	2 1%	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 49
FXA3A - Why do you have a 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- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Prefer to use a landline / don't like using a mobile phone	11 1%	6 1%	2 2%	-	-	-	3 2%a	8 2%zh	1 *	2 1%	-	1 1%	1 1%	1 1%	2 1%	2 1%	2 1%	-	
International calls / need to call abroad	11 1%a	4 *	3 2%a	-	1 13%	1 2%	2 1%	-	3 1%	8 2%zg	-	2 2%	-	1 1%	-	1 *	1 1%	-	
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	5 *	-	-	-	1 1%	2 1%	7 1%zh	-	* *	-	1 1%	-	2 1%	1 *	2 1%	1 1%	-	
Easier / more convenient	7 *	5 *	-	1 6%	1 7%	-	-	4 1%	1 *	1 *	-	-	-	1 1%	2 1%	-	2 1%	-	
We / I hardly ever use it	4 *	4 *	-	-	-	-	-	-	3 1%	1 *	-	-	-	-	1 1%	-	1 1%	-	
I don't have a mobile / not everyone has a mobile	4 *a	1 *	2 2%za	-	-	-	1 1%	1 *	3 1%	-	-	-	1 1%	-	1 1%	1 1%	-	-	
Quality of the reception / clarity of the line	3 *	1 *	-	-	-	-	2 2%za	3 1%z	-	-	-	-	-	2 1%z	1 1%	-	-	-	
Only use my mobile for emergencies	3 *a	1 *	-	-	-	-	2 2%za	3 1%z	-	-	-	-	-	2 1%z	1 *	-	1 1%	-	
Need to have internet	3 *	2 *	1 1%	-	-	-	-	2 *	-	1 *	-	-	1 1%	-	1 1%	1 *	-	-	
Only use my mobile when I'm out of the house	3 *	3 *	-	-	-	-	-	3 1%	-	-	-	-	-	-	2 1%	-	1 1%	-	
Cheaper as part of a package / bundle	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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
As back up / an alternative / better to have both	2*	2*	-	-	-	-	-	1*	1*	-	-	-	-	1*	-	-	-	-
Safety fears / mobile phones are bad for your health	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	1%	-
I don't like to give out my mobile number	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-
Better for longer conversations	1*	1*	-	-	-	-	-	1*	-	-	-	-	1%z	-	-	-	-	-
Other	14	12	1	-	-	-	2	7	7	1	-	1	1	3	2	1	1	1
	1% _i	1%	1%	-	-	-	1%	1%	1%	*	-	1%	1%	3%	1%	1%	1%	3%
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	498	37	3	-	8	21	164	219	180	4	41	39	50	78	93	84	26
	42% _{befg}	48% _{zbe}	29% _f	20%	-	20%	17%	31%	48% _{zg}	49% _{zg}	57%	40%	39%	44%	40%	48%	49%	51%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	218	50	8	5	18	90	178	107	98	3	33	33	24	52	44	28	7
	29% _{ahpq}	21%	39% _{za}	49%	62%	44% _{za}	75% _{zab}	34% _{zhi}	24%	27%	43%	32% _{pq}	33% _{pq}	21%	27% _p	22%	16%	13%
Exclusively for calls-related reasons (in a broader sense) [NET]	517	314	58	11	5	21	108	226	150	135	3	45	48	33	68	58	41	15
	38% _{ahmop}	30%	45% _a	66%	62%	51% _a	90% _{zab}	43% _{zh}	33%	37%	43%	44% _{mop}	48% _{zmnop}	29%	36% _p	30%	24%	29%
Exclusively for access to other services (in a narrow sense) [NET]	440	402	29	*	-	6	3	117	176	144	4	29	25	42	61	79	70	18
	32% _{befg}	39% _{zbe}	23% _f	2%	-	14% _f	2%	22%	39% _{zg}	39% _{zg}	57%	28%	25%	36%	32%	40% _{zl}	41% _{zkl}	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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Exclusively for access to other services (in a broader sense) [NET]	390	358	26	*	-	4	2	104	157	126	4	22	22	40	60	67	63	12	
	29%bfg	34%zbef	20%f	2%	-	11%f	1%	20%	35%zg	35%zg	57%	22%	22%	35%kl	31%	34%kl	37%zkl	24%	
Don't know	13	12	-	-	-	1	-	5	4	3	-	2	1	-	1	1	2	2	
	1%	1%	-	-	-	3%	-	1%	1%	1%	-	2%	1%	-	1%	*	1%	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
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Table 50
FXA3A - Why do you have a 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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Need a landline to get broadband	689 51% _{fj}	634 51%	51 44%	52 56% _f	59 53% _f	60 59% _{fj}	36 33%	51 53% _f	32 65% _{fj} o	71 54% _f	122 43%	64 53% _f	34 57% _{fj}	76 57% _{fj}	33 49% _f	547 50% _{fj}	356 49%	308 53%	664 51%	361 49%	328 53%	689 51%
To make calls	541 40% _{dhk}	487 39%	52 45%	36 39%	31 28%	40 39% _h	47 43% _{dh}	39 41% _h	11 21%	72 54% _{zd} ehkmo	122 43% _{dhk}	37 30%	32 54% _{zd} ehkmo	44 33%	31 46% _{dh} k	434 40% _{dhk}	303 42%	218 38%	521 40%	313 42%	228 37%	541 40%
To receive calls	534 39% _{dhm}	485 39%	46 40%	32 35% _h	33 29%	39 38% _h	42 38% _h	43 45% _{dhm}	8 15%	71 54% _{zc} defhk mo	122 43% _{dhm}	42 34% _h	29 49% _{dh} km	42 32% _h	32 48% _{dh} m	431 39% _{dh}	289 40%	226 39%	515 40%	305 41%	229 37%	534 39%
In case of emergencies	297 22% _{dh} n	277 22%	19 17%	17 19% _d	9 8%	22 22% _{dh}	22 20% _d	25 26% _{dhn}	3 7%	51 39% _{zc} defhj kmno	63 22% _{dh}	21 17% _d	20 34% _{zc} dfhjk no	35 26% _{dh} n	8 12%	234 21% _{dh}	160 22%	122 21%	282 22%	164 22%	134 22%	297 22%
More reliable than mobile	239 18% _{bd} ek	229 18% _{zb}	10 9%	9 10%	9 8%	7 7%	18 17% _e	31 32% _{zcd} efjkmn o	10 20% _{de}	37 28% _{zc} dekmn o	56 20% _{dek}	12 10%	20 34% _{zc} defjk mno	22 16% _e	9 13%	189 17% _{dek}	116 16%	111 19%	227 18%	119 16%	120 20%	239 18%
Need a landline to get access to pay TV	89 7%	83 7%	6 6%	6 6%	7 6%	8 7%	5 5%	10 10%	1 2%	16 12% _{zo}	17 6%	7 6%	3 4%	7 6%	3 4%	76 7%	45 6%	39 7%	84 6%	45 6%	45 7%	89 7%
Habit / I've always had one	82 6% _{ber}	81 7% _b	1 1%	7 7%	6 5%	1 1%	5 4%	6 6%	3 6%	11 9% _e	18 6%	7 6%	2 4%	14 10% _{zen} o	1 1%	65 6% _e	42 6%	33 6%	75 6%	47 6%	36 6%	82 6%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	25 2%	1 *	1 1%	6 6% _{zkm} o	2 2%	1 1%	1 1%	1 2%	3 2%	6 2%	1 *	4 7% _{zlj} kmo	1 1%	1 1%	21 2%	16 2%	11 2%	27 2%	16 2%	11 2%	27 2%
Part of the package / bundle	21 2%	21 2%	- -	2 2%	2 2%	2 2%	1 1%	1 1%	- -	1 1%	9 3%	- -	- -	2 1%	- -	19 2%	7 1%	13 2%	20 2%	10 1%	11 2%	21 2%
To keep in touch with family / friends	17 1%	14 1%	3 3%	- -	1 1%	1 1%	2 2%	- -	1 1%	3 2%	5 2%	1 1%	- -	4 3%	- -	13 1%	11 1%	6 1%	17 1%	12 2%	5 1%	17 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 50
FXA3A - Why do you have a 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Lack of / poor mobile phone signal / reception	12 1%	12 1%	-	2 2%	1 1%	-	-	1 1%	-	-	5 2%	-	1 2%	3 2%	-	8 1%	6 1%	6 1%	12 1%	6 1%	6 1%	12 1%
Business use / need it for work	11 1%	10 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 2%	-	1 1%	-	1 2%	2 1%	1 1%	7 1%	3 *	7 1%	10 1%	5 1%	6 1%	11 1%
Prefer to use a landline / don't like using a mobile phone	11 1%	10 1%	1 1%	-	2 2%	-	1 1%	-	-	-	3 1%	1 1%	2 3%zegio	2 1%	-	7 1%	7 1%	4 1%	11 1%	6 1%	5 1%	11 1%
International calls / need to call abroad	11 1%	9 1%	1 1%	-	3 3%zmo	2 2%	-	-	-	-	3 1%	3 3%z	-	-	-	11 1%	7 1%	3 1%	10 1%	7 1%	4 1%	11 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	7 1%	* *	-	* *	-	-	-	-	3 2%z	3 1%	-	-	1 1%	-	6 1%	4 1%	4 1%	7 1%	5 1%	2 *	7 1%
Easier / more convenient	7 *	6 *	* *	-	1 1%	-	-	-	-	-	3 1%	2 1%	-	1 *	-	6 1%	3 *	3 1%	7 1%	1 *	5 1%	7 *
We / I hardly ever use it	4 *r	3 *	1 1%	-	2 2%zjo	-	1 1%	-	-	-	-	-	-	-	1 1%j	3 *	2 *	1 *	3 *	1 *	3 1%	4 *
I don't have a mobile / not everyone has a mobile	4 *	4 *	-	-	1 1%zo	1 1%	-	-	-	-	-	-	-	2 1%zo	-	2 *	1 *	3 *	4 *	2 *	2 *	4 *
Quality of the reception / clarity of the line	3 *r	3 *	-	-	-	-	-	-	-	-	3 1%	-	1 1%	-	-	3 *	1 *	2 *	2 *	2 *	1 *	3 *
Only use my mobile for emergencies	3 *	3 *	-	-	2 2%zjo	-	-	-	-	2 1%	-	-	-	-	-	3 *	2 *	1 *	3 *	2 *	1 *	3 *
Need to have internet	3 *	3 *	-	-	1 1%	-	-	-	1 2%zjo	1 1%	-	-	-	-	-	3 *	1 *	2 *	3 *	2 *	1 *	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

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Table 50
FXA3A - Why do you have a 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Only use my mobile when I'm out of the house	3 *	3 *	-	-	1 1%	-	-	-	-	2 1%	-	-	-	-	-	3 *	2 *	1 *	3 *	2 *	1 *	3 *
Cheaper as part of a package / bundle	2 *	2 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	2 *	-	2 *	2 *	-	2 *	2 *
As back up / an alternative / better to have both	2 *	2 *	-	-	-	1 1%zo	1 *	-	-	-	-	-	-	-	-	2 *	1 *	1 *	2 *	1 *	1 *	2 *
Safety fears / mobile phones are bad for your health	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%zo	-	-	-	1 *	1 *	-	1 *	1 *
I don't like to give out my mobile number	1 *	1 *	-	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	-	1 *	1 *
Better for longer conversations	1 *	1 *	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Other	14 1%r	12 1%	1 1%	2 2%	-	-	1 1%	2 2%	1 2%	5 4%zo	2 1%	-	-	2 1%	-	13 1%	5 1%	6 1%	11 1%	6 1%	8 1%	14 1%
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42%l	522 42%	42 37%	44 48%l	52 46%l	48 47%l	40 37%	39 40%	32 65%zd efgij kln	44 34%	103 36%	56 46%l	17 29%	69 52%zf ijlno	23 34%	459 42%l	291 40%	248 43%	539 42%	299 40%	269 44%	568 42%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%ah	338 27%	50 44%za	20 22%	26 23%	23 22%	45 41%zc dehik mo	27 28%	7 15%	35 27%	99 35%zcd ehmo	32 26%	17 28%	31 23%	27 40%zc dehmo	314 29%h	218 30%	156 27%	375 29%	230 31%zu	159 26%	389 29%

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Table 50
FXA3A - Why do you have a 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)	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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38% ^{ad}	458 37%	58 50% ^{za}	29 32%	32 29%	33 32%	61 56% ^{zc} dehik lmo	39 41%	14 28%	44 34%	129 45% ^{zde} hkimo	41 34%	19 32%	46 35%	30 45% ^d	422 38% ^d	286 40%	205 36%	491 38%	302 41% ^{zu}	215 35%	517 38%
Exclusively for access to other services (in a narrow sense) [NET]	440 32% ^{fj}	402 33%	35 30%	35 37%	46 41% ^{zf} gijlo	38 37% ^{fj}	25 23%	26 27%	26 52% ^{zf} gijlin o	35 27%	73 26%	48 39% ^{fj}	15 26%	54 40% ^{zf} gijlo	20 30%	351 32% ^{fj}	223 31%	199 35%	422 33%	227 31%	213 35%	440 32%
Exclusively for access to other services (in a broader sense) [NET]	390 29% ^{gj}	355 29%	32 27%	31 33% ^g	44 39% ^{zf} gijlo	35 34% ^{fg} j	23 21%	18 19%	21 43% ^{zf} gijlo	34 26%	64 22%	43 35% ^{fg} j	13 23%	45 34% ^{fg} j	20 30%	312 28% ^{gj}	201 28%	174 30%	375 29%	204 27%	187 30%	390 29%
Don't know	13 1%	12 1%	2 1%	- -	- -	2 2%	2 1%	- -	- -	- -	3 1%	5 4% ^{zdi} o	1 1%	1 1%	- -	12 1%	11 1%	3 *	13 1%	9 1%	4 1%	13 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 51
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Need a landline to get broadband	689 51%ajmn s	200 41%j	579 59%zac deghj	670 53%za dj	689 51%aj	648 57%zac dhj	99 56%aj	683 56%zac dhj	313 52%aj	213 59%zac dhj	1 2%	631 57%zmn	18 54%	40 26%n	1 2%	234 49% s	32 68%zos	174 59%zos	86 51% s	92 39%	68 63%zos
To make calls	541 40%bceg hikq	224 46%zb cdefg hi	326 33%	476 38%b	541 40%bce ghi	424 37%b	65 37%	451 37%b	216 36%	120 33%	42 72% abcde fghi	405 37%	18 56%	71 46%k	47 69%zkm	218 45%zq	14 29%	92 31%	66 39%	93 39%	54 50%zpq
To receive calls	534 39%bceg kq	233 48%zb cdefg hi	325 33%	476 38%be g	534 39%bce g	414 36%b	66 38%	446 37%b	224 37%b	132 37%	35 60% zbcde fghi	397 36%	17 51%	79 51%zk	41 60%zk	222 46%zqr	15 32%	82 28%	61 36%	93 39%q	51 47%q
In case of emergencies	297 22%bceg k	126 26%zb cdefg	189 19%	265 21%b	297 22%bce g	233 21%	30 17%	246 20%	145 24%bc efg	80 22%	21 36% zbcde fghi	226 20%	7 23%	40 26%	25 36%zk	118 25%	7 14%	63 21%	28 17%	49 21%	29 26%
More reliable than mobile	239 18%hq	113 23%zb cdefg h	159 16%	227 18%bg h	239 18%h	198 17%h	27 16%	209 17%h	85 14%	71 20%h	8 13%	194 18%	4 13%	33 22%	8 11%	117 24%zqrs	8 18%	30 10%	21 12%	35 15%	23 21%q
Need a landline to get access to pay TV	89 7%no	29 6%	74 8%	86 7%	89 7%	80 7%	12 7%	85 7%	68 11% zab cdeghj	22 6%	1 1%	77 7%	3 8%	9 6%	1 1%	19 4%	1 3%	36 12% zot	11 6%	16 7%	3 3%
Habit / I've always had one	82 6%	37 8%	64 6%	80 6%	82 6%	72 6%	14 8%	78 6%	34 6%	36 10% zbc degh	1 2%	71 6%	1 2%	9 6%	1 2%	30 6%	6 12%	16 5%	9 5%	13 5%	8 8%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	12 2%	18 2%	26 2%	27 2%	25 2%	5 3%	27 2%	9 2%	9 2%	- -	25 2%	- -	1 1%	1 2%	6 1%	- -	5 2%	4 2%	7 3%	4 4%
Part of the package / bundle	21 2%o	6 1%	20 2%zd	21 2%	21 2%	21 2%	3 2%	21 2%	17 3% zac dg	9 3%	- -	21 2%	- -	- -	- -	- -	1 3%o	10 3%zo	1 1%	8 4%zo	- -
To keep in touch with family / friends	17 1%	7 1%	12 1%	16 1%	17 1%	15 1%	3 2%	15 1%	11 2%	5 1%	1 1%	15 1%	- -	1 1%	1 1%	4 1%	- -	7 2%	1 1%	3 1%	2 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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 51
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Lack of / poor mobile phone signal / reception	12 1%	4 1%	10 1%	11 1%	12 1%	12 1%	3 2%	12 1%	6 1%	7 2%	- zd	11 1%	1 2%	* *	- -	6 1%	1 2%	3 1%	- -	- -	2 2%
Business use / need it for work	11 1%	3 1%	10 1%	11 1%	11 1%	10 1%	3 2%	10 1%	4 1%	8 2%	- zab cdegh	10 1%	- -	1 1%	- -	5 1%	- -	1 *	1 1%	1 1%	3 2%
Prefer to use a landline / don't like using a mobile phone	11 1%	6 1%	5 1%	11 1%	11 1%	7 1%	1 1%	7 1%	1 *	2 1%	- -	7 1%	- -	4 2%	- zk	6 1%	- -	1 *	3 2%	- -	- -
International calls / need to call abroad	11 1%	3 1%	8 1%	11 1%	11 1%	9 1%	1 *	9 1%	6 1%	2 1%	- -	9 1%	- -	2 1%	- -	4 1%	- -	3 1%	2 1%	- -	1 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	5 1%	4 *	7 1%	7 1%	6 *	- -	6 *	1 *	2 *	- -	6 1%	- -	2 1%	- -	6 1%	- z	1 *	* *	- -	- -
Easier / more convenient	7 *	1 *	4 *	5 *	7 *	7 1%	- 1%	7 1%	3 1%	1 *	- -	5 *	2 6%	- -	- -	3 1%	- -	- -	3 2%	1 *	- -
We / I hardly ever use it	4 *	1 *	4 *	4 *	4 *	4 *	3 2%	4 *	3 *	1 *	- -	4 *	- -	- -	- -	2 *	- -	1 *	- -	1 *	- -
I don't have a mobile / not everyone has a mobile	4 *	1 *	3 *	4 *	4 *	3 *	3 1%	3 *	2 *	3 1%	- -	3 *	- -	1 *	- -	2 *	- -	- -	- -	1 1%	- -
Quality of the reception / clarity of the line	3 *	2 *	1 *	3 *	3 *	1 *	- -	1 *	2 *	1 *	- -	1 *	- -	2 1%	- zk	1 *	- -	- -	2 1%	- -	1 1%
Only use my mobile for emergencies	3 *	3 1%	- beg	3 *	3 *	- -	- -	- -	- -	- -	- -	- -	- -	3 2%	- zk	3 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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 51
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Need to have internet	3*	1*	3*	3*	3*	3*	2* 1%zcde g	3*	3*	-	-	3*	-	-	-	-	-	1*	1*	1*	-
Only use my mobile when I'm out of the house	3*	3* 1%	2*	3*	3*	2*	-	2*	-	2*	-	2*	-	1* 1%	-	1*	-	-	2* 1%	-	-
Cheaper as part of a package / bundle	2*	-	2*	2*	2*	2*	-	2*	1*	-	-	2*	-	-	-	-	-	-	1* 1%	1*	-
As back up / an alternative / better to have both	2*	1*	1*	2*	2*	2*	-	2*	1*	1*	-	2*	-	-	-	-	-	-	-	1* 1%	1*
Safety fears / mobile phones are bad for your health	1*	1*	1*	1*	1*	1*	-	1*	1*	-	-	1*	-	-	-	1*	-	-	-	-	-
I don't like to give out my mobile number	1*	-	1*	1*	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	-	-
Better for longer conversations	1*	-	1*	1*	1*	1*	-	1*	1*	1*	-	1*	-	-	-	-	-	-	-	1*	-
Other	14* 1%	3* 1%	10* 1%	13* 1%	14* 1%	13* 1%	1*	14* 1%	5* 1%	7* 2%	-	12* 1%	1* 3%	1* 1%	-	5* 1%	-	4* 1%	3* 2%	-	2* 2% s
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42%ajmn	164 34%j	472 48%zac deghj	549 44%za dj	568 42%aj	506 45%zad j	76 43%aj	536 44%zad j	263 44%aj	160 44%aj	10* 18%	498 45%zmn	7* 23%	50 33%n	12* 18%	192 40%	26 56%st	151 51%zost	68 41%	91 39%	36 34%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%bcegi kq	166 34%zbc defg hi	205 21%	326 26%be gi	389 29%bce gi	261 23%b	45 26%	287 24%b	157 26%be i	76 21%	47 80%zabcde fghi	250 23%	11 32%	75 49%zk	53 78%zkm	150 31%q	8 17%	63 21%	50 30%	86 36%zpq	23 22%

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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 51
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38% bcegi kq	218 45% zb cdefg hi	291 30%	443 35% be gi	517 38% bce gi	361 32% b	56 32%	391 32% b	211 35% be i	105 29%	55 94% z abcde fghi	349 32%	11 35%	94 61% zk	63 93% zkm	209 43% zpq	11 24%	85 29%	61 36%	113 48% zpq r	28 25%
Exclusively for access to other services (in a narrow sense) [NET]	440 32% ajmn o	112 23% j	387 39% zac deghj	431 34% za dj	440 32% aj	406 36% zac dj	66 37% aj	432 36% zac dj	210 35% aj	131 36% aj	2 3%	399 36% zmn	7 20%	32 21% n	2 3%	133 28%	22 49% zost	129 44% zost	57 34%	64 27%	32 30%
Exclusively for access to other services (in a broader sense) [NET]	390 29% ajmn o	92 19% j	345 35% zac deghj	382 30% za dj	390 29% aj	362 32% zac dj	57 32% aj	385 32% zac dj	183 30% aj	111 31% aj	2 3%	356 32% zmn	7 20%	26 17% n	2 3%	117 24%	20 43% zost	115 39% zost	52 31%	57 24%	28 26%
Don't know	13 1%	5 1%	11 1%	12 1%	13 1%	11 1%	3 2%	13 1%	6 1%	2 1%	-	9 1%	2 5%	2 1%	-	4 1%	-	1 *	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 52
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Need a landline to get broadband	689 51% _{dgr}	206 64% _{zd}	169 60% _{zd}	85 55% _d	91 40%	93 68% _{zcd}	307 68% _{zgm}	164 32%	139 68% _{zgm}	25 67%	52 63% _g	30 64% _g	59 79% _{zfg} jm	182 57% _{zg}	15 45%	31 44% _r	39 51% _r	19 41% _r	10 18%	24 53% _r
To make calls	541 40% _{bmp}	134 41% _b	80 29%	57 37%	89 39% _b	59 43% _b	175 39%	230 44% _{zm}	83 41%	14 38%	26 31%	14 28%	37 49% _{ijkm}	107 33%	19 55%	30 44% _p	20 26%	18 39%	23 42%	20 44%
To receive calls	534 39% _{bp}	138 43% _b	75 27%	54 35%	87 38% _b	53 39% _b	169 38%	228 44% _{zm}	84 41%	13 33%	29 34%	14 29%	30 40%	111 35%	14 41%	31 44% _p	19 25%	16 35%	18 33%	21 47% _p
In case of emergencies	297 22% _c	72 22% _c	62 22% _c	20 13%	46 20%	28 21%	86 19%	124 24% _j	41 20%	6 16%	10 12%	8 17%	21 28% _{fj}	77 24%	6 19%	15 22%	18 24%	5 10%	15 27%	6 13%
More reliable than mobile	239 18% _b	81 25% _{zabcd}	28 10%	23 15%	33 14%	27 19% _b	94 21%	83 16%	53 26% _{zfgm}	1 2%	14 16%	9 18%	18 24%	48 15%	6 19%	10 15%	8 11%	4 9%	8 14%	7 15%
Need a landline to get access to pay TV	89 7% _{efhl}	17 5%	34 12% _{zade}	10 7%	14 6%	3 2%	9 2%	26 5% _f	4 2%	3 9%	1 2%	- -	- -	42 13% _{zfg} hijkl	6 18%	4 5%	8 11%	1 3%	1 2%	1 3%
Habit / I've always had one	82 6%	21 7%	16 6%	9 6%	13 6%	13 9%	29 7%	28 5%	18 9%	1 3%	3 4%	1 3%	6 8%	20 6%	1 4%	1 2%	3 4%	5 10%	4 7%	5 11%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	5 2%	5 2%	4 3%	7 3%	3 3%	7 2%	9 2%	3 2%	- -	2 2%	1 1%	2 3%	8 3%	1 4%	- -	2 2%	2 3%	2 3%	2 3%
Part of the package / bundle	21 2% _{af}	- -	10 4% _{za}	1 1%	8 4% _{za}	1 1%	1 *	10 2% _f	- -	- -	1 1%	- -	- -	6 2% _f	1 2%	- -	7 10% _{zoq}	- -	2 4%	- -
To keep in touch with family / friends	17 1%	3 1%	7 3%	1 1%	3 1%	1 1%	5 1%	7 1%	3 1%	1 3%	- -	- -	1 1%	4 1%	2 5%	- -	3 3%	1 2%	2 3%	- -
Lack of / poor mobile phone signal / reception	12 1%	6 2%	3 1%	- -	- -	2 2%	4 1%	5 1%	3 1%	- -	- -	- -	1 1%	3 1%	- -	3 4% _z	1 2%	- -	- -	1 1%
Business use / need it for work	11 1%	6 2%	1 *	1 1%	1 1%	1 *	5 1%	5 1%	3 1%	- -	- -	1 3%	1 1%	1 *	- -	3 4% _z	- -	1 2%	- -	- -

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

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Table 52
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Prefer to use a landline / don't like using a mobile phone	11 1%	3 1%	2 1%	2 1%	- -	- -	4 1%	5 1%	3 2% _m	1 3%	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -
International calls / need to call abroad	11 1%	2 1%	5 2%	1 1%	- -	1 1%	4 1%	3 1%	2 1%	- -	1 1%	- -	1 2%	3 1%	- -	- -	2 2%	- -	- -	- -
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	4 1%	1 *	* *	- -	- -	3 1%	2 *	3 2%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Easier / more convenient	7 *	3 1%	- -	3 2%	1 *	- -	- -	5 1%	- -	- -	- -	- -	- -	- -	1 2%	2 3% _z	- -	2 3% _z	1 2%	- -
We / I hardly ever use it	4 *	2 1%	1 *	- -	1 *	- -	4 1% _{zg}	- -	2 1% _g	1 3%	- -	1 2% _{gm}	- -	- -	- -	- -	- -	- -	- -	- -
I don't have a mobile / not everyone has a mobile	4 *	2 *	- -	- -	1 1%	- -	3 1%	1 *	2 1%	- -	- -	1 3% _{zgm}	- -	- -	- -	- -	- -	- -	- -	- -
Quality of the reception / clarity of the line	3 *	1 *	- -	- -	- -	- -	1 *	2 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Only use my mobile for emergencies	3 *	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need to have internet	3 *	- -	1 *	1 1%	1 *	- -	- -	2 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 2% _z	1 1%	- -
Only use my mobile when I'm out of the house	3 *	- -	- -	2 1%	- -	- -	2 *	1 *	- -	- -	2 2% _{zm}	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cheaper as part of a package / bundle	2 *	- -	- -	1 1%	1 1%	- -	1 *	- -	- -	- -	1 1% _g	- -	- -	- -	1 4%	- -	- -	- -	- -	- -

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

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
As back up / an alternative / better to have both	2 *	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Safety fears / mobile phones are bad for your health	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I don't like to give out my mobile number	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better for longer conversations	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Other	14 1%	4 1%	4 1%	3 2%	- -	2 2%	8 2%	2 *	2 1%	2 5%	3 4%g	- -	1 2%	3 1%	- -	- -	- -	- -	- -	1 2%
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42%g	144 45%	148 53%zcode	63 41%	90 39%	58 42%	205 46%g	178 34%	94 46%g	14 37%	39 47%	26 55%g	32 42%	160 50%zg	8 25%	25 36%	40 54%r	16 35%	17 31%	16 36%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%abef hlm	67 21%	50 18%	39 25%	79 35%abe	22 16%	73 16%l	228 44%zf hijkl m	35 17%	7 20%	16 20%	8 16%	6 8%	74 23%fl	10 29%	26 38%	17 22%	15 32%	26 49%zp	15 33%
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38%abef hl	96 30%	74 26%	50 32%e	107 47%zabce	28 21%	110 24%	283 55%zf hijkl m	52 25%	7 20%	25 29%	13 28%	11 15%	107 33%fl	12 34%	32 47%	24 31%	17 37%	36 65%zpq s	15 34%
Exclusively for access to other services (in a narrow sense) [NET]	440 32%gr	115 36%	125 45%zad	53 34%	62 27%	51 37%	169 38%zg	122 24%	77 38%g	14 37%	31 37%g	20 42%g	26 35%g	128 40%zg	7 19%	18 27%	33 44%zor	14 31%	8 15%	16 35%r

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 52
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Exclusively for access to other services (in a broader sense) [NET]	390 29%gr	100 31%	111 40%zad	47 31%	56 24%	48 35% d	150 33%zg	110 21%	66 32%g	12 32%	29 35%g	19 41%g	24 32%	112 35%zg	6 16%	16 23%	30 40%zr	13 29%	7 13%	16 35% r
Don't know	13 1%	2 1%	1 *	2 1%	3 1%	- -	3 1%	9 2%	1 *	1 3%	- -	1 2%	- -	1 *	1 2%	2 2%	- -	1 2%	1 2%	- -

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

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Table 53
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Need a landline to get broadband	689 51%abgm	229 42%	222 42%	689 100%zabdef	65 73%zabef	140 47%	112 47%	218 43%	1 19%	4 45%	139 50%	531 52%	364 61%zm	255 42%
To make calls	541 40%cl	541 100%zbcdef	412 77%zcddef	229 33%	42 47%cd	178 60%zcd	130 54%zc	505 100%z	7 100%	8 100%	99 35%	421 41%	157 26%	327 53%zl
To receive calls	534 39%cl	412 76%zcddef	534 100%zacdef	222 32%	44 50%cd	175 59%zc	141 59%zc	388 77%z	5 67%	6 77%	96 34%	418 41%	159 27%	321 53%zl
In case of emergencies	297 22%l	178 33%zc	175 33%zc	140 20%	31 35%zc	297 100%zabcdf	100 42%zabc	166 33%z	2 27%	1 9%	50 18%	242 23%z	95 16%	174 28%zl
More reliable than mobile	239 18%l	130 24%zc	141 26%zc	112 16%	23 26%zc	100 34%zabc	239 100%zabcde	122 24%z	2 28%	1 9%	44 16%	191 19%	52 9%	163 27%zl
Need a landline to get access to pay TV	89 7%	42 8%	44 8%	65 9%z	89 100%zabcef	31 11%z	23 10%z	41 8%	-	*	15 5%	74 7%	34 6%	47 8%
Habit / I've always had one	82 6%abcdegl	9 2%	12 2%	17 3%	-	10 4%a	10 4%a	9 2%	-	-	14 5%	65 6%	27 4%	45 7%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%cd	10 2%	6 1%	8 1%	1 1%	3 1%	3 1%	10 2%	-	-	6 2%	20 2%	8 1%	18 3%z
Part of the package / bundle	21 2%abcmgm	2 *	2 *	1 *	1 2%cd	1 *	-	2 *	-	-	3 1%	18 2%	13 2%	5 1%
To keep in touch with family / friends	17 1%ckl	7 1%cd	5 1%	1 *	-	2 1%	-	5 1%	-	-	6 2%	9 1%	3 1%	7 1%
Lack of / poor mobile phone signal / reception	12 1%b	3 1%	1 *	4 1%	1 1%	*	3 1%b	3 1%	-	-	3 1%	9 1%	2 *	10 2%z
Business use / need it for work	11 1%ag	1 *	4 1%	4 1%	1 2%a	1 *	3 1%	1 *	-	-	2 1%	8 1%	3 1%	8 1%

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

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Table 53
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Prefer to use a landline / don't like using a mobile phone	11 1%ab	1 *	1 *	3 *	- -	1 *	1 *	1 *	- -	- -	3 1%	7 1%	- -	9 2%zl
International calls / need to call abroad	11 1%	3 1%	3 1%	3 *	- -	1 *	- -	3 1%	- -	1 9%	2 1%	9 1%	3 *	6 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%cd	1 *	1 *	1 *	- -	1 *	6 2%zabce	1 *	- -	- -	1 *	5 1%	- -	6 1%l
Easier / more convenient	7 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	5 *	2 *	5 1%
We / I hardly ever use it	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	4 1%	- -
I don't have a mobile / not everyone has a mobile	4 *	1 *	1 *	1 *	- -	1 *	3 1%cd	1 *	- -	- -	1 *	3 *	1 *	1 *
Quality of the reception / clarity of the line	3 *	2 *	2 *	- -	- -	2 1%	- -	2 *	- -	- -	- -	2 *	- -	2 *
Only use my mobile for emergencies	3 *	- -	- -	- -	- -	- -	2 1%cd	- -	- -	- -	- -	3 *	- -	3 1%
Need to have internet	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	2 *	- -
Only use my mobile when I'm out of the house	3 *	2 *	2 *	2 *	- -	2 1%	2 1%	2 *	- -	- -	- -	3 *	- -	3 *
Cheaper as part of a package / bundle	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	2 *	- -

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

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Table 53
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
As back up / an alternative / better to have both	2*	-	-	-	-	1*	-	-	-	-	-	2*	-	1*
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	1*	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	-	-	-	-	1*	-	1*
Better for longer conversations	1*	-	-	-	-	-	-	-	-	-	1*	-	-	1*
Other	141%g	2*	2*	41%	-	1*	21%	1*	-	-	-	131%	31%	112%z
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	56842%abegm	-	-	42562%zabdef	4045%ab	10134%ab	9037%ab	-	-	-	13147%	42141%	34157%zm	16527%
Exclusively for calls-related reasons (in a narrow sense) [NET]	38929%cdfl	30356%zcodef	30357%zcodef	-	-	8729%cd	5423%cd	27855%z	581%	455%	8530%	28628%	12821%	21735%zl
Exclusively for calls-related reasons (in a broader sense) [NET]	51738%cdl	30356%zcd	30357%zcd	-	-	15351%zcd	12552%zcd	27855%z	581%	455%	11441%	38337%	17530%	28346%zl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Exclusively for access to other services (in a narrow sense) [NET]	440 32%abefgm	-	-	425 62%zabdef	40 45%zabef	34 12%ab	19 8%ab	-	-	-	102 36%	324 31%	293 49%zm	99 16%
Exclusively for access to other services (in a broader sense) [NET]	390 29%abefgm	-	-	378 55%zabdef	33 37%abef	-	-	-	-	-	95 34%zk	282 27%	265 45%zm	82 13%
Don't know	13 1%abcm	-	-	-	-	-	-	-	-	-	3 1%	8 1%	6 1%	2 *

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

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Table 54
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Need a landline to get broadband	689 51%aefhk	96 42%	37 41%	44 47%	52 41%	128 42%	27 35%	44 53%fh	22 34%	580 60%zjk	50 49%k	18 27%
To make calls	541 40%i	231 100%z	90 100%z	94 100%z	127 100%z	238 77%z	59 75%z	73 87%zh	43 66%z	340 35%	49 48%i	35 50%i
To receive calls	534 39%i	180 78%z	75 84%zd	70 75%z	87 68%z	307 100%z	79 100%z	83 100%z	64 100%z	341 35%	44 43%	29 42%
In case of emergencies	297 22%	78 34%zd	35 39%zd	36 38%zd	28 22%	102 33%z	26 33%z	28 33%z	19 30%	202 21%	16 16%	15 22%
More reliable than mobile	239 18%d	66 28%zd	29 32%zd	23 25%d	12 10%	92 30%zh	17 22%	23 28%z	9 14%	167 17%	24 23%	8 12%
Need a landline to get access to pay TV	89 7%	11 5%	5 6%	13 14%za	12 10%	23 8%	5 6%	11 13%z	5 9%	69 7%	7 7%	3 5%
Habit / I've always had one	82 6%abde	6 3%	- -	4 4%d	- -	8 3%	1 1%	3 4%	- -	62 6%	5 5%	5 8%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	5 2%	- -	2 2%	4 3%	4 1%	2 2%	- -	- -	17 2%	4 4%	4 6%zi
Part of the package / bundle	21 2%e	- -	- -	- -	2 2%	- -	- -	- -	2 4%e	17 2%	- -	4 5%zij
To keep in touch with family / friends	17 1%	2 1%	- -	1 1%	4 3%	- -	2 3%e	1 1%	2 2%e	14 1%	- -	2 2%
Lack of / poor mobile phone signal / reception	12 1%	2 1%	- -	- -	1 *	* *	1 1%	- -	- -	11 1%	- -	1 1%
Business use / need it for work	11 1%	- -	- -	1 1%	- -	2 1%	- -	1 2%	- -	8 1%	2 2%	- -

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

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Table 54
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Prefer to use a landline / don't like using a mobile phone	11 1%	1 *	- -	- -	- -	1 *	- -	- -	- -	5 *	2 2%	- -
International calls / need to call abroad	11 1%	- -	1 1%	1 1%	2 1%	- -	1 1%	1 1%	2 2%e	8 1%	- -	1 2%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	- -	- -	1 1%	- -	1 *	- -	- -	- -	5 1%	- -	1 1%
Easier / more convenient	7 *	- -	- -	- -	- -	- -	- -	- -	- -	4 *	1 1%	2 2%zi
We / I hardly ever use it	4 *	- -	- -	- -	- -	- -	- -	- -	- -	4 *	- -	- -
I don't have a mobile / not everyone has a mobile	4 *	1 1%	- -	- -	- -	- -	1 2%ze	- -	- -	3 *	- -	1 1%
Quality of the reception / clarity of the line	3 *	2 1%	- -	- -	- -	2 1%	- -	- -	- -	1 *	- -	- -
Only use my mobile for emergencies	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need to have internet	3 *	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 1%	- -
Only use my mobile when I'm out of the house	3 *	2 1%	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	- -
Cheaper as part of a package / bundle	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -

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

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Table 54
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BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
As back up / an alternative / better to have both	2 *	-	-	-	-	-	-	-	-	2 *	-	-
Safety fears / mobile phones are bad for your health	1 *	-	-	-	-	-	-	-	-	1 *	-	-
I don't like to give out my mobile number	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-
Better for longer conversations	1 *	-	-	-	-	-	-	-	-	1 *	-	-
Other	14 1%	1 1%	-	1 1%	-	1 *	-	1 1%	-	10 1%	1 1%	2 2%
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42%abcdefghk	-	-	-	-	-	-	-	-	454 47%zk	38 37%k	15 21%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%i	132 57%z	51 57%z	47 51%z	72 57%z	176 57%z	49 63%zg	38 45%z	40 62%z	199 21%	33 32%i	29 42%zi
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38%i	132 57%z	51 57%z	47 51%z	72 57%z	176 57%z	49 63%zg	38 45%	40 62%z	285 30%	41 41%i	34 50%zi

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

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Table 54
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Exclusively for access to other services (in a narrow sense) [NET]	440 32%abcde fghk	-	-	-	-	-	-	-	-	368 38%zk	29 29%k	9 13%
Exclusively for access to other services (in a broader sense) [NET]	390 29%abcde fghk	-	-	-	-	-	-	-	-	328 34%zk	28 27%k	7 9%
Don't know	13 1%	-	-	-	-	-	-	-	-	10 1%	1 1%	-

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

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Table 55
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
Need a landline to get broadband	689 51%abdef	49 22%f	24 14%	544 100%zabdef	22 19%	28 25%bf	24 14%
To make calls	541 40%cdf	224 100%zbdef	92 53%zdef	126 23%f	34 30%f	35 31%f	20 11%
To receive calls	534 39%cdf	137 61%zdef	173 100%zacdef	124 23%f	34 30%f	39 35%cf	20 11%
In case of emergencies	297 22%cf	46 21%cf	31 18%f	70 13%f	113 100%zabcef	26 24%cf	11 6%
More reliable than mobile	239 18%acf	27 12%	25 14%	50 9%	17 15%	112 100%zabcdf	14 8%
Need a landline to get access to pay TV	89 7%a	7 3%	7 4%	35 6%	7 6%	6 5%	28 16%zabcde
Habit / I've always had one	82 6%abc	5 2%	* *	11 2%	4 3%	8 7%abc	56 32%zabcde
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	3 1%	- -	7 1%	2 1%	1 *	15 8%zabcde
Part of the package / bundle	21 2%c	- -	- -	1 *	1 1%	- -	16 9%zabcde
To keep in touch with family / friends	17 1%c	3 1%c	- -	- -	1 1%c	- -	14 8%zabcde
Lack of / poor mobile phone signal / reception	12 1%	1 *	* *	3 1%	- -	2 2%	8 5%zabcd
Business use / need it for work	11 1%c	1 *	2 1%	1 *	- -	1 1%	8 4%zacd

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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Table 55
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Prefer to use a landline / don't like using a mobile phone	11 1%	- -	- -	- -	- -	1 1%c	9 5%zabcd
International calls / need to call abroad	11 1%	3 1%	- -	1 *	1 1%	- -	6 3%zbc
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	- -	1 *	1 *	- -	6 5%zabcd	4 2%zac
Easier / more convenient	7 *	- -	- -	1 *	- -	- -	6 3%zabc
We / I hardly ever use it	4 *	- -	- -	- -	- -	- -	4 2%zac
I don't have a mobile / not everyone has a mobile	4 *	- -	- -	- -	- -	1 1%c	3 2%zc
Quality of the reception / clarity of the line	3 *	- -	- -	- -	- -	- -	3 2%zac
Only use my mobile for emergencies	3 *	- -	- -	- -	- -	2 1%zc	2 1%c
Need to have internet	3 *	- -	- -	- -	- -	- -	3 2%zc
Only use my mobile when I'm out of the house	3 *	- -	- -	2 *	- -	- -	1 1%
Cheaper as part of a package / bundle	2 *	- -	- -	- -	- -	- -	2 1%zc

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 55
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
As back up / an alternative / better to have both	2 *	- -	- -	- -	1 1%zc	- -	1 *
Safety fears / mobile phones are bad for your health	1 *	-	-	-	-	-	1 *
I don't like to give out my mobile number	1 *	- -	- -	- -	- -	- -	1 *
Better for longer conversations	1 *	- -	- -	- -	- -	- -	1 *
Other	14 7%	-	-	4 1%	- -	-	10 6%zabcde
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42%abf	- -	- -	390 72%zabf	75 66%zabf	72 65%zabf	37 21%ab
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%cef	172 77%zcdef	145 84%zcdef	- -	27 24%cf	20 17%c	17 10%c
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38%cf	172 77%zcf	145 84%zcf	- -	89 78%zcf	84 75%zcf	26 15%c
Exclusively for access to other services (in a narrow sense) [NET]	440 32%abdef	- -	- -	390 72%zabdef	13 12%ab	8 7%ab	28 16%ab

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used. * small base

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Table 55
FXA3A - Why do you have a landline?
BASE: All landline bill payers

Weighted Base	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
	1357	224	173	544	113*	112*	177
	390	-	-	364	-	-	26
	29%abdef	-	-	67%zabdef	-	-	15%abde
	13	-	-	-	-	-	-
1%c	-	-	-	-	-	-	

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Table 56
FXA3B - What is your main reason for having a 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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Need a landline to get broadband	544 40%ijn rt	283 43%	260 38%	1 66%	19 56%zhi jn	97 51%zhi jn	129 53%zhi jn	135 51%zhi jmn	88 37%ijn	63 26%jn	10 7%	21 56%zhi jn	227 52%zhi jn	224 45%zhi jn	73 19%j	171 42%r	155 43%r	119 42%r	99 32%	148 46%zt	195 35%	171 42%t
To make calls	224 17%efg lo	104 16%	120 17%	1 34%	3 9%	17 9%	25 10%	30 11%	44 19%efg lm	57 24%zde fglm	46 33%zde fghklm	4 10%	43 10%	74 15%gl	103 27%zd efghk lm	47 12%	52 14%	60 21%zo p	65 21%zo p	46 14%	108 19%zu	54 13%
To receive calls	173 13%qu	90 13%	83 12%	-	3 7%	26 14%	24 10%	28 10%	26 11%	35 15%	31 22%zdfg hklm	3 7%	50 12%	54 11%	66 17%zf glm	56 14%q	43 12%	23 8%	51 17%zq	42 13%	79 14%u	38 9%
In case of emergencies	113 8%	47 7%	67 10%	-	3 10%	20 10%	24 10%	17 7%	15 6%	17 7%	17 12%hm	3 9%	44 10%	32 6%	34 9%	29 7%	27 7%	22 8%	36 12%z	23 7%	54 10%	33 8%
More reliable than mobile	112 8%ls	51 8%	61 9%	-	2 5%	11 6%	13 5%	19 7%	26 11%fl	24 10%	17 12%fl	2 5%	24 6%	45 9%	40 11%fl	36 9%	27 7%	29 10%	20 6%	15 5%	38 7%	57 14%zst
Habit / I've always had one	55 4%aelr	18 3%	37 5%za	-	1 2%	1 1%	7 3%	7 3%	14 6%el	17 7%zegl	7 5%el	1 2%	8 2%	22 4%e	24 6%zel	30 7%zqr	14 4%	6 2%	5 2%	8 2%	24 4%	22 5%
Need a landline to get access to pay TV	27 2%	12 2%	15 2%	-	2 5%h	6 3%	4 2%	6 2%	2 1%	5 2%	2 1%	2 5%h	10 2%	8 2%	6 2%	3 1%	9 3%	5 2%	9 3%o	8 2%	9 2%	9 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	12 2%	5 1%	-	-	2 1%	4 1%	2 1%	3 1%	5 2%	-	-	6 1%	5 1%	5 1%	6 1%	4 1%	4 1%	3 1%	4 1%	9 2%	4 1%
To keep in touch with family / friends	16 1%	8 1%	8 1%	-	-	2 1%	5 2%	3 1%	4 2%	2 1%	1 *	-	7 2%	6 1%	2 1%	6 1%	4 1%	1 *	4 1%	4 1%	4 1%	8 2%
Part of the package / bundle	16 1%u	7 1%	9 1%	-	-	-	3 1%	6 2%	4 2%	2 1%	-	-	3 1%	10 2%	2 1%	3 1%	5 1%	4 1%	5 2%	2 1%	13 2%zu	1 *
Prefer to use a landline / don't like using a mobile phone	11 1%	5 1%	7 1%	-	-	-	1 1%	1 *	2 1%	4 1%	3 2%zl	-	1 *	3 1%	7 2%zl	5 1%	4 1%	1 *	1 *	1 *	3 1%	7 2%
Business use / need it for work	7 1%	5 1%	2 *	-	-	-	1 1%	2 1%	3 1%	1 *	-	-	1 *	5 1%	1 *	1 *	4 1%	2 1%	-	1 *	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 56
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Easier / more convenient	7 1%	4 1%	3 *	-	-	-	*	-	-	5 2%zghl m	2 2%lm	-	*	-	7 2%zgl m	2 1%	2 1%	-	3 1%	1 *	4 1%	2 1%
International calls / need to call abroad	6 *	4 1%	2 *	-	-	2 1%	-	3 1%	1 *	1 *	-	-	2 *	4 1%	1 *	2 *	1 *	-	3 1%	4 1%	3 *	-
Lack of / poor mobile phone signal / reception	6 *	3 *	3 *	-	-	-	-	1 *	4 2%zl	1 1%	-	-	-	5 1%	1 *	4 1%	1 *	-	1 *	-	2 *	3 1%
We / I hardly ever use it	4 *	2 *	2 *	-	-	1 1%	1 *	-	2 1%	-	-	-	2 *	2 *	-	2 1%	1 *	-	1 *	-	3 1%	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	1 *	2 *	-	-	-	-	-	-	3 1%zlm	-	-	-	-	3 1%z	3 1%	-	-	-	-	2 *	1 *
Need to have internet	3 *	3 *	-	-	-	-	1 *	-	1 *	1 *	-	-	1 *	1 *	1 *	1 *	-	1 *	1 *	-	2 *	1 *
I don't have a mobile / not everyone has a mobile	3 *	-	3 *	-	-	-	-	-	-	1 1%	1 1% m	-	-	-	3 1% z	1 *	1 *	-	-	1 *	1 *	-
As back up / an alternative / better to have both	2 *	1 *	1 *	-	-	-	-	-	-	2 1%	1 *	-	-	-	2 1%	1 *	2 *	-	-	1 *	1 *	1 *
Cheaper as part of a package / bundle	2 *	-	2 *	-	1 3%zegh ijlmn	-	1 1%	-	-	-	-	1 3%zegh imn	1 *	-	-	-	1 *	1 *	-	-	2 *	-
Quality of the reception / clarity of the line	2 *	1 *	1 *	-	-	-	-	1 *	-	1 1%	-	-	-	1 *	1 *	-	1 *	1 *	-	-	-	2 *
Only use my mobile for emergencies	2 *	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	-	-	-	2 *	1 *	-	1 *	-	1 *	1 *	-
Better for longer conversations	2 *	2 *	-	-	-	-	-	-	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 - 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
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Only use my mobile when I'm out of the house	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	1*	-
Safety fears / mobile phones are bad for your health	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	1*	-	-	-	-	-	1*	-	-	1*	-	-	-	1*	-
Other	111%	51%	61%	-	-	42%fg	-	-	31%	21%	21%	-	41%	31%	51%	41%	41%	1*	21%	21%	41%	51%
Don't know	222%t	132%	91%	-	13%	11%	52%	73%	21%	42%	32%	13%	61%	82%	72%	72%	72%	62%	21%	134%zt	2*	72%

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 57
FXA3B - What is your main reason for having a 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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Need a landline to get broadband	544 40%lv	61 58%z	68 51%z	223 49%z	29 51%	5 21%	277 52%zl	75 47%cl	34 42%cl	23 43%cl	9 61%	19 50%cl	80 19%	27 40%cl	380 39%	164 42%	337 51%zqv	32 36%v	39 47%v	12 43%	6 72%	15 54%	82 20%	21 40%v
To make calls	224 17%bc fp	10 10%	7 5%	59 13%b	7 13%	1 4%	47 9%	29 18%f	8 10%	9 16%	2 15%	3 8%	115 28%zf ghk	11 17%l	172 18%	52 13%	67 10%	19 21%p	10 13%	5 17%	2 19%	3 11%	109 27%zpr	10 18%
To receive calls	173 13%lm	10 10%	18 14%	52 12%	6 10%	4 18%	68 13%lm	13 8%	10 12%	8 15%	2 12%	3 9%	66 16%zgm	3 4%	131 14%	42 11%	79 12%	10 11%	8 9%	2 7%	1 9%	3 10%	68 17%zpw	3 5%
In case of emergencies	113 8%a	1 1%	13 10%a	38 8%a	4 7%	3 13%	39 7%	13 8%	7 9%	8 14%	- -	3 9%	35 9%	7 11%	72 7%	41 11%	52 8%	9 10%	5 7%	4 15%	- -	3 12%	34 8%	6 10%
More reliable than mobile	112 8%	8 8%	6 4%	27 6%	4 7%	3 14%	34 6%	7 4%	8 10%	1 1%	2 12%	4 12%cl	48 12%zf gi	8 11%cl	75 8%	37 10%	47 7%	5 5%	9 11%	1 3%	- -	3 9%	43 11%zp	5 9%
Habit / I've always had one	55 4%clp	4 4%	8 6%cl	10 2%	1 2%	5 19%	11 2%	11 7%cl	6 7%cl	1 1%	- -	- -	23 6%cl	3 5%	40 4%	15 4%	16 2%	11 12%zpr	2 3%	1 2%	- -	- -	24 6%zp	2 4%
Need a landline to get access to pay TV	27 2%	3 3%	3 2%	8 2%	- -	- -	12 2%	2 1%	- -	3 5%	- -	1 3%	7 2%	2 3%	21 2%	6 1%	15 2%	1 1%	- -	3 9%	- -	1 3%	6 1%	2 4%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	1 1%	3 2%	4 1%	- -	- -	6 1%	1 1%	- -	1 3%	- -	- -	7 2%	1 2%	15 2%	1 *	7 1%	1 1%	- -	1 3%	- -	- -	7 2%	1 2%
To keep in touch with family / friends	16 1%	1 1%	- -	9 2%	1 2%	- -	7 1%	4 2%	1 2%	- -	- -	- -	2 1%	2 3%	11 1%	5 1%	8 1%	3 3%	1 2%	- -	- -	- -	3 1%	1 2%
Part of the package / bundle	16 1%lv	- -	1 1%	10 2%z	- -	1 5%	8 1%	3 2%	1 2%	1 1%	- -	- -	1 *	2 3%cl	8 1%	8 2%	11 2%	1 1%	1 2%	- -	- -	- -	1 *	2 3%v
Prefer to use a landline / don't like using a mobile phone	11 1%fp	- -	- -	4 1%	- -	- -	1 *	4 2%cl	- -	- -	- -	- -	7 2%zf	- -	6 1%	5 1%	1 *	2 3%p	- -	- -	- -	- -	8 2%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 57
FXA3B - What is your main reason for having a 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)	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
Business use / need it for work	7 1%	3 2%z	1 1%	1 *	1 1%	1 3%	5 1%	-	1 2%	-	-	-	1 *	-	4 *	3 1%	6 1%	-	1 2%v	-	-	-	-	-	
Easier / more convenient	7 1%p	-	-	*	-	-	*	-	-	-	-	-	7 2%zf	-	5 1%	2 1%	*	-	-	-	-	-	7 2%zp	-	
International calls / need to call abroad	6 *	-	-	4 1%	-	-	4 1%	-	-	-	-	-	1 *	1 2%	4 *	2 1%	4 1%	-	-	-	-	-	1 *	1 2%	
Lack of / poor mobile phone signal / reception	6 *	-	1 1%	-	3 5%z	-	-	1 1%	3 3%zf	-	-	-	1 *	1 1%l	5 *	1 *	-	2 2%p	2 2%zp	-	-	-	-	1 *	1 2%p
We / I hardly ever use it	4 *	1 1%	1 1%	1 *	-	1 5%	3 1%	-	1 1%l	-	-	-	-	-	3 *	1 *	3 *	-	1 1%v	-	-	-	-	-	
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	1 *	2 *	-	-	-	-	-	-	3 1%zp	-	
Need to have internet	3 *	-	1 1%	-	1 2%z	-	1 *	-	1 1%z	-	-	-	1 *	-	3 *	-	1 *	-	1 1%	-	-	-	-	1 *	-
I don't have a mobile / not everyone has a mobile	3 *	-	-	-	-	-	-	-	-	-	-	1 4%zfg l	1 *	-	1 *	2 1%	-	-	-	-	-	-	3 1%zp	-	
As back up / an alternative / better to have both	2 *	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	1 *	1 *	-	-	-	-	-	-	2 1%	-	
Cheaper as part of a package / bundle	2 *	-	-	2 *	-	-	2 *	-	-	-	-	-	-	-	-	2 1%h	2 *	-	-	-	-	-	-	-	
Quality of the reception / clarity of the line	2 *	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	-	-	-	-	1 *	1 *	-	-	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 57
FXA3B - What is your main reason for having a 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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Only use my mobile for emergencies	2*	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	2	-
Better for longer conversations	2*	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-
Only use my mobile when I'm out of the house	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1%zp	-	-	-	-	-
I don't like to give out my mobile number	1*	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-
Other	11	-	2	3	-	-	2	3	-	-	-	1	4	2	6	5	6	-	-	-	-	-	4	2
Don't know	22	4	-	6	2	-	10	-	2	-	-	1	9	1	16	6	10	-	3	-	-	-	9	-
	2%	3%	-	1%	3%	-	2%	-	2%	-	-	3%g	2%	1%	2%	2%	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 58
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Need a landline to get broadband	544 40%chi	365 42%c	104 48%zc	73 28%	207 51%zh	9 62%	2 25%	32 47%	312 35%	107 34%	183 38%	92 41%	102 49%zij	58 47%i	111 56%z	79 49%z	29 43%
To make calls	224 17%bdn	135 15%	25 11%	64 25%zab	44 11%	- -	- -	4 6%	177 20%zdg	66 21%zkl	88 18%	29 13%	25 12%	16 13%	18 9%	20 13%	11 17%
To receive calls	173 13%	107 12%	28 13%	38 15%	45 11%	1 7%	2 26%	8 12%	121 14%	52 17%zj	52 11%	26 12%	21 10%	21 17%	17 9%	17 10%	12 18%on
In case of emergencies	113 8%h	72 8%	16 8%	25 10%	44 11%h	- -	1 18%	6 9%	65 7%	23 7%	40 8%	23 10%	13 6%	15 12%	19 10%	17 11%	8 11%
More reliable than mobile	112 8%dm	73 8%	19 9%	20 8%	19 5%	1 10%	- -	10 16%d	86 10%zd	23 8%m	50 10%zm	16 7%	20 9%rn	2 2%	12 6%	7 4%	2 2%
Habit / I've always had one	55 4%dm	34 4%	6 3%	15 6%	8 2%	- -	1 9%	1 2%	45 5%zd	13 4%	24 5%rn	8 4%	9 4%	1 *	3 1%	8 5%	1 1%
Need a landline to get access to pay TV	27 2%i	19 2%	3 1%	5 2%	8 2%	1 6%	1 22%	1 2%	17 2%	2 1%	13 3%i	9 4%zil	1 1%	2 1%	4 2%	3 2%	1 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%j	9 1%	5 2%	3 1%	4 1%	- -	- -	2 3%	12 1%	6 2%j	- -	7 3%zj	3 1%j	1 1%j	3 2%	1 1%	- -
To keep in touch with family / friends	16 1%	11 1%	4 2%	2 1%	8 2%	- -	- -	- -	8 1%	3 1%	3 1%	3 1%	2 1%	4 3%zj	2 1%	2 1%	4 5%z
Part of the package / bundle	16 1%	10 1%	2 1%	4 1%	3 1%	1 8%	- -	3 4%	10 1%	4 1%	6 1%	1 1%	3 2%	1 1%	1 1%	1 1%	1 1%
Prefer to use a landline / don't like using a mobile phone	11 1%	6 1%	1 *	5 2%	1 *	- -	- -	- -	10 1%	4 1%	6 1%	- -	1 1%	- -	- -	1 1%	- -
Business use / need it for work	7 1%	7 1%	1 *	- -	1 *	- -	- -	- -	6 1%	1 *	5 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 58
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Easier / more convenient	7 1%	6 1%	*	1 *	-	-	-	-	7 1%	1 *	5 1%	2 1%	-	-	-	-	-
International calls / need to call abroad	6 *	4 *	2 1%	-	1 *	1 8%	-	-	4 *	2 1%	2 *	1 *	2 1%	-	-	1 1%	-
Lack of / poor mobile phone signal / reception	6 *	5 1%	1 *	-	3 1%	-	-	2 3%zh	3 *	1 *	2 *	-	3 1%	-	2 1%	1 *	-
We / I hardly ever use it	4 *	3 *	1 *	-	1 *	-	-	-	3 *	-	2 *	1 *	1 *	-	1 1%	-	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 *	-	-	-	-	-	-	3 *	-	3 1%	-	-	-	-	-	-
Need to have internet	3 *	3 *	-	-	1 *	-	-	-	2 *	-	2 *	-	1 1%	-	-	1 1%	-
I don't have a mobile / not everyone has a mobile	3 *	2 *	-	1 *	-	-	-	-	3 *	1 *	2 *	-	-	-	-	-	-
As back up / an alternative / better to have both	2 *	2 *	-	-	-	-	-	-	2 *	-	2 *	-	-	-	-	-	-
Cheaper as part of a package / bundle	2 *	2 *	-	-	1 *	-	-	-	1 *	-	-	2 1%zj	-	-	1 *	-	-
Quality of the reception / clarity of the line	2 *	1 *	1 *	-	-	-	-	-	2 *	1 *	1 *	-	-	-	-	-	-
Only use my mobile for emergencies	2 *	1 *	-	1 *	-	-	-	-	2 *	-	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 58
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Better for longer conversations	2 *	-	2 1%za	-	-	-	-	-	2 *	2 1%	-	-	-	-	-	-	-
Only use my mobile when I'm out of the house	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-
Safety fears / mobile phones are bad for your health	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-
I don't like to give out my mobile number	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-
Other	11 1%	8 1%	-	3 1%	6 1%	-	-	-	5 1%	3 1%	2 1%	2 1%	3 1%	1 1%	2 1%	4 2%z	-
Don't know	22 2%	15 2%	5 2%	2 1%	5 1%	1 7%	-	-	16 2%	5 2%	7 1%	3 1%	4 2%	2 2%	2 1%	3 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 59
FXA3B - What is your main reason for having a 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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Need a landline to get broadband	544 40% ^d	115 52% ^{zd}	77 52% ^{zd}	99 45% ^d	324 35%	538 40%	307 41%	309 40%	522 43% ^z ^{egi}	501 40%	233 43%	496 44% ^z ^{egi}	402 46% ^z ^{efgh} in	252 49% ^z ^{efgh} ijkn	385 42%	152 50% ^z ^{efghijkn}
To make calls	224 17% ^f ^{hjk} lmo	27 13%	21 14%	26 12%	175 19% ^{zac}	221 16% ^f ^{hijkl} mo	104 14% ^o	137 18% ^f ^{hijkl} mno	181 15% ^{mo}	206 16% ^f ^{hijk} mo	70 13% ^o	159 14% ^o	118 13% ^o	61 12% ^o	137 15% ^{mo}	22 7%
To receive calls	173 13% ^{hk}	23 11%	18 12%	31 14%	127 14%	170 13% ^{hk}	89 12%	90 12%	138 11%	154 12% ^{hk}	59 11%	125 11%	103 12%	53 10%	105 11%	30 10%
In case of emergencies	113 8% ^k	21 9%	14 9%	25 11%	69 7%	112 8% ^k	70 9% ^k	63 8%	97 8%	105 8% ^k	49 9%	83 7%	71 8%	40 8%	73 8%	18 6%
More reliable than mobile	112 8% ^a	6 3%	7 5%	14 6%	91 10% ^{za}	112 8%	59 8%	62 8%	99 8%	99 8%	39 7%	91 8%	68 8%	37 7%	76 8%	21 7%
Habit / I've always had one	55 4% ^b	6 3%	1 1%	6 3%	44 5% ^b	55 4%	31 4%	34 4%	54 4%	54 4%	25 5%	53 5% ^{ze}	36 4%	21 4%	42 5%	14 5%
Need a landline to get access to pay TV	27 2%	3 2%	4 3%	2 1%	19 2%	27 2%	19 3% ⁿ	15 2%	25 2%	25 2%	14 3% ⁿ	20 2%	15 2%	8 2%	14 2%	6 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	4 2%	- -	2 1%	12 1%	17 1%	14 2% ^{kl}	9 1%	15 1%	17 1%	10 2% ^l	12 1%	7 1%	6 1%	14 2% ^l	6 2%
To keep in touch with family / friends	16 1% ^g	3 1%	4 2%	7 3% ^{zd}	8 1%	15 1% ^g	10 1% ^g	3 *	14 1% ^g	16 1% ^g	8 1% ^g	15 1% ^g	12 1% ^g	7 1% ^g	10 1% ^g	6 2% ^g
Part of the package / bundle	16 1%	2 1%	- -	2 1%	13 1%	16 1%	13 2%	7 1%	14 1%	16 1%	10 2%	14 1%	11 1%	6 1%	13 1%	4 1%
Prefer to use a landline / don't like using a mobile phone	11 1%	1 1%	- -	- -	10 1%	11 1%	4 1%	5 1%	11 1%	11 1%	4 1%	10 1%	7 1%	3 1%	9 1%	5 2%
Business use / need it for work	7 1%	1 1%	- -	- -	6 1%	7 1%	4 1%	5 1%	7 1%	7 1%	3 1%	7 1%	7 1%	1 *	7 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 59
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Easier / more convenient	7 1%	-	-	-	7 1%	7 1%	5 1%	3 *	6 1%	7 1%	3 1%	5 *	4 *	-	6 1%	1 *
International calls / need to call abroad	6 *	1 *	-	1 *	5 1%	6 *	4 1%	4 *	5 *	6 *	2 *	6 1%	3 *	3 1%	3 *	2 1%
Lack of / poor mobile phone signal / reception	6 *	-	-	3 1%	3 *	6 *	4 1%	2 *	5 *	6 *	4 1%	6 1%	4 1%	4 1%	5 1%	4 1%g
We / I hardly ever use it	4 *	-	1 1%	-	3 *	4 *	3 *	4 1%	3 *	3 *	1 *	4 *	3 *	3 1%	4 *	2 1%
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	3 *	3 *	1 *	3 *	3 *	3 *	1 *	3 *	3 *	1 *	1 *	-
Need to have internet	3 *	1 1%	-	1 1%	2 *	3 *	3 *	3 *	3 *	3 *	2 *	3 *	3 *	1 *	2 *	2 1%
I don't have a mobile / not everyone has a mobile	3 *	-	-	-	3 *	3 *	1 *	2 *	3 *	3 *	1 *	2 *	1 *	-	2 *	-
As back up / an alternative / better to have both	2 *h	-	-	-	2 *	2 *h	-	2 *h	1 *	2 *h	2 *	2 *h	-	-	1 *	-
Cheaper as part of a package / bundle	2 *	1 *	-	-	1 *	2 *	1 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	2 *	1 *
Quality of the reception / clarity of the line	2 *	-	-	-	2 *	2 *	-	2 *	2 *	2 *	-	1 *	-	-	1 *	-
Only use my mobile for emergencies	2 *	-	-	-	2 *	2 *	1 *	-	2 *	2 *	1 *	2 *	-	-	2 *	-
Better for longer conversations	2 *	-	-	-	2 *	2 *	2 *	1 *	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 59
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Only use my mobile when I'm out of the house	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *	-	1 *	-	-	1 *	-
Safety fears / mobile phones are bad for your health	1 *	-	-	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-
I don't like to give out my mobile number	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-
Other	11 1% ^f	4 2%	-	2 1%	5 1%	11 1% ^f	3 *	10 1% ^z ^{fj}	11 1% ^f	10 1%	2 *	11 1% ^f	10 1% ^{fj}	7 1% ^f	10 1% ^{fj}	7 2% ^z ^{efhijk}
Don't know	22 2%	2 1%	1 1%	3 2%	17 2%	22 2%	11 2%	13 2%	19 2%	19 2%	12 2% ^m	19 2%	13 1%	4 1%	16 2%	9 3% ^m

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Table 60
FXA3B - What is your main reason for having a 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- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Need a landline to get broadband	544 40% ^{befgl}	503 48% ^{zbef}	34 27% ^f	* 2%	-	5 12% ^f	1 1%	157 30%	228 50% ^{zg}	156 43% ^g	4 57%	37 37%	26 26%	55 48% ^l	79 41% ^l	96 49% ^{zl}	91 53% ^{zkl}	27 54% ^l	
To make calls	224 17% ^{ahmpq}	127 12%	31 25% ^{za}	6 36%	4 45%	15 38% ^{za}	41 34% ^{za}	118 23% ^{zhi}	49 11%	56 15%	1 13%	18 18% ^{pq}	25 25% ^{zmop}	10 9%	37 19% ^{mpq}	24 12%	15 9%	2 4%	
To receive calls	173 13% ^{an}	110 11%	18 14%	4 25%	1 9%	7 18%	33 27% ^{zab}	71 14%	60 13%	40 11%	-	16 16% ⁿ	13 13%	13 12%	14 7%	20 10%	19 11%	4 8%	
In case of emergencies	113 8% ^o	80 8%	11 9%	2 12%	1 8%	2 5%	17 14% ^{za}	38 7%	37 8%	37 10%	-	10 10% ^o	13 13% ^o	10 8% ^o	19 10% ^o	5 3%	11 6%	7 14% ^o	
More reliable than mobile	112 8%	84 8%	10 8%	2 9%	-	3 7%	14 11%	55 11% ^{zi}	33 7%	23 6%	-	8 8%	8 8%	10 9%	11 6%	22 11% ^p	7 4%	4 7%	
Habit / I've always had one	55 4%	42 4%	7 5%	2 11%	-	3 8% ^f	1 1%	30 6% ^{zi}	13 3%	10 3%	-	1 1%	2 2%	5 4%	11 6% ^k	11 6% ^k	14 8% ^{zk}	1 1%	
Need a landline to get access to pay TV	27 2%	22 2%	2 1%	-	-	-	3 2%	6 1%	6 1%	13 4% ^{zgh}	-	4 4%	3 2%	1 1%	4 2%	5 3%	2 1%	-	
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	9 1%	3 2%	-	-	3 6% ^{za}	2 1%	6 1%	4 1%	6 2%	-	-	3 3%	3 3%	2 1%	1 1%	3 2%	-	
To keep in touch with family / friends	16 1%	14 1%	2 1%	-	-	-	1 1%	3 1%	5 1%	6 2%	2 30%	1 1%	2 2%	2 2%	1 *	4 2%	1 1%	-	
Part of the package / bundle	16 1%	10 1%	3 2%	-	3 31%	1 1%	-	6 1%	3 1%	7 2%	-	2 2% ^o	1 1%	1 1%	1 1%	-	2 1%	2 4% ^o	
Prefer to use a landline / don't like using a mobile phone	11 1%	6 1%	2 2%	-	-	-	3 2%	7 1%	2 1%	2 1%	-	1 1%	1 1%	1 1%	2 1%	2 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
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)	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Business use / need it for work	7 1%	7 1%	-	-	-	-	1 *	3 1%	4 1%	-	-	-	-	-	2 1%	1 1%	4 2%z	-	
Easier / more convenient	7 1%	4 *	-	1 6%	1 7%	-	2 1%	6 1%zh	-	1 *	-	-	-	2 2%	2 1%	-	1 1%	-	
International calls / need to call abroad	6 *	3 *	1 1%	-	1 13%	1 2%	1 1%	-	3 1%	3 1%g	-	2 2%	-	1 1%	-	-	-	-	
Lack of / poor mobile phone signal / reception	6 *	5 1%	1 *	-	-	-	-	3 1%	2 *	1 *	-	-	3 3%z	-	1 *	1 1%	1 1%	-	
We / I hardly ever use it	4 *	4 *	-	-	-	-	-	-	3 1%	1 *	-	-	-	-	1 1%	-	1 1%	-	
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 *	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	2 1%	1 1%	-	
Need to have internet	3 *	2 *	1 1%	-	-	-	-	2 *	-	1 *	-	-	1 1%	-	1 1%	1 *	-	-	
I don't have a mobile / not everyone has a mobile	3 *	-	2 2%za	-	-	-	1 1%a	1 *	1 *	-	-	-	1 1%	-	1 1%	-	-	-	
As back up / an alternative / better to have both	2 *a	1 *	2 1%za	-	-	-	-	2 *	-	-	-	-	-	1 *	-	1 *	-	-	
Cheaper as part of a package / bundle	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *	-	1 1%	-	
Quality of the reception / clarity of the line	2 *	1 *	-	-	-	-	1 *	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 60
FXA3B - What is your main reason for having a 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- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Only use my mobile for emergencies	2 *	1 *	-	-	-	-	1 1%	2 *	-	-	-	-	-	-	1 *	-	1 1%	-
Better for longer conversations	2 *	2 *	-	-	-	-	-	2 *	-	-	-	-	1 1%	1 1%	-	-	-	-
Only use my mobile when I'm out of the house	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 1%	-
Safety fears / mobile phones are bad for your health	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 1%	-
I don't like to give out my mobile number	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Other	11 1%	10 1%	-	-	-	-	2 1%	6 1%	5 1%	1 *	-	1 1%	1 1%	3 3%o	2 1%	-	-	2 4%op
Don't know	22 2%	18 2%	-	-	-	1 3%	3 3%	7 1%	6 1%	8 2%	-	2 2%	1 1%	-	4 2%	3 2%	2 1%	2 4%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 61
FXA3B - What is your main reason for having a 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)	GRE- 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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Need a landline to get broadband	544 40%bf j	503 41%b	37 32%	42 46%f	52 47%fj	46 45%fj	26 24%	38 39%f	27 54%fj lo	54 41%f	93 33%	54 44%fj	19 33%	64 48%zf jlo	29 43%f	431 39%fj	283 39%	239 42%	523 40%	285 38%	258 42%	544 40%
To make calls	224 17%h	196 16%	27 24%za	14 16%	16 14%	14 14%	29 26%zd eghik mo	13 13%	3 6%	18 14%	50 18%	18 15%	14 23%h	20 15%	15 22%h	175 16%	135 19%zqr	80 14%	215 17%q	133 18%	91 15%	224 17%
To receive calls	173 13%a	146 12%	26 23%za	8 9%	13 11%	13 12%	17 16%	13 13%	3 6%	11 9%	41 15%	20 16%	6 11%	14 10%	14 21%zh im	139 13%	98 14%	68 12%	166 13%	103 14%	69 11%	173 13%
In case of emergencies	113 8%	101 8%	12 11%	10 11%	5 5%	12 12%	9 8%	9 9%	3 6%	12 9%	27 10%	8 7%	6 10%	9 7%	3 4%	95 9%	55 8%	53 9%	108 8%	58 8%	56 9%	113 8%
More reliable than mobile	112 8%bde	109 9%b	3 2%	2 2%	3 2%	2 2%	15 14%zc dekn	17 18%zcd ekmno	9 18%zc dekmo	13 10%de	32 11%cdk	5 4%	5 8%de	9 7%	2 3%	96 9%cde	54 8%	50 9%	105 8%	59 8%	53 9%	112 8%
Habit / I've always had one	55 4%b	54 4%	1 1%	6 6%	5 5%	1 1%	2 2%	2 2%	1 2%	6 5%	14 5%	6 5%	1 2%	10 7%zeo	1 1%	43 4%	27 4%	23 4%	50 4%	29 4%	26 4%	55 4%
Need a landline to get access to pay TV	27 2%	25 2%	1 1%	2 2%	4 3%	3 3%	1 1%	- -	- -	7 5%zgj o	2 1%	2 2%	2 3%	3 2%	1 1%	21 2%	13 2%	12 2%	25 2%	14 2%	13 2%	27 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	17 1%	- -	1 1%	5 4%zfk mo	1 1%	- -	2 2%	- -	1 1%	5 2%	- -	2 4%zfk mo	- -	- -	14 1%	9 1%	7 1%	17 1%	11 1%	6 1%	17 1%
To keep in touch with family / friends	16 1%	13 1%	3 3%	- -	1 1%	1 1%	2 2%	- -	1 1%	3 2%	2 1%	1 1%	- -	5 4%zjo	- -	11 1%	8 1%	6 1%	14 1%	10 1%	6 1%	16 1%
Part of the package / bundle	16 1%	16 1%	- -	2 2%	2 2%	2 2%	1 1%	1 1%	- -	1 1%	5 2%	- -	- -	1 *	- -	15 1%	6 1%	9 2%	15 1%	9 1%	7 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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Table 61
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Prefer to use a landline / don't like using a mobile phone	11 1%o	11 1%	1 1%	-	2 2%	-	1 1%	-	-	-	2 1%	1 1%	2 3%zeg ijo	4 3%zo	-	6 1%	7 1%	3 1%	9 1%	6 1%	5 1%	11 1%
Business use / need it for work	7 1%	7 1%	-	1 1%	-	1 1%	1 1%	-	-	-	1 1%	-	1 1%	1 1%	1 1%	5 *	2 *	5 1%	7 1%	4 *	4 1%	7 1%
Easier / more convenient	7 1%	7 1%	*	-	*	-	-	-	-	-	5 2%z	2 1%	-	1 *	-	7 1%	3 *	4 1%	7 1%	3 *	4 1%	7 1%
International calls / need to call abroad	6 *	5 *	1 1%	-	3 3%zjm o	2 2%	-	-	-	-	-	1 1%	-	-	-	6 1%	2 *	3 1%	5 *	2 *	4 1%	6 *
Lack of / poor mobile phone signal / reception	6 *p	6 *	-	-	-	-	-	1 1%	-	-	3 1%	-	-	2 2%zo	-	4 *	1 *	5 1%	6 *p	2 *	4 1%	6 *
We / I hardly ever use it	4 *r	3 *	1 1%	-	2 2%zjo	-	1 1%	-	-	-	-	-	-	-	1 1%j	3 *	2 *	1 *	3 *	1 *	3 1%	4 *
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 *	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-	3 *	-	3 1%	3 *	1 *	2 *	3 *
Need to have internet	3 *	3 *	-	-	1 1%	-	-	-	1 2%zjo	1 1%	-	-	-	-	-	3 *	1 *	2 *	3 *	2 *	1 *	3 *
I don't have a mobile / not everyone has a mobile	3 *	3 *	-	-	1 1%zo	1 1%	-	-	-	-	-	-	-	1 *	-	2 *	1 *	1 *	3 *	2 *	1 *	3 *
As back up / an alternative / better to have both	2 *	1 *	-	1 1%	-	-	1 *	-	-	-	-	-	-	1 *	-	2 *	1 *	1 *	2 *	1 *	1 *	2 *
Cheaper as part of a package / bundle	2 *	2 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	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
Overlap formulae used. * small base

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Table 61
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Quality of the reception / clarity of the line	2 *r	2 *	- -	- -	- -	- -	- -	- -	- -	- *	- -	- -	1 1%	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	2 *
Only use my mobile for emergencies	2 *	2 *	- -	- -	2 2%zo	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	1 *	2 *	1 *	1 *	2 *
Better for longer conversations	2 *	2 *	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 *	2 *	- -	2 *	2 *	- -	2 *
Only use my mobile when I'm out of the house	1 *	1 *	- -	- -	1 1%zo	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	1 *	1 *
Safety fears / mobile phones are bad for your health	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%zo	- -	- -	- -	1 *	1 *	- -	1 *	1 *
I don't like to give out my mobile number	1 *	1 *	- -	- -	- -	1 1%zo	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	1 *	1 *
Other	11 1%r	10 1%	1 1%	1 1%	- -	- -	1 1%	1 1%	1 2%	5 4%zo	2 1%	- -	- -	1 *	- -	11 1%	5 1%	3 1%	8 1%	5 1%	6 1%	11 1%
Don't know	22 2%	21 2%	2 1%	2 3%	- -	2 2%	2 1%	- -	1 3%	- -	8 3%	6 5%zdg imo	1 1%	1 1%	- -	21 2%	12 2%	10 2%	22 2%	12 2%	10 2%	22 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 62
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Need a landline to get broadband	544 40%ajmn os	136 28%j	473 48%zac	529 42%za	544 40%aj	514 45%zac	76 43%aj	538 44%zac	252 42%aj	172 48%zac	1 2%	501 45%zmn	13 39%	28 18%n	1 2%	171 35%	25 54%os	146 49%zos	73 43%s	73 31%	56 51%zos
To make calls	224 17%bceg hik	98 20%zb cdefg hi	116 12%i	190 15%bi	224 17%bce ghi	168 15%bi	20 11%	177 15%bi	82 14%i	30 8%	21 37%zabcde fghi	159 14%	9 29%	32 21%k	24 36%zkm	81 17%	6 12%	44 15%	34 20%	43 18%	14 13%
To receive calls	173 13%bceg kq	76 16%zb cdeg	99 10%	151 12%be g	173 13%bce g	117 10%	29 17%beg	135 11%be	76 13%be	45 13%	16 28%zabcde fghi	114 10%	3 10%	37 24%zk	19 28%zk	67 14%q	5 11%	20 7%	19 11%	41 17%zq	16 15%q
In case of emergencies	113 8%ceg	47 10%	74 8%	99 8%	113 8%ceg	84 7%	11 6%	91 7%	58 10%beg	26 7%	12 21%zabcde fghi	84 8%	- -	14 9%	14 21%zkm	46 9%	4 8%	26 9%	8 5%	24 10%	5 4%
More reliable than mobile	112 8%bh	51 11%zbc defgh	70 7%	105 8%bh	112 8%bh	89 8%h	9 5%	95 8%	37 6%	28 8%	4 7%	87 8%	3 8%	18 12%	4 6%	64 13%zpqrst	1 1%	16 6%	7 4%	16 7%	5 5%
Habit / I've always had one	55 4%	22 5%	45 5%	54 4%	55 4%	46 4%	8 5%	52 4%	25 4%	24 7%zcd eg	1 1%	46 4%	- -	8 5%	1 1%	18 4%	4 9%	13 4%	6 3%	8 3%	5 4%
Need a landline to get access to pay TV	27 2%o	11 2%	24 2%gi	26 2%i	27 2%	23 2%i	3 2%	24 2%	15 3%i	2 1%	1 1%	23 2%	- -	3 2%	1 1%	4 1%	- -	9 3%o	5 3%	5 2%	1 1%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%o	6 1%	10 1%	15 1%	17 1%	13 1%	4 2%	15 1%	8 1%	6 2%	- -	13 1%	- -	3 2%	1 2%	2 *	- -	4 1%	2 1%	6 2%o	3 3%o
To keep in touch with family / friends	16 1%	6 1%	13 1%	15 1%	16 1%	15 1%	3 2%	15 1%	11 2%	6 2%	1 1%	15 1%	- -	- -	1 1%	3 1%	- -	7 3%zo	1 1%	3 1%	2 1%
Part of the package / bundle	16 1%o	3 1%	15 2%	16 1%	16 1%	16 1%	1 *	16 1%	13 2%zac dg	5 1%	- -	16 1%	- -	- -	- -	- -	1 3%o	7 2%o	1 1%	7 3%zo	- -

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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Prefer to use a landline / don't like using a mobile phone	11 1%g	5 1%	7 1%	11 1%eg	11 1%g	7 1%	1 1%	7 1%	2 *	4 1%	-	7 1%	-	4 2%zk	-	5 1%	-	3 1%	3 2%	-	-
Business use / need it for work	7 1%	1 *	7 1%	7 1%	7 1%	7 1%	2 1%	7 1%	3 1%	7 2%zab cdegh	-	7 1%	-	1 *	-	2 *	-	1 *	1 1%	1 1%	2 2%
Easier / more convenient	7 1%bk	3 1%	3 *	5 *	7 1%b	6 *b	-	6 *b	4 1%	1 *	-	4 *	2 6%	2 1%	-	2 *	-	-	4 3%zoq	1 *	-
International calls / need to call abroad	6 *	2 *	5 1%	6 *	6 *	5 *	-	6 1%	4 1%	2 *	-	5 *	-	1 *	-	3 1%	-	1 *	2 1%	-	-
Lack of / poor mobile phone signal / reception	6 *	1 *	5 *	6 *	6 *	6 1%	1 *	6 *	4 1%	4 1%	-	6 1%	-	-	-	1 *	1 2% s	3 1%	-	-	-
We / I hardly ever use it	4 *	1 *	4 *	4 *	4 *	4 *	3 2%zabc deg	4 *	3 *	1 *	-	4 *	-	-	-	2 *	-	1 *	-	1 *	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	2 *	3 *	3 *	3 *	3 *	-	3 *	-	2 *	-	3 *	-	-	-	3 1%	-	-	-	-	-
Need to have internet	3 *	1 *	3 *	3 *	3 *	3 *	2 1%zcd eg	3 *	3 *	-	-	3 *	-	-	-	-	-	1 *	1 1%	1 *	-
I don't have a mobile / not everyone has a mobile	3 *	1 *	1 *	3 *	3 *	2 *	1 1%	2 *	1 *	1 *	-	2 *	-	1 *	-	1 *	-	-	-	1 1%	-
As back up / an alternative / better to have both	2 *c	1 *	-	1 *	2 *c	2 *c	-	2 *c	-	-	-	1 *	1 3%	-	-	2 *	-	-	-	-	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Cheaper as part of a package / bundle	2 *	-	2 *	2 *	2 *	2 *	-	2 *	1 *	-	-	2 *	-	-	-	-	-	-	1 1%	1 1%	-
Quality of the reception / clarity of the line	2 *	1 *	1 *	2 *	2 *	1 *	-	1 *	-	1 *	-	1 *	-	1 *	-	1 *	-	-	-	-	1 1%
Only use my mobile for emergencies	2 *	2 *	-	2 *	2 *	-	-	-	-	-	-	-	-	2 1%zk	-	2 *	-	-	-	-	-
Better for longer conversations	2 *	-	2 *	2 *	2 *	2 *	-	2 *	2 *	1 *	-	2 *	-	-	-	-	-	-	-	2 1%	-
Only use my mobile when I'm out of the house	1 *	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	1 1%zk	-	1 *	-	-	-	-	-
Safety fears / mobile phones are bad for your health	1 *	1 *	1 *	1 *	1 *	-	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-
I don't like to give out my mobile number	1 *	-	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-
Other	11 1%	5 1%	8 1%	11 1%	11 1%	10 1%	2 1%	11 1%	3 *	5 1%	-	10 1%	-	1 1%	-	5 1%	-	3 1%	3 2%	-	1 1%
Don't know	22 2%	10 2%	16 2%	20 2%	22 2%	17 1%	5 3%	19 2%	11 2%	4 1%	1 2%	15 1%	2 5%	5 3%	1 1%	8 2%	-	4 2%	2 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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 63
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
Need a landline to get broadband	544 40% ^{dgr}	152 47% ^{zd}	143 51% ^{zd}	72 47% ^d	71 31%	76 55% ^{zd}	239 53% ^{zg}	125 24%	106 52% ^{zg}	18 47%	46 55% ^{zg}	23 49% ^g	46 62% ^{zgm}	155 48% ^{zg}	7 20%	22 31% ^r	32 43% ^r	17 36% ^r	7 13%	19 43% ^r	
To make calls	224 17% ^{bth}	43 13%	34 12%	25 16%	43 19%	22 16%	57 13%	111 22% ^{zfhm}	23 11%	7 18%	10 12%	5 10%	12 16%	45 14%	5 16%	14 21%	8 11%	10 21%	15 27% ^{zp}	10 22%	
To receive calls	173 13% ^{blp}	35 11% ^b	14 5%	18 12% ^b	35 15% ^b	11 8%	38 8%	92 18% ^{zfhlm}	18 9%	3 8%	11 13%	4 8%	3 4%	37 11%	5 15%	11 16% ^p	3 4%	6 13%	6 11%	8 17% ^p	
In case of emergencies	113 8%	23 7%	26 9%	6 4%	24 10% ^{ce}	5 4%	27 6%	54 10% ^{zf}	11 5%	4 10%	3 4%	5 10%	5 6%	31 10%	1 3%	6 8%	9 11% ^s	2 5%	9 16% ^{zs}	-	
More reliable than mobile	112 8% ^m	38 12% ^{zbc}	17 6%	8 5%	16 7%	7 5%	40 9%	49 9% ^m	25 12% ^{zfm}	-	6 8%	4 9%	4 5%	17 5%	5 14%	7 10%	7 9%	1 2%	5 9%	3 6%	
Habit / I've always had one	55 4%	11 3%	13 5%	6 4%	9 4%	8 6%	15 3%	23 4%	9 4%	1 3%	1 1%	1 3%	3 4%	13 4%	1 4%	1 1%	3 4%	5 10% ^{zo}	3 6%	3 6%	
Need a landline to get access to pay TV	27 2% ^f	2 1%	9 3% ^a	5 3%	5 2%	1 1%	2 *	10 2%	-	1 4%	1 1%	-	-	9 3% ^{fh}	3 9%	1 1%	2 3%	1 3%	1 2%	* 1%	
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	1 *	4 1%	-	6 3% ^a	2 2%	2 *	10 2%	1 *	-	-	1 1%	1 1%	3 1%	1 4%	-	2 2%	-	3 5% ^z	2 3%	
To keep in touch with family / friends	16 1%	3 1%	7 3% ^z	1 1%	3 1%	1 1%	5 1%	6 1%	3 1%	1 3%	-	-	1 1%	4 1%	2 5%	-	3 3%	1 2%	2 3%	-	
Part of the package / bundle	16 1% ^f	-	7 2% ^a	1 1%	7 3% ^{za}	1 1%	1 *	7 1%	-	-	1 1%	-	-	4 1%	1 2%	-	5 6% ^z	-	2 4% ^z	-	
Prefer to use a landline / don't like using a mobile phone	11 1%	2 1%	4 1%	2 1%	-	-	3 1%	5 1%	2 1%	1 3%	-	-	-	2 1%	-	-	1 1%	1 1%	-	-	
Business use / need it for work	7 1%	3 1%	1 *	1 1%	1 1%	-	2 *	4 1%	1 *	-	-	1 3%	-	1 *	-	2 4% ^z	-	1 2%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 63
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
Easier / more convenient	7 1%	2 1%	-	3 2%	1 *	-	-	6 1%zf	-	-	-	-	-	-	1 2%	2 3%z	-	2 3%z	1 2%	-	
International calls / need to call abroad	6 *	2 1%	3 1%	1 1%	-	-	3 1%	2 *	2 1%	-	1 1%	-	-	1 *	-	-	2 2%	-	-	-	
Lack of / poor mobile phone signal / reception	6 *	1 *	3 1%	-	-	1 1%	1 *	2 *	1 *	-	-	-	-	2 1%	-	1 1%	1 2%	-	-	-	
We / I hardly ever use it	4 *	2 1%	1 *	-	1 *	-	4 1%zg	-	2 1%g	1 3%	-	1 2%gm	-	-	-	-	-	-	-	-	
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 1%z	-	-	-	-	3 1%	-	3 2%zgm	-	-	-	-	-	-	-	-	-	-	-	
Need to have internet	3 *	-	1 *	1 1%	1 *	-	-	2 *	-	-	-	-	-	1 *	-	-	-	1 2%z	1 1%	-	
I don't have a mobile / not everyone has a mobile	3 *	1 *	-	-	1 1%	-	2 *	1 *	1 *	-	-	1 3%zfgm	-	-	-	-	-	-	-	-	
As back up / an alternative / better to have both	2 *	2 1%	-	-	-	1 *	2 *	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	
Cheaper as part of a package / bundle	2 *	-	-	1 1%	1 1%	-	1 *	-	-	1 1%g	-	-	-	-	1 4%	-	-	-	-	-	
Quality of the reception / clarity of the line	2 *	1 *	-	-	-	-	1 *	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	
Only use my mobile for emergencies	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 63
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Better for longer conversations	2 *	-	-	-	2 1%	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	1 2%z	-
Only use my mobile when I'm out of the house	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Safety fears / mobile phones are bad for your health	1 *	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-
I don't like to give out my mobile number	1 *	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Other	11 1%	3 1%	3 1%	3 2%	-	1 1%	6 1%	4 1%	1 1%	2 5%	3 4%zm	-	-	1 *	-	2 3%	-	-	-	1 2%
Don't know	22 2%am	4 1%	4 1%	3 2%	3 1%	-	6 1%	14 3%zm	3 1%	1 3%	2 2%	1 2%	-	1 *	1 2%	2 2%	2 3%	1 2%	1 2%	-

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

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Table 64
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Need a landline to get broadband	544 40%abefgm	126 23%	124 23%	544 79%zabdef	35 39%abef	70 24%	50 21%	119 24%	-	2 30%	115 41%	414 40%	334 56%zm	158 26%
To make calls	224 17%cdfi	224 41%zbcdef	137 26%zdef	49 7%	7 8%	46 15%c	27 11%c	209 41%z	4 60%	3 36%	51 18%	168 16%	65 11%	139 23%zl
To receive calls	173 13%cl	92 17%zdef	173 32%zacdef	24 4%	7 8%c	31 10%c	25 10%c	85 17%z	1 12%	2 25%	34 12%	133 13%	58 10%	99 16%zl
In case of emergencies	113 8%abc	34 6%c	34 6%c	22 3%	7 8%c	113 38%zabdef	17 7%	32 6%	-	-	20 7%	92 9%	42 7%	58 9%
More reliable than mobile	112 8%cl	35 7%c	39 7%c	28 4%	6 7%	26 9%c	112 47%zabcde	32 6%	2 28%	-	24 9%	84 8%	27 5%	70 11%zl
Habit / I've always had one	55 4%abcefg	-	-	4 1%	-	3 1%ab	1 1%	-	-	-	12 4%	40 4%	18 3%	26 4%
Need a landline to get access to pay TV	27 2%	6 1%	8 1%	13 2%	27 30%zabcef	6 2%	4 2%	6 1%	-	-	7 2%	20 2%	12 2%	9 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%c	4 1%c	4 1%c	- -	- -	2 1%	1 1%	4 1%	- -	- -	4 1%	11 1%	6 1%	10 2%
To keep in touch with family / friends	16 1%bck	5 1%c	2 *	1 *	-	4 1%c	-	3 1%	-	-	6 2%	8 1%	3 1%	5 1%
Part of the package / bundle	16 1%abcg	-	-	-	-	-	-	-	-	-	3 1%	13 1%	9 2%	4 1%
Prefer to use a landline / don't like using a mobile phone	11 1%c	-	-	1 *	-	2 1%	-	-	-	-	5 2%	6 1%	2 *	8 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 64
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Business use / need it for work	7 1%	-	3 1%	2 *	1 2%ae	-	1 1%	-	-	-	1 *	5 1%	2 *	5 1%
Easier / more convenient	7 1% ^c	2 *	2 *	* *	- -	2 1%	-	2 *	-	-	1 *	4 *	1 *	6 1%
International calls / need to call abroad	6 *	1 *	-	2 *	-	-	-	-	-	1 9%	-	6 1%	1 *	3 1%
Lack of / poor mobile phone signal / reception	6 *	-	-	-	-	-	2 1%ac	-	-	-	1 *	5 *	-	6 1%zl
We / I hardly ever use it	4 *	-	-	-	-	-	-	-	-	-	-	3 *	4 1%	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	-	-	3 1%zabc	-	-	-	-	2 *	-	1 *
Need to have internet	3 *	-	-	-	-	-	-	-	-	-	-	3 *	2 *	-
I don't have a mobile / not everyone has a mobile	3 *	1 *	1 *	1 *	-	-	1 1%	1 *	-	-	-	3 *	-	1 *
As back up / an alternative / better to have both	2 *	2 *	2 *	-	-	-	-	2 *	-	-	-	2 *	-	2 *
Cheaper as part of a package / bundle	2 *	-	-	-	-	-	-	-	-	-	-	2 *	2 *	-
Quality of the reception / clarity of the line	2 *	-	-	-	-	-	-	-	-	-	-	2 *	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 64
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Only use my mobile for emergencies	2*	-	-	-	-	-	-	-	-	-	-	2*	-	2*
Better for longer conversations	2*	1*	1*	-	-	-	-	1*	-	-	2	-	1*	1*
Only use my mobile when I'm out of the house	1*	-	-	-	-	-	-	-	-	-	-	1*	-	1*
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	1*	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	-	-	-	-	1*	-	1*
Other	11	2	-	-	-	-	1	2	-	-	2	8	1	10
	1%cl	*	-	-	-	-	*	*	-	-	1%	1%	*	2%zl
Don't know	22	9	9	-	-	-	2	9	-	-	3	12	8	7
	2%cek	2%ce	2%ce	-	-	-	1%c	2%	-	-	1%	1%	1%	1%

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

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Table 65
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Need a landline to get broadband	544 40%abcdehfk	47 20%	21 23%	22 23%	37 29%	65 21%	16 21%	26 32%	16 25%	470 49%zjk	37 36%k	7 11%
To make calls	224 17%i	108 47%z	32 35%z	40 43%z	44 35%z	81 26%z	19 25%	20 23%	16 25%	123 13%	20 20%	25 35%zij
To receive calls	173 13%i	32 14%	21 23%z	12 13%	27 21%z	104 34%z	28 35%z	18 22%z	23 36%z	92 10%	15 15%	10 15%
In case of emergencies	113 8%j	15 6%	7 7%	5 6%	7 6%	18 6%	9 11%	3 3%	4 6%	77 8%j	2 2%	5 8%
More reliable than mobile	112 8% ^d	16 7% ^d	8 9% ^d	9 10% ^d	2 1%	26 8%	3 3%	8 9%	2 4%	75 8%	11 10%	4 6%
Habit / I've always had one	55 4%ade	-	-	-	-	-	-	-	-	37 4%	4 4%	5 8%
Need a landline to get access to pay TV	27 2%e	2 1%	-	2 2%	3 2%	2 1%	1 1%	6 7%ze	-	19 2%	4 4%	-
Cost / cheaper than a mobile phone / mobile phone calls	17 1%i	2 1%	-	1 1%	2 1%	3 1%	-	1 1%	-	6 1%	3 3%i	4 5%zi
To keep in touch with family / friends	16 1%	2 1%	-	-	3 2%	-	2 3%e	-	-	14 1%	-	2 2%
Part of the package / bundle	16 1%	-	-	-	-	-	-	-	-	12 1%	-	4 5%zij
Prefer to use a landline / don't like using a mobile phone	11 1%	-	-	-	-	-	-	-	-	5 1%	2 2%	-
Business use / need it for work	7 1%	-	-	-	-	1 *	-	1 2%	-	6 1%	1 1%	-

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

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Table 65
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Easier / more convenient	7 1%	2 1%	-	-	-	2 1%	-	-	-	3 *	1 1%	2 2% ⁱ
International calls / need to call abroad	6 *	-	1 1%	-	-	-	-	-	-	4 *	-	1 2%
Lack of / poor mobile phone signal / reception	6 *	-	-	-	-	-	-	-	-	5 1%	-	1 1%
We / I hardly ever use it	4 *	-	-	-	-	-	-	-	-	4 *	-	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	-	-	-	-	-	3 *	-	-
Need to have internet	3 *	-	-	-	-	-	-	-	-	2 *	1 1%	-
I don't have a mobile / not everyone has a mobile	3 *	1 1%	-	-	-	-	1 2% ^{ze}	-	-	1 *	-	1 1%
As back up / an alternative / better to have both	2 *	1 *	-	1 1% ^z	-	1 *	-	1 1%	-	1 *	1 1%	-
Cheaper as part of a package / bundle	2 *	-	-	-	-	-	-	-	-	2 *	-	-
Quality of the reception / clarity of the line	2 *	-	-	-	-	-	-	-	-	1 *	-	-
Only use my mobile for emergencies	2 *	-	-	-	-	-	-	-	-	-	-	-

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

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Table 65
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Better for longer conversations	2*	-	-	1	-	-	-	1	-	2*	-	-
		-	-	1%	-	-	-	1%	-	*	-	-
Only use my mobile when I'm out of the house	1*	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	1*	-	-
		-	-	-	-	-	-	-	-	*	-	-
I don't like to give out my mobile number	1*	-	-	-	-	1*	-	-	-	1*	-	-
		-	-	-	-	*	-	-	-	*	-	-
Other	11	2	-	-	-	-	-	-	-	8	-	2
	1%	1%	-	-	-	-	-	-	-	1%	-	2%
Don't know	22	4	1	1	2	7	-	-	2	16	1	-
	2%	2%	1%	2%	2%	2%	-	-	4%	2%	1%	-

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

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Table 66
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
Need a landline to get broadband	544 40%abdef	- -	- -	544 100%zabdef	- -	- -	- -
To make calls	224 17%bcdef	224 100%zbcdef	- -	- -	- -	- -	- -
To receive calls	173 13%acdef	- -	173 100%zacdef	- -	- -	- -	1 1%
In case of emergencies	113 8%abcef	- -	- -	- -	113 100%zabcef	- -	1 1%
More reliable than mobile	112 8%abcdf	- -	- -	- -	- -	112 100%zabcdf	5 3%abc
Habit / I've always had one	55 4%abc	- -	- -	- -	1 1%c	1 1%c	55 31%zabcde
Need a landline to get access to pay TV	27 2%ac	- -	- -	- -	- -	- -	27 15%zabcde
Cost / cheaper than a mobile phone / mobile phone calls	17 1%c	- -	- -	- -	- -	- -	17 9%zabcde
To keep in touch with family / friends	16 1%c	- -	- -	- -	1 1%c	- -	16 9%zabcde
Part of the package / bundle	16 1%c	- -	- -	- -	- -	- -	16 9%zabcde
Prefer to use a landline / don't like using a mobile phone	11 1%	- -	- -	- -	- -	- -	11 6%zabcde
Business use / need it for work	7 1%	- -	1 1%	- -	- -	- -	7 4%zacde

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used. * small base

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Table 66
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	Main reason for having a landline					Other (f)
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	
Weighted Base	1357	224	173	544	113*	112*	177
Easier / more convenient	7 1%	-	-	-	-	-	7 4%zabcd
International calls / need to call abroad	6 *	-	-	-	-	-	6 3%zabc
Lack of / poor mobile phone signal / reception	6 *	-	-	-	-	2 2%c	6 3%zabc
We / I hardly ever use it	4 *	-	-	-	-	-	4 2%zac
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	-	3 3%zabc	3 2%zc
Need to have internet	3 *	-	-	-	-	-	3 2%zc
I don't have a mobile / not everyone has a mobile	3 *	-	-	-	-	-	3 2%zc
As back up / an alternative / better to have both	2 *	-	-	-	-	-	2 1%zc
Cheaper as part of a package / bundle	2 *	-	-	-	-	-	2 1%zc
Quality of the reception / clarity of the line	2 *	-	-	-	-	-	2 1%zc
Only use my mobile for emergencies	2 *	-	-	-	-	-	2 1%zc

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 66
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

		Main reason for having a landline					
TOTAL (z)		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Better for longer conversations	2 *	-	-	-	-	-	2 1%zc
Only use my mobile when I'm out of the house	1 *	-	-	-	-	-	1 1%
Safety fears / mobile phones are bad for your health	1 *	-	-	-	-	-	1 *
I don't like to give out my mobile number	1 *	-	-	-	-	-	1 *
Other	11 1%	-	-	-	-	-	11 6%zabcde
Don't know	22 2%cc	-	-	-	-	-	- -

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Table 67
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	305	156	149	-	10	43	66	58	45	59	24	10	109	103	83	63	92	61	89	108	114	69
Weighted Base	299	152	146	**	9*	41*	65*	67*	42*	49*	24**	9**	106*	110*	73*	75*	92*	61*	71*	97*	113*	75*
Sky	75 25%in	34 22%	41 28%	-	5 56%	12 30%	19 30%in	18 27%	10 23%	7 15%	3 13%	5 56%	32 30%in	28 25%	10 14%	21 27%	26 28%	13 22%	16 22%	20 20%	31 27%	23 31%
BT	69 23%as	38 25%	31 21%	-	1 9%	8 19%	12 19%	13 20%	13 30%	15 31%	7 28%	1 9%	20 19%	26 24%	22 30%	11 14%	29 31%zo	10 16%	20 28%	15 16%	28 25%	21 28%
Virgin Media	54 18%bu	38 25%zb	16 11%	-	1 7%	6 15%	12 19%	8 12%	9 22%	12 25%	6 24%	1 7%	18 17%	17 16%	18 25%	17 22%	14 16%	12 20%	11 16%	20 21%u	27 24%u	4 5%
TalkTalk	46 16%	18 12%	28 19%	-	2 17%	6 13%	11 17%	15 22%	4 9%	7 14%	3 12%	2 17%	17 16%	19 17%	10 13%	6 8%	14 15%	13 22%o	14 19%	18 19%	16 15%	9 12%
EE/Everything Everywhere	8 3%	2 1%	6 4%	-	- 5%	2 5%	2 3%	2 2%	2 4%	1 2%	- -	- 4%	4 3%	3 1%	1 1%	1 1%	1 3%	3 5%	3 4%	4 4%	5 4%	- -
O2	7 2%	-	7 5%za	-	-	* 1%	2 3%	3 4%	-	-	2 10%	-	2 2%	3 3%	2 3%	5 7%	2 2%	- -	* 1%	3 3%	2 2%	2 2%
Plusnet	5 2%	1 1%	4 3%	-	-	1 2%	2 3%	1 1%	2 4%	-	-	-	3 3%	3 2%	-	2 3%	1 1%	1 2%	1 2%	2 2%	1 1%	2 3%
Kingston Communications	4 1%	3 2%	1 *	-	-	-	-	3 4%	1 1%	-	1 3%	-	-	3 3%	1 1%	1 2%	1 1%	2 3%	-	4 4%zt	-	-
Utilities Warehouse	3 1%	-	3 2%	-	-	-	1 1%	1 2%	-	-	1 4%	-	1 1%	1 1%	1 1%	1 1%	-	1 2%	1 1%	1 1%	1 1%	1 1%
Post Office	2 1%	-	2 1%	-	-	-	-	-	1 2%	1 2%	-	-	-	1 1%	1 1%	-	-	2 3%z	-	-	1 1%	-
AOL	2 1%	* *	1 1%	-	-	-	-	-	-	1 3%z	* 2%	-	-	-	2 3%	1 2%	-	-	* 1%	-	-	2 2%
Orange	2 1%	2 1%	-	-	-	1 2%	-	1 1%	-	-	-	-	1 1%	1 1%	-	1 1%	-	-	1 1%	2 2%	-	-
John Lewis	2 1%	2 1%	-	-	-	-	-	-	-	2 3%z	-	-	-	-	2 2%	-	2 2%	-	-	-	-	2 2%
Tesco	1 *	1 *	1 *	-	-	1 3%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	1 1%	-	-
Zen	1 *	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	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 67
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	299	152	146	-**	9**	41*	65*	67*	42*	49*	24**	9**	106*	110*	73*	75*	92*	61*	71*	97*	113*	75*
Vodafone	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	1%
Other	7	5	2	-	-	3	1	1	1	2	-	-	4	1	2	2	-	1	4	3	1	4
	2%	3%	1%	-	-	8%zm	1%	1%	1%	3%	-	-	4%	1%	2%	3%	-	1%	6%zd	3%	1%	5%
Don't know	11	6	5	-	1	1	2	2	1	1	4	1	3	3	4	7	2	2	-	4	2	5
	4%	4%	3%	-	12%	2%	3%	2%	3%	1%	15%	12%	2%	3%	6%il	9%zr	2%	4%	-	4%	2%	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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Table 68
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)	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	305	21	26	104	10	3	123	28	13	19	3	10	94	15	213	92	152	16	13	8	2	7	94	13
Weighted Base	299	22**	29**	110*	12**	5**	134	27**	17**	15**	3**	8**	81*	14**	200	99*	166	14**	16**	6**	2**	5**	79*	12**
Sky	75 25% n	5 22%	5 16%	36 33% z	4 29%	2 35%	38 28% l	8 31%	5 31%	4 25%	1 39%	3 42%	12 15%	4 28%	39 19%	36 37% zn	46 28% v	6 43%	5 32%	2 26%	1 57%	2 31%	12 15%	3 22%
BT	69 23% o	3 15%	10 34%	25 22%	1 9%	-	33 25%	4 16%	1 7%	1 7%	1 32%	2 31%	24 30%	2 16%	54 27% zo	15 15%	38 23%	2 12%	1 7%	-	-	2 46%	24 30%	2 19%
Virgin Media	54 18% o	3 14%	7 24%	18 17%	4 36%	-	23 17%	6 21%	4 26%	2 11%	-	* 6%	20 24%	-	45 22% zo	10 10%	25 15%	5 37%	5 32%	-	-	* 9%	19 24%	-
TalkTalk	46 16%	4 17%	5 18%	17 16%	2 13%	-	20 15%	6 22%	2 9%	4 25%	1 29%	-	10 12%	4 31%	31 15%	15 16%	27 16%	1 8%	2 10%	2 34%	1 43%	-	10 12%	4 37%
EE/Everything Everywhere	8 3%	1 6%	-	2 2%	-	-	3 2%	1 2%	-	2 12%	-	-	2 2%	1 8%	3 2%	5 5%	5 3%	-	-	-	-	-	3 3%	1 10%
O2	7 2%	-	-	3 3%	-	2 35%	3 2%	-	2 10%	-	-	-	2 3%	* 3%	3 2%	4 4%	5 3%	-	-	-	-	-	2 3%	* 4%
Plusnet	5 2% n	1 6%	-	-	-	-	-	1 5%	-	1 9%	-	-	1 1%	2 14%	1 *	5 5% n	3 2%	-	-	1 14%	-	-	1 1%	1 8%
Kingston Communications	4 1%	1 5%	-	1 1%	-	-	3 2%	-	-	-	-	-	1 2%	-	4 2%	-	3 2%	-	-	-	-	-	1 2%	-
Utilities Warehouse	3 1%	1 5%	-	1 1%	-	-	2 1%	-	-	-	-	-	1 1%	-	2 1%	1 1%	2 1%	-	-	-	-	-	1 1%	-
Post Office	2 1%	-	-	-	-	-	-	-	-	1 7%	-	-	1 1%	-	2 1%	-	-	-	-	1 17%	-	-	1 1%	-
AOL	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	* *	1 2%	-	-	-	-	-	-	2 2%	-
Orange	2 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	1 9%	-	-	2 1%	-	1 1%	-	-	-	-	1 14%	-	-
John Lewis	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	2 1%	-	-	-	-	-	-	-	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 68
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)	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)
Weighted Base	299	22**	29**	110*	12**	5**	134	27**	17**	15**	3**	8**	81*	14**	200	99*	166	14**	16**	6**	2**	5**	79*	12**
Tesco	1*	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-
		3%	-	-	-	-	*	-	-	4%	-	-	-	-	1%	-	*	-	-	10%	-	-	-	-
Zen	1*	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
		-	-	-	8%	-	-	-	6%	-	-	-	-	-	1%	-	-	-	6%	-	-	-	-	-
Vodafone	1*	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
		-	-	-	5%	-	-	-	4%	-	-	-	-	-	*	-	-	-	4%	-	-	-	-	-
Other	7	-	2	2	-	-	4	1	-	-	-	1	2	-	5	3	5	-	-	-	-	-	2	-
	2%	-	8%	2%	-	-	3%	4%	-	-	-	12%	2%	-	2%	3%	3%	-	-	-	-	-	3%	-
Don't know	11	2	-	3	-	1	5	-	1	-	-	-	4	-	8	4	7	-	1	-	-	-	2	-
	4%	8%	-	3%	-	30%	4%	-	8%	-	-	-	6%	-	4%	4%	4%	-	9%	-	-	-	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 69
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/ LIVING 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)
Unweighted Base	305	208	46	51	102	3	1	10	191	52	107	62	43	39	42	46	21
Weighted Base	299	213	37*	48*	102*	3**	1**	12**	182	49*	100*	66*	47*	35*	46*	46*	18**
Sky	75 25%	55 26%	10 27%	10 21%	25 25%	-	100%	3 24%	46 25%	11 23%	24 24%	17 26%	13 28%	8 22%	13 29%	14 29%	3 18%
BT	69 23%	50 23%	6 16%	14 28%	25 25%	-	-	5 38%	40 22%	11 23%	21 21%	22 33%	10 21%	6 16%	13 28%	11 23%	2 14%
Virgin Media	54 18%	35 16%	10 27%	10 21%	15 15%	3 72%	-	2 21%	35 19%	13 26%	19 19%	10 15%	6 13%	6 17%	6 14%	5 11%	4 24%
TalkTalk	46 16%	34 16%	8 22%	4 9%	19 19%	-	-	1 6%	27 15%	8 16%	15 15%	6 9%	8 17%	9 26%k	7 16%	8 17%	5 30%
EE/Everything Everywhere	8 3%	6 3%	-	2 4%	3 3%	-	-	-	5 3%	1 2%	3 3%	3 5%	1 3%	-	2 4%	1 3%	-
O2	7 2%	5 2%	* 1%	2 5%	2 2%	-	-	-	5 3%	2 5%	3 3%	1 1%	2 4%	-	* 1%	2 5%	-
Plusnet	5 2%	5 2%	-	1 2%	2 2%	-	-	1 11%	2 1%	-	2 2%	3 5%	1 1%	-	1 2%	1 3%	-
Kingston Communications	4 1%	2 1%	-	2 4%	1 1%	-	-	-	3 1%	2 4%	1 1%	-	1 3%	-	1 3%	-	-
Utilities Warehouse	3 1%	2 1%	-	1 2%	1 1%	-	-	-	2 1%	1 2%	-	1 2%	-	1 2%	1 2%	-	-
Post Office	2 1%	1 *	-	1 2%	-	-	-	-	2 1%	1 2%	1 1%	-	-	-	-	-	-
AOL	2 1%	1 1%	-	* 1%	-	-	-	-	2 1%	* 1%	1 1%	-	-	-	-	-	-
Orange	2 1%	2 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	1 3%	-	1 2%	-
John Lewis	2 1%	2 1%	-	-	-	-	-	-	2 1%	-	2 2%	-	-	-	-	-	-
Tesco	1 *	1 *	1 2%	-	1 1%	-	-	-	-	-	-	-	1 1%	1 2%	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 69
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/ LIVING 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)
Weighted Base	299	213	37*	48*	102*	3**	1**	12**	182	49*	100*	66*	47*	35*	46*	46*	18**
Zen	1 *	1 *	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-
Vodafone	1 *	-	-	1 1%	-	-	-	-	1 *	1 1%	-	-	-	-	-	-	-
Other	7 2%	7 3%	-	-	4 4%	-	-	-	3 2%	-	3 3%	-	1 2%	3 10%zik	-	2 4%	2 14%
Don't know	11 4%	6 3%	2 5%	3 6%	1 1%	1 28%	-	-	9 5%	-	4 4%	2 3%	3 7%	1 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 70
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	305	53	43	60	196	300	165	158	276	270	104	264	187	89	193	42
Weighted Base	299	51*	41*	62*	189	295	166	158	271	266	114*	263	193	100*	197	50*
Sky	75 25%	15 30%	7 18%	15 25%	45 24%	75 25%g	60 36%zeghi kln	32 20%	72 27%gk	68 26%g	44 39%zeghi kln	63 24%	54 28%g	34 34%gk	52 26%g	18 36%g
BT	69 23%j	10 20%	10 25%	15 24%	44 23%	69 23%j	35 21%	40 25%j	61 22%j	61 23%j	16 14%	67 26%zehij	41 21%j	26 26%j	42 22%j	9 18%
Virgin Media	54 18%	10 19%	7 18%	8 13%	38 20%	54 18%	40 24%zehik lm	27 17%	50 18%	49 18%	27 23%lm	47 18%	34 17%	13 13%	40 20%	10 21%
TalkTalk	46 16%efj	6 12%	8 19%	12 20%	26 14%	44 15%fj	11 7%	35 22%zeffhi jklmno	43 16%fj	43 16%fj	7 6%	38 14%fj	32 16%fj	11 11%	28 14%fj	3 7%
EE/Everything Everywhere	8 3%h	3 5%	2 5%	-	5 3%	8 3%	3 2%	4 2%	6 2%	7 3%	*	6 2%	5 3%	5 5%	4 2%	-
O2	7 2%hk	2 3%	* 1%	2 4%	5 3%	7 3%hk	2 1%	3 2%	5 2%	7 2%	4 4%	5 2%	7 4%fhk	2 2%	5 3%	3 6%
Plusnet	5 2%	1 1%	-	2 3%	3 2%	5 2%	3 2%	4 3%	5 2%	4 2%	2 2%	5 2%	3 2%	4 4%	5 3%	2 4%
Kingston Communications	4 1%	-	-	1 2%	3 1%	4 1%	3 2%	1 1%	4 1%	4 1%	3 3%	4 1%	3 1%	1 1%	4 2%	-
Utilities Warehouse	3 1%	-	-	1 1%	2 1%	3 1%	-	2 1%	3 1%	3 1%	1 1%	3 1%	1 *	1 1%	3 1%	-
Post Office	2 1%	-	-	-	2 1%	2 1%	1 1%	2 1%	1 *	2 1%	1 1%	-	1 1%	-	1 1%	-
AOL	2 1%	-	-	-	2 1%	2 1%	-	2 1%	2 1%	2 1%	-	2 1%	1 1%	-	2 1%	-
Orange	2 1%	-	1 2%	1 1%	1 1%	2 1%	1 *	-	1 *	2 1%	1 1%	2 1%	1 1%	-	1 *	-
John Lewis	2 1%	-	-	-	2 1%	2 1%	1 *	1 1%	2 1%	2 1%	-	2 1%	-	-	2 1%	-
Tesco	1 *	1 1%	1 2%	1 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. * small base

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Table 70

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	299	51*	41*	62*	189	295	166	158	271	266	114*	263	193	100*	197	50*
Zen	1	-	-	-	1	1	-	1	1	1	1	1	1	-	1	1
	*	-	-	-	1%	*	-	1%	*	*	1%	*	1%	-	1%	2%
Vodafone	1	-	-	-	1	1	-	-	-	1	-	1	-	-	-	-
	*	-	-	-	*	*	-	-	-	*	-	*	-	-	-	-
Other	7	3	3	3	3	7	1	4	5	4	3	7	6	3	4	1
	2%fhi	7%	8%zd	6%	1%	2%fhi	1%	2%	2%	1%	2%	3%fhi	3%fi	3%fi	2%	2%
Don't know	11	1	1	-	10	11	6	2	11	11	6	11	6	1	6	2
	4%g	2%	2%	-	5%	4%g	4%	1%	4%g	4%g	5%	4%gm	3%	1%	3%g	4%

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 71
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	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 £9499	£9500 -	£13500 -	£17500 -	£30000 -	£50000 -	£100000 PLUS	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted Base	305	234	41	8	3	18	1	123	81	99	-	14	26	25	39	33	21	7	
Weighted Base	299	235	39*	7**	3**	14**	1**	106	100*	91*	**	10**	22**	23**	40*	37**	25**	10**	
Sky	75 25%g	61 26%	10 26%	1 15%	1 48%	2 14%	-	15 14%	36 36%zg	24 27%g	-	5 49%	5 25%	9 40%	7 18%	9 24%	5 19%	5 55%	
BT	69 23%h	52 22%	6 16%	2 23%	2 52%	8 54%	-	32 30%zi	25 25%	12 14%	-	1 14%	4 18%	2 7%	10 25%	11 28%	7 30%	3 29%	
Virgin Media	54 18%	40 17%	12 30%	1 17%	-	1 10%	-	26 24%zh	12 12%	17 18%	-	1 6%	4 18%	6 26%	9 22%	3 9%	6 25%	2 16%	
TalkTalk	46 16%	39 16%	5 13%	2 33%	-	1 4%	-	17 16%	10 10%	20 22%h	-	1 6%	2 11%	2 8%	7 18%	6 17%	2 10%	-	
EE/Everything Everywhere	8 3%	5 2%	1 3%	-	-	2 12%	-	2 2%	1 1%	5 5%	-	1 7%	3 12%	* 2%	-	1 4%	-	-	
O2	7 2%	5 2%	3 7%	-	-	-	-	2 2%	3 3%	2 3%	-	-	* 2%	* 2%	-	3 7%	2 7%	-	
Plusnet	5 2%	5 2%	1 2%	-	-	-	-	1 1%	3 3%	1 2%	-	1 8%	-	-	2 5%	1 3%	-	-	
Kingston Communications	4 1%	4 2%	-	-	-	-	-	1 1%	3 3%	-	-	1 6%	-	-	-	1 4%	1 5%	-	
Utilities Warehouse	3 1%	2 1%	1 3%	-	-	-	-	2 2%	1 1%	-	-	-	1 5%	-	1 3%	-	-	-	
Post Office	2 1%	1 *	-	-	-	1 6%	-	2 2%	-	-	-	-	1 4%	-	1 3%	-	-	-	
AOL	2 1%	1 1%	* 1%	-	-	-	-	-	1 1%	* *	-	* 4%	-	-	-	-	-	-	
Orange	2 1%	2 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	1 3%	-	-	-	-	-	
John Lewis	2 1%	1 *	1 3%	-	-	-	-	2 2%	-	-	-	-	-	-	-	1 3%	-	-	
Tesco	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 71

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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	299	235	39*	7**	3**	14**	1**	106	100*	91*	-**	10**	22**	23**	40*	37**	25**	10**
Zen	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 4%	-
Vodafone	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 3%	-	-	-	-	-
Other	7 2%	6 3%	-	-	-	-	1 100%	2 2%	1 1%	4 4%	-	-	-	3 15%	1 2%	1 2%	-	-
Don't know	11 4%	9 4%	1 2%	1 12%	-	-	-	2 2%	4 4%	3 3%	-	-	-	-	2 6%	-	-	-

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Table 72
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	305	251	54	23	32	16	36	17	7	20	59	34	18	29	14	244	164	125	289	170	135	305
Weighted Base	299	260	39*	23**	25**	15**	36*	14**	8**	24**	72*	33**	12**	22**	14**	251	152	131	283	159	139	299
Sky	75 25%b	71 27%b	5 12%	6 25%	6 24%	4 24%	5 14%	3 18%	6 70%	9 37%	22 31%	5 16%	2 18%	7 30%	1 7%	65 26%	35 23%	33 25%	69 24%	37 23%	38 28%	75 25%
BT	69 23%	63 24%	7 17%	8 36%	3 10%	1 10%	4 12%	4 25%	2 30%	4 16%	17 23%	9 29%	5 45%	6 26%	5 36%	53 21%	33 22%	35 27%	68 24%	37 23%	32 23%	69 23%
Virgin Media	54 18%a	41 16%	14 35%za	3 12%	10 40%	3 18%	12 33%zj	2 17%	- -	6 25%	8 11%	4 13%	- -	3 14%	3 21%	48 19%	31 20%	23 18%	54 19%	34 21%	20 15%	54 18%
TalkTalk	46 16%	39 15%	7 19%	2 7%	3 12%	1 6%	8 21%	1 8%	- -	3 12%	13 18%	7 21%	1 12%	5 23%	3 21%	37 15%	27 18%	17 13%	44 16%	26 16%	21 15%	46 16%
EE/Everything Everywhere	8 3%	7 3%	1 3%	1 4%	- -	- -	4 12%zo	- -	- -	- -	2 3%	1 2%	- -	* 2%	- -	8 3%	5 4%	3 2%	8 3%	3 2%	6 4%	8 3%
O2	7 2%	7 3%	* 1%	- 3%	1 -	- -	- -	- -	- -	2 10%	2 2%	3 8%	- -	- -	- -	7 3%	3 2%	4 3%	7 3%	3 2%	4 3%	7 2%
Plusnet	5 2%	5 2%	- -	- 4%	1 4%	1 4%	- -	1 9%	- -	1 3%	- -	- -	1 5%	- -	1 7%	4 1%	1 1%	4 3%	5 2%	1 1%	4 3%	5 2%
Kingston Communications	4 1%	4 1%	- -	- -	- -	4 26%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	4 3%	- -	4 1%	4 2%	- -	4 1%
Utilities Warehouse	3 1%	3 1%	- -	- -	- -	1 5%	- -	1 7%	- -	- -	- -	- -	- -	1 4%	- -	2 1%	2 1%	1 1%	3 1%	2 1%	1 1%	3 1%
Post Office	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 7%	1 *	1 1%	1 1%	2 1%	1 1%	1 1%	2 1%
AOL	2 1%	2 1%	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -	* 3%	- -	- -	1 1%	2 1%	- -	2 1%	* -	1 1%	2 1%
Orange	2 1%	1 *	1 3%	- -	- -	- -	1 3%	1 5%	- -	- -	- -	- -	- -	- -	- -	2 1%	1 *	1 1%	2 1%	2 1%	- -	2 1%
John Lewis	2 1%	2 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	2 1%	- -	2 1%	2 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/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 72
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 & 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	299	260	39*	23**	25**	15**	36*	14**	8**	24**	72*	33**	12**	22**	14**	251	152	131	283	159	139	299
Tesco	1*	-	1 3%za	-	-	-	-	-	-	-	1	1	-	-	-	1	1	-	1	1	-	1
Zen	1*	1	-	-	-	-	-	-	-	-	-	2%	-	-	-	1*	1%	-	1	1%	-	1*
Vodafone	1*	1	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	1*	1	-	1	1	-	1*
Other	7 2%	6 2%	1 2%	-	1 3%	1 7%	1 2%	-	-	-	3 4%	-	1 10%	-	-	6 2%	4 2%	3 3%	7 2%	4 2%	3 2%	7 2%
Don't know	11 4%t	9 4%	2 4%	1 4%	1 3%	-	1 2%	1 10%	-	2 6%	3 4%	2 6%	1 6%	-	-	10 4%	3 2%	3 2%	6 2%	5 3%	6 4%	11 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 73

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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	305	116	226	289	305	305	39	305	129	55	-	289	16	-	-	110	8	59	40	54	24
Weighted Base	299	113*	228	285	299	299	42*	299	132	59*	-.**	285	14**	-.**	-.**	104*	7**	64*	40*	49*	25**
Sky	75 25%aors	21 18%	68 30%zac deg	74 26%a	75 25%a	75 25%a	12 29%	75 25%a	50 38%za bcdeg	21 35%a	-	74 26%	1 5%	-	-	16 16%rs	-	57 90%zors	-	-	1 3%
BT	69 23%bqrs	33 29%bc h	44 19%	64 22%b	69 23%b	69 23%b	10 23%	69 23%b	26 20%	16 28%	-	64 22%	5 39%	-	-	65 63%zqrs	-	* 1%	-	1 2%	3 10%
Virgin Media	54 18%oqr	19 16%	41 18%	52 18%	54 18%	54 18%	7 16%	54 18%	33 25%zb cdegi	6 10%	-	52 18%	3 19%	-	-	5 5%	-	1 2%	-	46 95%zoqr	-
TalkTalk	46 16%hoqs	14 13%	38 17%h	45 16%h	46 16%h	46 16%h	6 15%	46 16%h	10 8%	6 10%	-	45 16%	2 11%	-	-	4 4%	-	2 2%	39 97%zoqs	-	1 5%
EE/Everything Everywhere	8 3%chk	3 2%	6 3%h	6 2%h	8 3%ch	8 3%ch	1 3%	8 3%ch	* *	* 1%	-	6 2%	2 14%	-	-	1 1%	7 91%	-	-	1 1%	-
O2	7 2%	3 2%	5 2%	7 3%	7 2%	7 2%	-	7 2%	2 1%	2 3%	-	7 3%	-	-	-	2 2%	-	3 5%	-	2 5%	* 2%
Plusnet	5 2%	1 1%	5 2%	5 2%	5 2%	5 2%	1 3%	5 2%	3 2%	2 3%	-	5 2%	-	-	-	2 2%	-	-	-	-	4 15%
Kingston Communications	4 1%	1 1%	3 1%	4 1%	4 1%	4 1%	-	4 1%	3 2%	-	-	4 1%	-	-	-	-	-	-	-	-	4 16%
Utilities Warehouse	3 1%b	2 2%	1 *	3 1%b	3 1%b	3 1%b	-	3 1%b	-	2 4%	-	3 1%	-	-	-	-	-	-	-	1 1%	2 8%
Post Office	2 1%	2 2%	-	2 1%	2 1%	2 1%	1 2%b	2 1%	-	-	-	2 1%	-	-	-	-	-	-	-	-	2 8%
AOL	2 1%	2 2%	1 1%	2 1%	2 1%	2 1%	1 4%	2 1%	-	-	-	2 1%	-	-	-	-	-	* 1%	-	-	1 6%
Orange	2 1%	1 1%	1 *	2 1%	2 1%	2 1%	-	2 1%	1 1%	-	-	2 1%	-	-	-	1 1%	-	-	-	-	1 4%
John Lewis	2 1%	2 1%	-	2 1%	2 1%	2 1%	-	2 1%	1 *	-	-	2 1%	-	-	-	2 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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 73

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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	299	113*	228	285	299	299	42*	299	132	59*	-**	285	14**	-**	-**	104*	7**	64*	40*	49*	25**
Tesco	1 *	1 1%	1 1%	1 *	1 *	1 *	1 1%	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 9%	- -	- -	- -	- -
Zen	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	1 1%	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 3%	- -	- -
Vodafone	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	1 1%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	1 2%
Other	7 2%b	5 4%	3 1%	7 2%b	7 2%b	7 2%b	- -	7 2%b	1 1%	1 1%	- -	7 2%	- -	- -	- -	2 2%	- -	- -	- -	- -	5 21%
Don't know	11 4%h	9 8%zcd egh	9 4%h	10 4%h	11 4%h	11 4%h	1 3%	11 4%h	1 1%	2 4%	- -	10 4%	1 7%	- -	- -	5 5%	- -	- -	- -	- -	- -

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Table 74
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)	Fixed broadband provider					Product bundles (g)	Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)		BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	305	73	70	50	59	43	305	73	70	48	59	46
Weighted Base	299	69*	75*	48*	54*	41*	299	69*	75*	46*	54*	45*
Sky	75	-	75	-	-	-	75	-	75	-	-	-
	25%acdeo	-	100%zacde	-	-	-	25%	-	100%zoqrs	-	-	-
	qrs											
BT	69	69	-	-	-	-	69	69	-	-	-	-
	23%abcd	100%zbode	-	-	-	-	23%	100%zpqr	-	-	-	-
	epqrs							s				
Virgin Media	54	-	-	-	54	-	54	-	-	-	54	2
	18%abceo	-	-	-	100%zabce	-	18%	-	-	-	100%zopq	5%
	pqs										s	
TalkTalk	46	-	-	46	-	-	46	-	-	46	-	-
	16%abdeo	-	-	96%zabde	-	-	16%	-	-	100%zopr	-	-
	prs									s		
EE/Everything Everywhere	8	-	-	-	-	8	8	-	-	-	-	8
	3%	-	-	-	-	20%zabc	3%	-	-	-	-	18%zopqr
						d						
O2	7	-	-	-	2	5	7	-	-	-	2	7
	2%	-	-	-	4%	12%zabc	2%	-	-	-	4%	17%zopq
Plusnet	5	-	-	-	-	5	5	-	-	-	-	5
	2%	-	-	-	-	13%zabc	2%	-	-	-	-	12%zopqr
						d						
Kingston Communications	4	-	-	-	-	4	4	-	-	-	-	4
	1%	-	-	-	-	10%zabc	1%	-	-	-	-	9%zopr
						d						
Utilities Warehouse	3	-	-	-	-	3	3	-	-	-	-	3
	1%	-	-	-	-	7%zab	1%	-	-	-	-	6%z
Post Office	2	-	-	-	-	2	2	-	-	-	-	2
	1%	-	-	-	-	5%z	1%	-	-	-	-	4%z
AOL	2	-	-	2	-	-	2	-	-	-	-	2
	1%	-	-	4%z	-	-	1%	-	-	-	-	4%z

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

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Table 74
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)	Fixed broadband provider					Produc t bundle s	Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	No LL and BB Bundle (g)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	299	69*	75*	48*	54*	41*	299	69*	75*	46*	54*	45*
Orange	2 1%	-	-	-	-	2 4%z	2 1%	-	-	-	-	2 4%z
John Lewis	2 1%	-	-	-	-	2 4%z	2 1%	-	-	-	-	2 4%z
Tesco	1 *	-	-	-	-	1 3%z	1 *	-	-	-	-	1 3%
Zen	1 *	-	-	-	-	1 3%	1 *	-	-	-	-	1 2%
Vodafone	1 *	-	-	-	-	1 1%	1 *	-	-	-	-	1 1%
Other	7 2%	-	-	-	-	7 17%zabcd	7 2%	-	-	-	-	7 16%zopqr
Don't know	11 4%	-	-	-	-	-	11 4%	-	-	-	-	-

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Table 75
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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	305	123	115	125	16	58	43	108	1	3	73	216	123	143
Weighted Base	299	113	109*	125	17**	60*	42*	101*	1**	2**	70*	214	126	139
Sky	75 25%abg	20 18%	19 17%	39 31%ab	8 50%	18 30%ab	8 19%	18 18%	-	-	13 19%	61 28%	34 27%	29 21%
BT	69 23%	30 27%	31 28%	31 24%	4 21%	15 26%	10 24%	27 27%	1 100%	-	18 26%	48 22%	26 20%	40 29%
Virgin Media	54 18%c	23 20%c	18 16%c	10 8%	1 5%	15 24%c	8 18%	20 20%	-	*	18 25%	35 16%	30 23%	20 14%
TalkTalk	46 16%	18 16%	16 15%	19 15%	1 8%	5 8%	4 10%	16 16%	-	1 33%	6 9%	39 18%	18 14%	22 16%
EE/Everything Everywhere	8 3%	4 4%	4 4%	6 5%	-	1 1%	1 3%	4 4%	-	1 40%	1 2%	6 3%	3 2%	4 3%
O2	7 2%	2 2%	2 2%	3 3%	* 2%	2 4%	-	2 2%	-	-	4 6%	3 1%	2 2%	5 4%
Plusnet	5 2%	1 1%	1 1%	3 3%	1 5%	-	-	1 1%	-	-	2 3%	4 2%	2 1%	2 1%
Kingston Communications	4 1%	3 2%	3 2%	4 3%	-	1 2%	1 3%	3 3%	-	-	-	2 1%	3 2%	1 1%
Utilities Warehouse	3 1%	-	1 1%	1 1%	-	-	-	-	-	-	2 2%	1 *	2 1%	1 1%
Post Office	2 1%	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	1 *	1 1%	1 1%
AOL	2 1%	2 2%	1 1%	1 1%	-	-	1 3%	* *	-	-	* 1%	1 1%	-	2 1%
Orange	2 1%	1 1%	1 1%	1 1%	-	-	-	1 1%	-	-	2 2%k	-	-	2 1%
John Lewis	2 1%	2 1%	2 2%	1 *	-	1 1%	1 3%	2 2%	-	-	1 1%	1 1%	-	2 1%
Tesco	1 *	-	1 1%	1 *	-	-	-	-	-	-	1 2%	-	1 *	1 *

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

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Table 75
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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	299	113	109*	125	17**	60*	42*	101*	1**	2**	70*	214	126	139
Zen	1*	1	1	1	-	1	-	1	-	-	-	1	-	1
		1%	1%	1%	-	2%	-	1%	-	-	-	*	-	1%
Vodafone	1*	1	-	-	-	-	-	1	-	-	-	1	-	1
		1%	-	-	-	-	-	1%	-	-	-	*	-	*
Other	7	2	4	1	-	-	1	2	-	-	-	6	3	4
	2%	2%	4%	1%	-	-	3%	2%	-	-	-	3%	2%	3%
Don't know	11	4	7	4	2	4	6	4	-	-	1	8	3	5
	4%	4%	6%	3%	9%	6%	14%zac	4%	-	-	2%	4%	2%	4%

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

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Table 76
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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	305	51	16	20	36	66	17	17	15	226	38	41
Weighted Base	299	50*	13**	18**	32**	62*	16**	18**	14**	229	36*	33*
Sky	75	6	2	2	10	8	3	3	6	64	5	7
	25%ae	13%	17%	9%	30%	13%	17%	15%	42%	28%	13%	20%
BT	69	15	2	6	7	21	2	4	4	50	8	11
	23%	31%	16%	35%	21%	33%z	12%	24%	29%	22%	22%	33%
Virgin Media	54	11	1	3	7	11	4	2	1	38	12	4
	18%	23%	11%	18%	22%	17%	24%	14%	6%	17%	33%zi	13%
TalkTalk	46	8	3	4	4	11	2	2	1	39	3	5
	16%	17%	20%	20%	11%	18%	15%	10%	7%	17%	7%	15%
EE/Everything	8	1	2	-	2	2	2	-	1	5	2	2
Everywhere	3%	1%	14%	-	5%	3%	12%	-	5%	2%	5%	5%
O2	7	2	-	-	-	-	2	-	-	5	3	-
	2%	5%	-	-	-	-	14%	-	-	2%	8%	-
Plusnet	5	1	-	-	1	1	-	-	1	5	-	-
	2%	1%	-	-	3%	1%	-	-	6%	2%	-	-
Kingston	4	2	1	-	-	2	1	-	-	3	1	-
Communications	1%	4%	5%	-	-	3%	4%	-	-	1%	2%	-
Utilities	3	-	-	-	-	1	-	-	-	2	-	1
Warehouse	1%	-	-	-	-	1%	-	-	-	1%	-	3%
Post Office	2	-	1	-	-	-	-	-	-	-	1	1
	1%	-	8%	-	-	-	-	-	-	-	3%l	3%l
AOL	2	1	-	*	-	-	-	1	-	1	-	*
	1%	3%	-	2%	-	-	-	8%	-	1%	-	1%
Orange	2	1	-	-	-	1	-	-	-	2	-	-
	1%	1%	-	-	-	1%	-	-	-	1%	-	-
John Lewis	2	1	-	-	1	1	1	-	-	1	1	-
	1%	2%	-	-	2%	2%	3%	-	-	*	3%l	-
Tesco	1	-	-	-	-	-	-	1	-	1	1	-
	*	-	-	-	-	-	-	4%	-	*	2%	-

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

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Table 76
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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	299	50*	13**	18**	32**	62*	16**	18**	14**	229	36*	33*
Zen	1*	1	-	-	-	1	-	-	-	1	-	-
	*	2%	-	-	-	2%	-	-	-	*	-	-
Vodafone	1	-	-	-	1	-	-	-	-	1	-	-
	*	-	-	-	2%	-	-	-	-	*	-	-
Other	7	1	1	-	-	3	1	-	-	6	1	1
	2%	2%	9%	-	-	5%	4%	-	-	2%	2%	3%
Don't know	11	-	-	3	2	-	1	4	1	7	2	2
	4%	-	-	16%	5%	-	9%	25%	6%	3%	7%	5%

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

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Table 77
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)	Main reason for having a landline					Other (f)
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	
Unweighted Base	305	65	42	93	23	25	51
Weighted Base	299	55*	36*	97*	25**	26**	52*
Sky	75 25%ab	8 15%	3 8%	32 33%ab	9 34%	7 26%	15 29%b
BT	69 23%	14 26%	11 31%	22 22%	6 23%	7 27%	9 17%
Virgin Media	54 18%c	15 27%c	6 17%	7 7%	9 34%	5 20%	11 22%c
TalkTalk	46 16%	10 18%	6 17%	17 17%	2 9%	1 4%	10 19%
EE/Everything Everywhere	8 3%	1 2%	2 5%	5 5%	-	1 3%	-
O2	7 2%	2 4%	-	3 3%	-	-	2 4%
Plusnet	5 2%	1 3%	-	3 3%	-	-	1 1%
Kingston Communications	4 1%	-	1 2%	3 3%	-	-	-
Utilities Warehouse	3 1%	-	1 2%	1 1%	-	-	1 2%
Post Office	2 1%	1 2%	-	-	-	-	1 2%
AOL	2 1%	* 1%	-	1 2%	-	-	-
Orange	2 1%	-	1 2%	1 1%	-	-	-
John Lewis	2 1%	1 1%	-	-	-	1 4%	-
Tesco	1 *	-	1 2%	1 1%	-	-	-
Zen	1 *	1 2%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 77

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)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	299	55*	36*	97*	25**	26**	52*
Vodafone	1	1	-	-	-	-	-
	*	1%	-	-	-	-	-
Other	7	1	3	1	-	1	1
	2%	3%	9%zc	1%	-	3%	2%
Don't know	11	1	2	-	-	4	2
	4%	1%	6%c	-	-	14%	3%

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Table 78
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	1106	553	553	2	38	147	224	214	193	215	73	40	371	407	288	293	345	224	244	282	460	316
Weighted Base	1136	565	571	2**	31*	169	229	244	198	196	67*	33*	398	442	263	372	317	239	208	274	471	343
BT	324 28%dek lqrst	174 31%	149 26%	1 66%	3 10%	33 19%	53 23%	68 28% d	62 31%dek l	77 39%zde fgklm	28 41%zde fkl	4 13% d	85 21%	129 29%dek l	105 40%zde efgkl m	127 34%zq r	104 33%zq r	45 19%	47 23%	44 16%	111 24% s	153 45% zst
Sky	279 25%in	134 24%	145 25%	-	13 41%zhi jmn	63 37%zhi jmn	61 27%in	65 27%in	43 22%in	24 12%	11 16%	13 39%zhi jn	124 31%zfh ijn	109 25%in	34 13%	84 22%	75 24%	62 26%	59 28%	67 24%	119 25%	84 24%
Virgin Media (including NTL and Telewest)	229 20%ru	121 21%	108 19%	1 34%	5 15%	25 14%	50 22%	54 22%	42 21%	41 21%	12 18%	5 16%	74 19%	96 22%	53 20%	74 20%	61 19%	61 26% zr	32 15%	73 27% zu	138 29% zu	6 2%
TalkTalk/AOL	154 14%ao	61 11%	93 16% za	-	7 21%	29 17%	31 14%	30 12%	23 12%	28 14%	7 10%	7 20%	60 15%	53 12%	35 13%	37 10%	40 13%	42 18% o	35 17% o	40 15%	57 12%	51 15%
EE/Everything Everywhere	40 3%	18 3%	22 4%	-	1 3%	7 4%	10 5%	5 2%	8 4%	6 3%	2 3%	1 3%	17 4%	13 3%	8 3%	10 3%	11 4%	9 4%	9 4%	9 3%	22 5%	9 3%
Plusnet	28 2%	15 3%	13 2%	-	-	4 2%	6 3%	9 4%	6 3%	4 2%	-	-	10 2%	15 3%	4 1%	14 4%	6 2%	4 2%	5 2%	6 2%	10 2%	10 3%
Kingston Communications	12 1%t	8 1%	5 1%	-	-	2 1%	4 2%	3 1%	3 2%	1 *	1 1%	-	5 1%	6 1%	1 *	3 1%	4 1%	3 1%	3 1%	12 4% ztu	-	-
Utility Warehouse	10 1%	4 1%	6 1%	-	-	-	2 1%	1 *	3 2%	1 1%	3 4% zegl	-	2 1%	4 1%	4 1% i	4 1%	3 1%	2 1%	1 *	4 2%	2 *	4 1%
Post Office	8 1%	3 1%	5 1%	-	-	-	-	1 *	2 1% l	5 3% zfl	-	-	-	3 1%	5 2% zfl	1 *	1 *	3 1%	3 2%	1 *	3 1%	3 1%
O2	6 1%	-	6 1% a	-	-	* 1%	3 1%	3 1%	-	-	-	-	4 1%	3 1%	-	4 1%	2 1%	-	* 1%	3 1% t	-	3 1%
Utilities Warehouse	3 *	-	3 *	-	-	-	1 *	1 *	-	-	1 1%	-	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *
Orange	3 *	3 *	-	-	-	1 1%	1 *	1 *	-	-	-	-	2 1%	1 *	-	1 *	1 *	-	1 *	2 1%	-	1 *
Primus	2 *	1 *	1 *	-	-	-	1 1%	-	1 *	-	-	-	1 *	1 *	-	-	-	1 *	1 1%	1 *	-	1 *
Tesco Telecom	2 *	2 *	1 *	-	-	2 1% zm	-	-	-	-	-	-	2 1%	-	-	-	1 *	1 *	1 1%	2 1% z	-	-

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 78
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	1136	565	571	2**	31*	169	229	244	198	196	67*	33*	398	442	263	372	317	239	208	274	471	343
John Lewis	2 *	2 *	-	-	-	-	-	-	-	2 1%z	-	-	-	-	2 1%	-	2 1%	-	-	-	-	2 *
Fuel Broadband	1 *	-	1 *	-	1 2%zfgln	-	-	-	1 *	-	-	1 2%zfgln	-	1 *	-	-	-	1 *	1 *	-	1 *	-
Swalec	1 *	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	1 *	-	-	-	1 *	1 *	-	1 *	1 *
Co Op	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	-	1 *	-	1 *
Zen	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-
Homecall	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-
SSE	1 *	-	1 *	-	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-
Vodafone	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *
Other	14 1%	10 2%	4 1%	-	1 3%	3 2%	2 1%	2 1%	1 *	5 2%mn	1 1%	1 3%	5 1%	2 1%	5 2%	5 1%	3 1%	1 *	6 3%zq	3 1%	3 1%	8 2%
Don't know	12 1%	6 1%	6 1%	-	1 4%	1 *	3 1%	2 1%	1 1%	1 *	4 6%zefghilmn	1 3%	3 1%	3 1%	4 2%l	7 2%	2 1%	2 1%	1 *	4 1%	3 1%	5 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 79
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)	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	1106	82	104	375	47	18	432	129	65	51	15	39	315	60	785	321	546	74	69	25	9	30	305	48
Weighted Base	1136	99*	124*	410	50*	21**	492	141	71*	45*	12**	33*	285	56*	785	351	615	72*	75*	21**	7**	24**	276	45*
BT	324 28%ci mp	35 35%c	42 34%c	88 22%	8 16%	6 30%	133 27%i	32 23%	15 20%	6 13%	4 32%	9 28%	115 40%zf ghim	16%	229 29%	95 27%	157 26%	15 21%	19 25%	2 8%	1 16%	9 37%	113 41%zp qrw	7 16%
Sky	279 25%lv	31 31%	24 19%	125 30%zb	14 28%	4 17%	137 28%i	42 30%i	18 25%	14 30%i	2 13%	6 19%	43 15%	18 32%l	189 24%	91 26%	171 28%zv	21 30%v	20 27%v	10 46%	1 14%	5 19%	38 14%	14 30%v
Virgin Media (including NTL and Telewest)	229 20%	14 14%	30 24%	79 19%	15 30%	1 6%	97 20%	26 19%	16 23%	7 17%	3 24%	8 24%	57 20%	14 24%	164 21%	64 18%	125 20%	14 20%	15 20%	3 16%	2 31%	5 20%	55 20%	9 19%
TalkTalk/AOL	154 14%	6 6%	11 9%	66 16%a	7 15%	5 24%	58 12%	26 19%	12 17%	9 19%	2 17%	3 9%	34 12%	11 19%	106 13%	48 14%	78 13%	12 17%	11 15%	4 19%	1 14%	3 11%	34 12%	12 27%zpv
EE/Everything Everywhere	40 3%	2 2%	5 4%	15 4%	1 1%	1 6%	15 3%	7 5%	2 3%	2 5%	1 6%	1 2%	10 3%	2 4%	25 3%	14 4%	18 3%	6 9%zp	2 3%	- -	1 11%	1 3%	9 3%	2 5%
Plusnet	28 2%	2 2%	4 3%	9 2%	1 2%	- -	14 3%	2 1%	1 1%	2 5%	- -	3 8%zgl	4 2%	3 4%	16 2%	13 4%	19 3%	1 1%	1 2%	1 4%	- -	- -	6 2%	1 2%
Kingston Communications	12 1%	2 2%	- -	8 2%	- -	- -	9 2%	2 1%	- -	- -	- -	- -	2 1%	- -	10 1%	2 1%	9 1%	2 2%	- -	- -	- -	- -	2 1%	- -
Utility Warehouse	10 1%	1 1%	3 3%c	- -	2 5%z	- -	3 1%	1 1%	2 3%	- -	- -	- -	4 1%	- -	8 1%	2 1%	4 1%	- -	2 3%	- -	- -	- -	4 1%	- -
Post Office	8 1%	- -	- -	2 1%	- -	- -	2 *	- -	- -	1 2%	- -	- -	5 2%z	- -	7 1%	2 *	2 *	- -	- -	1 5%	- -	- -	5 2%zp	- -
O2	6 1%n	- -	- -	3 1%	- -	2 8%	3 1%	- -	2 2%l	1 3%zl	- -	- -	- -	* 1%	1 *	6 2%zn	6 1%	- -	- -	- -	- -	- -	- -	* 1%
Utilities Warehouse	3 *	1 1%	- -	1 *	- -	- -	2 *	- -	- -	- -	- -	- -	1 *	- -	2 *	1 *	2 *	- -	- -	- -	- -	- -	1 *	- -
Orange	3 *	- -	1 1%	1 *	- -	- -	2 *	- -	- -	- -	- -	1 2%zl	- -	- -	3 *	- -	2 *	- -	- -	- -	- -	1 3%	- -	- -
Primus	2 *	- -	- -	2 1%	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	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 79
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)	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)
Weighted Base	1136	99*	124*	410	50*	21**	492	141	71*	45*	12**	33*	285	56*	785	351	615	72*	75*	21**	7**	24**	276	45*
Tesco Telecom	2 *	1 1%	-	-	-	-	1 *	-	-	1 1%	-	1 3%zfg l	-	-	2 *	-	1 *	-	-	1 3%	-	1 5%	-	-
John Lewis	2 *	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	2 *	-	-	-	-	-	-	-	2 1%	-
Fuel Broadband	1 *	-	-	1 *	-	-	-	1 1%	-	-	-	1 2%zfl	-	-	1 *	1 *	1 *	-	-	-	-	1 2%	-	-
Swalec	1 *	-	-	1 *	-	1 3%	1 *	-	1 1%	-	-	-	-	-	1 *	-	1 *	-	1 1%	-	-	-	-	-
Co Op	1 *	1 1%	-	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	1 1%p	-	-	-	-	1 *	-
Zen	1 *	-	-	-	1 2%z	-	-	-	1 1%zf	-	-	-	-	-	1 *	-	-	-	1 1%zp	-	-	-	-	-
Homecall	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	-
SSE	1 *	-	-	-	-	-	-	-	-	1 1%zfl	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-
Vodafone	1 *	-	-	-	1 1%z	-	-	-	1 1%	-	-	-	-	-	1 *	-	-	-	1 1%p	-	-	-	-	-
Other	14 1%	2 2%	3 3%	4 1%	-	-	8 2%	1 1%	-	-	1 8%	1 3%	3 1%	-	8 1%	5 2%	9 1%	-	-	-	1 14%	-	4 1%	-
Don't know	12 1%	2 2%	-	3 1%	-	1 7%	5 1%	-	1 2%	1 2%	-	-	4 2%	-	8 1%	4 1%	8 1%	-	1 2%	-	-	-	2 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 80
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/ LIVING 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)
Unweighted Base	1106	729	197	178	342	14	5	55	715	212	423	189	168	112	166	140	64
Weighted Base	1136	774	188	173	363	14**	5**	66*	719	211	421	205	190	106*	183	149	56*
BT	324 28% ^d	230 30%	45 24%	48 28%	85 23%	1 7%	2 44%	22 34%	222 31% ^{zd}	66 31%	129 31%	57 28%	50 26%	22 20%	48 26%	32 21%	10 18%
Sky	279 25% ^h	191 25%	48 26%	41 24%	114 31% ^{zh}	6 39%	3 56%	13 19%	153 21%	42 20%	95 23%	52 25%	55 29%	34 32% ⁱ	52 28%	54 36% ^z	18 32%
Virgin Media (including NTL and Telewest)	229 20%	144 19%	41 22%	43 25%	63 17%	4 27%	-	14 22%	153 21%	46 22%	84 20%	46 23%	34 18%	18 17%	34 18%	24 16%	10 18%
TalkTalk/AOL	154 14%	105 14%	32 17%	18 10%	57 16%	3 20%	-	7 10%	92 13%	29 14%	58 14%	22 11%	29 15%	15 14%	29 16%	20 14%	11 19%
EE/Everything Everywhere	40 3%	27 3%	6 3%	6 4%	11 3%	-	-	3 5%	26 4%	7 3%	17 4%	6 3%	7 4%	3 3%	6 3%	3 2%	3 4%
Plusnet	28 2%	19 3%	5 3%	4 2%	10 3%	-	-	4 6%	17 2%	6 3%	7 2%	11 5% ^{zjl}	2 1%	4 3%	8 4%	4 2%	-
Kingston Communications	12 1%	8 1%	2 1%	3 2%	6 2%	-	-	1 1%	6 1%	3 1%	3 1%	3 1%	4 2%	-	3 2%	3 2%	-
Utility Warehouse	10 1%	6 1%	-	4 3% ^{zb}	-	-	-	1 1%	9 1%	4 2%	5 1%	1 *	-	-	-	-	-
Post Office	8 1%	6 1%	1 1%	1 1%	-	-	-	-	8 1%	2 1%	4 1%	1 1%	-	-	-	-	-
O2	6 1%	6 1%	*	-	4 1%	-	-	-	3 *	-	3 1%	1 *	2 1%	1 1%	*	2 1%	1 2%
Utilities Warehouse	3 *	2 *	-	1 1%	1 *	-	-	-	2 *	1 *	-	1 1%	-	1 1%	1 *	-	-
Orange	3 *	3 *	-	-	2 *	-	-	1 2%	1 *	-	-	-	1 *	2 2% ^{zj}	-	2 1%	-
Primus	2 *	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 80
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/ LIVING 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)
Weighted Base	1136	774	188	173	363	14**	5**	66*	719	211	421	205	190	106*	183	149	56*
Tesco Telecom	2 *	1 *	2 1%a	-	1 *	-	-	-	1 *	1 1%	-	-	1 *	1 1%	1 *	1 *	-
John Lewis	2 *	2 *	-	-	-	-	-	-	2 *	-	2 *	-	-	-	-	-	-
Fuel Broadband	1 *	1 *	1 *	-	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	-
Swalec	1 *	-	1 1%a	-	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-
Co Op	1 *	1 *	-	1 *	-	-	-	-	1 *	1 *	1 *	-	-	-	-	-	-
Zen	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-
Homecall	1 *	-	-	1 1%	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-
SSE	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	1 *	-
Vodafone	1 *	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-
Other	14 1%	13 2%	1 1%	-	5 1%	-	-	1 1%	9 1%	-	8 2%	1 *	1 1%	4 4%zik	-	3 2%	2 4%zn
Don't know	12 1%	7 1%	2 1%	3 2%	2 *	1 7%	-	-	9 1%	-	4 1%	2 1%	3 2%	2 2%	-	1 1%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 81
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	1106	192	135	185	736	1095	642	635	1038	1028	456	995	773	436	770	252
Weighted Base	1136	195	132	198	747	1125	669	644	1070	1062	487	1031	819	479	817	291
BT	324 28%abf	37 19%	27 21%	53 27%	233 31%zab	320 28%f	157 23%	209 33%zefhi jklmno	302 28%f	305 29%f	128 26%	305 30%zefhi l	224 27%f	134 28%f	236 29%f	76 26%
Sky	279 25%cdg	67 34%zd	40 30%cd	61 31%cd	155 21%	277 25%g	228 34%zeghi klmno	120 19%	270 25%gk	258 24%g	149 31%zeghi klm	249 24%g	208 25%g	129 27%g	199 24%g	74 25%g
Virgin Media (including NTL and Telewest)	229 20%g	37 19%	27 20%	31 16%	161 22%	229 20%g	196 29%zeghi jklmn	103 16%	219 20%g	213 20%g	112 23%g	207 20%g	169 21%g	103 22%g	182 22%zeghi k	72 25%g
TalkTalk/AOL	154 14%fjkn	28 14%	20 16%	31 15%	94 13%	152 13%fjkn	40 6%	117 18%zefhi jklmno	147 14%fjkn	148 14%fjkn	42 9%f	131 13%fj	118 14%fjkno	59 12%fj	97 12%fj	30 10%f
EE/Everything Everywhere	40 3%fj	10 5%c	6 4%c	2 1%	28 4%	39 3%fj	16 2%	30 5%zefhijk n	35 3%j	38 4%fj	10 2%	33 3%j	30 4%fj	17 3%	28 3%j	8 3%
Plusnet	28 2%f	6 3%	2 1%	4 2%	17 2%	28 3%f	3 1%	26 4%zefhij klm	25 2%f	25 2%f	11 2%f	28 3%f	20 2%f	17 3%f	23 3%f	12 4%f
Kingston Communications	12 1%	2 1%	3 2%	3 2%	6 1%	12 1%	8 1%	5 1%	12 1%	12 1%	9 2%gl	12 1%	8 1%	4 1%	11 1%	2 1%
Utility Warehouse	10 1%ef	-	-	-	10 1%	9 1%f	2 *	6 1%	10 1%f	10 1%fl	3 1%	10 1%fl	4 1%	4 1%	6 1%	2 1%
Post Office	8 1%fh	-	-	-	8 1%	8 1%fh	1 *	5 1%	5 *	7 1%fh	2 *	6 1%f	4 1%	1 *	5 1%	2 1%
O2	6 1%	2 1%	* *	4 2%zd	3 *	6 1%	2 *	2 *	6 1%	6 1%	2 *	6 1%	6 1%f	2 *	4 1%	4 1%g
Utilities Warehouse	3 *	-	-	1 *	2 *	3 *	-	2 *	3 *	3 *	1 *	3 *	1 *	1 *	3 *	-
Orange	3 *	-	1 1%	2 1%	1 *	3 *	2 *	1 *	2 *	3 *	2 *	3 *	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 81
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	1136	195	132	198	747	1125	669	644	1070	1062	487	1031	819	479	817	291
Primus	2 *h	1 1%	-	-	1 *	2 *h	-	2 *	1 *	2 *h	-	2 *	1 *	1 *	1 *	-
Tesco Telecom	2 *	1 *	1 *	1 *	1 *	2 *	1 *	-	2 *	2 *	-	2 *	1 *	-	-	-
John Lewis	2 *	-	-	-	2 *	2 *	1 *	1 *	2 *	2 *	-	2 *	-	-	2 *	-
Fuel Broadband	1 *h	-	-	-	1 *	1 *h	1 *	1 *	1 *	1 *h	1 *	1 *	1 *	-	-	-
Swalec	1 *	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Co Op	1 *h	-	-	-	1 *	1 *h	-	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-
Zen	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *
Homecall	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *
SSE	1 *	1 *	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *	1 *	1 *	-	-
Vodafone	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	-
Other	14 1%hi	3 2%	3 3%	4 2%	9 1%	13 1%gi	5 1%	8 1%	11 1%	9 1%	7 1%	14 1%fhi	12 1%fi	5 1%	10 1%	4 1%
Don't know	12 1%gm	2 1%	2 1%	1 *	10 1%	12 1%gm	7 1%gm	2 *	12 1%gm	12 1%gm	6 1%	12 1%gm	7 1%	1 *	6 1%g	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 82
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1106	924	117	18	8	35	4	447	338	313	3	75	79	106	163	163	132	38
Weighted Base	1136	965	115	16**	7**	28*	5**	412	423	290	5**	64*	71*	103*	164	185	159	49*
BT	324 28% ⁱ	270 28%	33 29%	4 23%	2 30%	13 48% ^{zab}	1 28%	147 36% ^{zhi}	117 28% ⁱ	57 20%	-	13 20%	15 21%	21 21%	42 26%	54 29%	58 37% ^{zkml}	20 41% ^{klm}
Sky	279 25% ^g	243 25%	24 21%	5 32%	3 37%	5 19%	-	66 16%	120 28% ^g	90 31% ^{zg}	3 48%	21 33%	16 22%	33 32%	37 23%	48 26%	36 22%	16 32%
Virgin Media (including NTL and Telewest)	229 20%	187 19%	34 29% ^{za}	2 11%	1 11%	4 13%	3 53%	86 21%	87 21%	54 19%	2 34%	10 16%	21 30% ^{zq}	17 17%	36 22%	34 19%	35 22%	4 9%
TalkTalk/AOL	154 14% ^p	135 14%	12 10%	3 20%	2 22%	2 9%	-	54 13%	49 12%	51 18% ^{zh}	-	12 19% ^p	7 9%	13 13%	23 14%	22 12%	12 7%	3 5%
EE/Everything Everywhere	40 3%	35 4%	3 2%	-	-	2 6%	-	19 5%	10 2%	11 4%	-	3 4%	8 11% ^{zopq}	5 5%	8 5%	5 3%	5 3%	-
Plusnet	28 2%	26 3%	3 2%	-	-	-	-	11 3%	12 3%	5 2%	1 17%	1 1%	-	5 5%	3 2%	8 4%	3 2%	5 11% ^{zklnp}
Kingston Communications	12 1%	11 1%	-	-	-	1 3%	-	4 1%	7 2%	2 1%	-	1 1%	1 1%	-	3 2%	1 1%	4 2%	-
Utility Warehouse	10 1%	9 1%	-	1 5%	-	-	-	4 1%	4 1%	2 1%	-	2 3%	-	1 *	2 1%	3 2%	1 1%	-
Post Office	8 1% ^a	4 *	3 3% ^{za}	-	-	1 3% ^{aa}	-	6 1% ^{zi}	2 1%	-	-	-	1 1%	2 1%	2 1%	1 1%	-	-
O2	6 1%	6 1%	*	-	-	-	-	-	4 1%	2 1%	-	-	*	*	-	3 1%	3 2%	-
Utilities Warehouse	3 *	2 *	1 1%	-	-	-	-	2 *	1 *	-	-	-	1 2%	-	1 1%	-	-	-
Orange	3 *	3 *	-	-	-	-	-	1 *	1 *	1 *	-	-	1 1%	-	-	-	1 1%	-
Primus	2 *	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 82
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1136	965	115	16**	7**	28*	5**	412	423	290	5**	64*	71*	103*	164	185	159	49*
Tesco Telecom	2 *	2 *	-	-	-	-	-	-	-	2 1%z	-	-	-	-	-	-	-	-
John Lewis	2 *a	1 *	1 1%a	-	-	-	-	2 *	-	-	-	-	-	-	-	1 1%	-	-
Fuel Broadband	1 *	1 *	-	-	-	-	-	-	-	1 *	-	1 1%	-	-	-	-	-	-
Swalec	1 *	1 *	-	1 4%	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-
Co Op	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-
Zen	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 1%	-
Homecall	1 *	1 *	-	-	-	-	-	-	-	1 *	-	1 1%z	-	-	-	-	-	-
SSE	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-
Vodafone	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	1 1%z	-	-	-	-	-
Other	14 1%	12 1%	1 1%	-	-	-	1 19%	5 1%	4 1%	5 2%	-	-	-	5 5%zp	2 1%	3 2%	-	1 2%
Don't know	12 1%	10 1%	1 1%	1 5%	-	-	-	2 *	5 1%	3 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 83
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	1106	983	119	66	116	92	83	82	43	78	182	93	70	153	48	835	578	480	1058	589	517	1106
Weighted Base	1136	1043	88	77*	100	90*	86*	83*	44*	109*	235	91*	47*	124	48*	916	566	516	1082	583	553	1136
BT	324 28%ef op	302 29%	20 22%	20 26%ef	21 22%ef	5 6%	8 10%	29 35%def	22 51%zcd defim o	25 23%ef	79 34%def o	31 34%ef	26 56%zcd defg jkmno	39 31%ef	16 33%ef	242 26%ef	143 25%	167 32%zpr	310 29%p	153 26%	170 31%	324 28%
Sky	279 25%l	259 25%	20 23%	24 31%l	24 24%	18 20%	24 28%l	20 24%	12 27%	31 29%l	55 23%	18 19%	6 12%	37 30%l	10 21%	226 25%l	144 25%	120 23%	264 24%	144 25%	135 24%	279 25%
Virgin Media (including NTL and Telewest)	229 20%h t	204 20%	23 26%	10 13%	30 30%zcd hijklm o	34 37%zcd ghijkl lmo	29 34%zcd ghijkl mo	15 18%hl	1 2%	23 21%hl	42 18%hl	14 16%chl	1 3%	19 15%hl	12 25%hl	197 22%hl	127 22%	93 18%	220 20%	134 23%ztu	95 17%	229 20%t
TalkTalk/AOL	154 14%	142 14%	12 13%	16 21%	10 10%	10 11%	12 13%	10 12%	5 11%	15 14%	33 14%	15 16%	5 10%	18 14%	6 13%	126 14%	78 14%	68 13%	146 13%	77 13%	77 14%	154 14%
EE/Everything Everywhere	40 3%	34 3%	6 7%	3 4%	5 5%g	4 4%	6 7%gj	- -	2 4%	3 3%	5 2%	2 2%	2 4%	7 6%g	- -	31 3%	22 4%	17 3%	40 4%	19 3%	21 4%	40 3%
Plusnet	28 2%	27 3%	1 1%	- -	5 5%ljm	4 5%	- -	2 2%	1 3%	5 5%	3 1%	2 3%	2 4%	1 1%	2 4%	23 3%	17 3%	11 2%	28 3%	15 3%	13 2%	28 2%
Kingston Communications	12 1%	11 1%	1 1%	- -	- -	12 13%zcd fghijk lmno	- -	- -	- -	- -	- -	- -	- -	- -	- -	12 1%	9 2%	2 *	11 1%	8 1%	4 1%	12 1%
Utility Warehouse	10 1%	10 1%	- -	2 2%	- -	- -	1 1%	1 1%	1 2%	- -	5 2%	1 1%	- -	- -	- -	10 1%	6 1%	5 1%	10 1%	6 1%	5 1%	10 1%
Post Office	8 1%	8 1%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	4 2%	- -	1 2%	1 *	1 2%	6 1%	2 *	6 1%	8 1%	3 1%	5 1%	8 1%
O2	6 1%ps	6 1%	* *	- -	1 1%	- -	- -	1 2%	- -	- -	2 1%	3 3%zo	- -	- -	- -	6 1%	1 *	6 1%	6 1%p	1 *	6 1%	6 1% s
Utilities Warehouse	3 *	3 *	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	2 *	2 *	1 *	3 *	2 *	1 *	3 *
Orange	3 *	2 *	1 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	1 2%zjo	- -	- -	2 *	1 *	2 *	3 *	2 *	1 *	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

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Table 83
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	1136	1043	88	77*	100	90*	86*	83*	44*	109*	235	91*	47*	124	48*	916	566	516	1082	583	553	1136
Primus	2 *	2 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	2 *	-	2 *	2 *	-	2 *	2 *
Tesco Telecom	2 * a	1 *	1 1%za	-	-	-	-	-	-	-	1 *	2 2%zo	-	-	-	2 *	2 *	-	2 *	2 *	-	2 *
John Lewis	2 *	2 *	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	-	2 *	-	2 *	2 *	-	2 *	2 *
Fuel Broadband	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Swalec	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 2%zjo	-	-	-	1 *	-	1 *	1 *	-	1 *
Co Op	1 *	1 *	-	-	-	-	-	-	-	-	-	1 1%	1 1%zo	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Zen	1 *	1 *	-	-	-	-	-	-	-	-	-	1 1%zo	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Homecall	1 *	1 *	-	-	1 1%zo	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
SSE	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%o	-	-	-	1 *	1 *	-	1 *	1 *
Vodafone	1 *	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Other	14 1%	13 1%	1 1%	-	1 1%	1 1%	2 2%	1 1%	-	2 2%	3 1%	-	2 4%zko	1 *	1 2%	10 1%	4 1%	9 2%	13 1%	5 1%	9 2%	14 1%
Don't know	12 1% f	9 1%	3 3%	1 1%	1 1%	-	2 2%	1 2%	-	2 1%	3 1%	2 2%	1 1%	-	-	11 1%	4 1%	3 1%	7 1%	6 1%	6 1%	12 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 84
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1106	385	869	1074	1106	1106	152	1106	529	313	-	1074	32	-	-	359	43	249	138	216	89
Weighted Base	1136	383	916	1103	1136	1136	154	1136	554	351	-**	1103	33**	-**	-**	358	39*	268	146	223	89*
BT	324 28%bchk pqrst	138 36%zb cdefg h	238 26%h	309 28%bh	324 28%bch	324 26%	40 28%bch	324 23%	127 30%h	104 -	-	309 28%	15 46%	-	-	320 89%zpqrst	-	*	-	1 *	3 3%q
Sky	279 25%aopr st	74 19%	250 27%zac deg	274 25%a	279 25%a	279 25%a	48 31%a	279 25%a	193 35%za bcdeg i	89 25%a	-	274 25%	5 16%	-	-	16 4%rs	-	262 98%zoprst	-	-	1 1%
Virgin Media (including NTL and Telewest)	229 20%opqr t	72 19%	185 20%	226 21%	229 20%	229 20%	27 17%	229 20%	169 30%za bcdef gi	72 20%	-	226 21%	3 8%	-	-	5 2%	-	1 *	-	221 99%zopqr t	-
TalkTalk/AOL	154 14%hopq st	47 12%h	128 14%h	151 14%h	154 14%h	154 14%h	22 14%h	154 14%h	34 6%	44 12%h	-	151 14%	4 11%	-	-	4 1%	-	2 1%	145 99%zopqst	-	3 3%st
EE/Everything Everywhere	40 3%hoqrs	12 3%	32 3%h	38 3%h	40 3%h	40 3%h	5 3%	40 3%h	9 2%	11 3%	-	38 3%	2 6%	-	-	1 *	38 98%zoqrs t	-	-	1 *	-
Plusnet	28 2%ahqrs	4 1%	26 3%h	28 3%ah	28 2%ah	28 2%ah	3 2%	28 2%ah	3 1%	11 3%h	-	28 3%	-	-	-	2 *	-	-	-	-	27 30%zopq rs
Kingston Communications	12 1%	3 1%	11 1%	12 1%	12 1%	12 1%	1 1%	12 1%	7 1%	3 1%	-	12 1%	-	-	-	-	-	-	-	-	12 14%zopq rs
Utility Warehouse	10 1%	5 1%	8 1%	10 1%	10 1%	10 1%	-	10 1%	2 *	4 1%	-	10 1%	-	-	-	-	-	-	-	-	10 11%zopq rs
Post Office	8 1%bchk deg	6 2%zbc deg	3 *	6 1%	8 1%bch	8 1%bch	2 2%bh	8 1%bch	1 *	1 *	-	6 1%	2 6%	-	-	-	-	-	-	-	8 9%zoqr s
O2	6 1%	* *	6 1%	6 1%	6 1%	6 1%	-	6 1%	2 *	3 1%	-	6 1%	-	-	-	2 *	-	3 1%	-	-	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 84
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1136	383	916	1103	1136	1136	154	1136	554	351	-**	1103	33**	-**	-**	358	39*	268	146	223	89*
Utilities	3	2	1	3	3	3	-	3	-	2	-	3	-	-	-	-	-	-	-	1	2
Warehouse	*b	1%	*	*b	*b	*b	-	*b	-	1%	-	*	-	-	-	-	-	-	-	*	2%zoq
Orange	3	1	2	3	3	3	-	3	1	-	-	3	-	-	-	1	-	-	-	-	2
	*	*	*	*	*	*	-	*	*	-	-	*	-	-	-	*	-	-	-	-	2%zoqs
Primus	2	1	1	2	2	2	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2
	*	*	*	*	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	3%zoqs
Tesco Telecom	2	1	2	2	2	2	1	2	-	-	-	2	-	-	-	-	1	-	-	-	-
	*	*	*	*	*	*	*	*	-	-	-	*	-	-	-	-	2%oq	-	-	-	-
John Lewis	2	2	-	2	2	2	-	2	1	-	-	2	-	-	-	2	-	-	-	-	-
	*	*	-	*	*	*	-	*	*	-	-	*	-	-	-	*	-	-	-	-	-
Fuel Broadband	1	1	1	1	1	1	1	1	1	1	-	1	-	-	-	-	-	-	-	-	1
	*	*	*	*	*	*	*	*	*	*	-	*	-	-	-	-	-	-	-	-	2%zo
Swalec	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1
	*	*	*	*	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	1%zo
Co Op	1	-	1	1	1	1	-	1	-	1	-	1	1	-	-	-	-	-	-	-	1
	*ck	-	*	*	*c	*c	-	*c	-	*	-	*	2%	-	-	-	-	-	-	-	1%zo
Zen	1	-	1	1	1	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-
	*	-	*	*	*	*	-	*	*	-	-	*	-	-	-	-	-	-	1%	-	-
Homecall	1	-	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	1
	*	-	*	*	*	*	1%	*	-	*	-	*	-	-	-	-	-	-	-	-	1%z
SSE	1	-	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1
	*	-	*	*	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	1%
Vodafone	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	*	*	-	*	-	*	-	-	2%	-	-	-	-	-	-	-	1%
Other	14	6	9	14	14	14	2	14	2	3	-	14	-	-	-	2	-	-	-	-	12
	1%h	2%	1%h	1%h	1%h	1%h	2%	1%h	*	1%	-	1%	-	-	-	1%	-	-	-	-	13%zopq
Don't know	12	9	10	11	12	12	1	12	2	2	-	11	1	-	-	5	-	-	-	-	-
	1%h	2%zcd egh	1%h	1%	1%h	1%h	1%	1%h	*	1%	-	1%	3%	-	-	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/q/r/s/t
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Table 85
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1106	322	260	148	221	144	428	305	200	32	73	45	76	303	32	73	70	48	59	46
Weighted Base	1136	324	279	154	229	138	446	299	203	36**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
BT	324 28%bcd egjklm pqrs	324	-	-	-	-	203	69	203	-	-	-	-	38	4	69	-	-	-	-
		100%zbcde	-	-	-	-	45%zgj klm	23%jkdm	100%zfgjklm	-	-	-	-	12%jkl	12%	100%zpqrs	-	-	-	-
Sky	279 25%acdef hjkloqrs	-	279	-	-	-	36	75	-	36	-	-	-	165	1	-	75	-	-	-
		100%zacde	-	-	-	-	8%hjl	25%fhjkl	-	100%	-	-	-	52%zfg hjl	4%	-	100%zoqrs	-	-	-
Virgin Media (including NTL and Telewest)	229 20%abcef hjlppqs	-	-	-	229	-	48	54	-	-	-	48	-	97	24	-	-	-	54	2
		-	-	-	100%zabce	-	11%hjl	18%fhjl	-	-	-	100%zfhjlm	-	30%zfg hjl	71%	-	-	-	100%zopq s	5%
TalkTalk/AOL	154 14%abdeh klmopr	-	-	154	-	-	84	48	-	-	84	-	-	15	4	-	-	46	-	2
		-	-	100%zabde	-	-	19%zhk lm	16%hkml	-	-	100%zfhgklm	-	-	5%h	11%	-	-	100%zopr s	-	4%
EE/Everything Everywhere	40 3%abcdh m	-	-	-	-	40	19	8	-	-	-	-	19	3	-	-	-	-	-	8
		-	-	-	-	29%zabc d	4%hm	3%h	-	-	-	-	25%zfg jkm	1%	-	-	-	-	-	18%zopqr
Plusnet	28 2%abdhm	-	-	-	-	28	21	5	-	-	-	-	21	-	1	-	-	-	-	5
		-	-	-	-	21%zabc d	5%zhm	2%hm	-	-	-	-	28%zfg jkm	-	2%	-	-	-	-	12%zopqr
Kingston Communications	12 1%	-	-	-	-	12	7	4	-	-	-	-	7	1	-	-	-	-	-	4
		-	-	-	-	9%zabc d	2%	1%	-	-	-	-	10%zfg jkm	*	-	-	-	-	-	9%zopr
Utility Warehouse	10 1%	-	-	-	-	10	7	-	-	-	-	-	7	-	-	-	-	-	-	-
		-	-	-	-	7%zabc d	2%gm	-	-	-	-	-	9%zfg jm	-	-	-	-	-	-	-
Post Office	8 1%	-	-	-	-	8	6	2	-	-	-	-	6	-	-	-	-	-	-	2
		-	-	-	-	6%zabc d	1%	1%	-	-	-	-	9%zfg jm	-	-	-	-	-	-	4%z
O2	6 1%	-	-	-	-	6	-	5	-	-	-	-	-	-	-	-	-	-	-	5
		-	-	-	-	5%zabc d	-	2%zfm	-	-	-	-	-	-	-	-	-	-	-	11%zopqr

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

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Table 85
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1136	324	279	154	229	138	446	299	203	36**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Utilities	3	-	-	-	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	3
Warehouse	*	-	-	-	-	2%zabd	-	1%z	-	-	-	-	-	-	-	-	-	-	-	6%z
Orange	3	-	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
*	*	-	-	-	-	2%zabd	-	1%	-	-	-	-	-	-	-	-	-	-	-	4%z
Primus	2	-	-	-	-	2	2	-	-	-	-	-	2	-	-	-	-	-	-	-
*	*	-	-	-	-	2%zab	1%	-	-	-	-	-	3%zfgm	-	-	-	-	-	-	-
Tesco Telecom	2	-	-	-	-	2	1	1	-	-	-	-	1	-	-	-	-	-	-	1
*	*	-	-	-	-	2%zab	*	*	-	-	-	-	2%zm	-	-	-	-	-	-	3%z
John Lewis	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2
*	*	-	-	-	-	1%z	-	1%	-	-	-	-	-	-	-	-	-	-	-	4%z
Fuel Broadband	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
*	*	-	-	-	-	1%z	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Swalec	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-
*	*	-	-	-	-	1%z	*	-	-	-	-	-	2%zgm	-	-	-	-	-	-	-
Co Op	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-
*	*	-	-	-	-	1%z	*	-	-	-	-	-	2%zgm	-	-	-	-	-	-	-
Zen	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
*	*	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	-	-	-	2%z
Homecall	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-
*	*	-	-	-	-	1%	*	-	-	-	-	-	1%z	-	-	-	-	-	-	-
SSE	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-
*	*	-	-	-	-	*	*	-	-	-	-	-	1%z	-	-	-	-	-	-	-
Vodafone	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
*	*	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-	-	1%z
Other	14	-	-	-	-	14	7	7	-	-	-	-	7	-	-	-	-	-	-	7
1%	1%	-	-	-	-	10%zabc	2%z	2%hm	-	-	-	-	9%zfgm	-	-	-	-	-	-	16%zopqr
Don't know	12	-	-	-	-	-	-	11	-	-	-	-	-	1	-	-	-	-	-	-
1%	1%	-	-	-	-	-	-	4%zfhm	-	-	-	-	-	*	-	-	-	-	-	-

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

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Table 86
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1106	419	403	630	78	224	190	394	4	8	236	834	496	486
Weighted Base	1136	424	414	648	80*	233	198	403	3**	5**	231	869	529	483
BT	324 28%l	134 32%	138 33%zd	206 32%z	17 22%	72 31%	81 41%zabcde	129 32%	1 48%	2 29%	65 28%	251 29%	131 25%	161 33%zl
Sky	279 25%abfgm	80 19%	75 18%	169 26%abf	34 42%zabcef	62 27%abf	28 14%	75 19%	-	2 40%	56 24%	217 25%	141 27%lm	97 20%
Virgin Media (including NTL and Telewest)	229 20%cm	89 21%c	87 21%c	91 14%	14 17%	46 20%c	33 17%	85 21%	-	*	52 22%	168 19%	118 22%	83 17%
TalkTalk/AOL	154 14%e	57 13%e	54 13%	85 13%	10 13%	20 9%	23 12%	53 13%	1 28%	1 10%	31 13%	119 14%	71 13%	69 14%
EE/Everything Everywhere	40 3%	12 3%	13 3%	27 4%	1 1%	6 3%	7 4%	12 3%	1 24%	1 12%	7 3%	31 4%	18 3%	20 4%
Plusnet	28 2%	14 3%	12 3%	23 4%z	1 1%	7 3%	5 3%	14 3%	-	-	6 3%	22 3%	17 3%	9 2%
Kingston Communications	12 1%	6 1%	6 1%	11 2%	-	1 1%	1 1%	6 2%	-	-	-	9 1%	7 1%	5 1%
Utility Warehouse	10 1%	5 1%	3 1%	7 1%	-	2 1%	2 1%	4 1%	-	-	1 *	9 1%	4 1%	5 1%
Post Office	8 1%	7 2%zbc	2 1%	3 *	-	2 1%	1 *	6 2%	-	-	1 *	7 1%	3 1%	5 1%
O2	6 1%k	1 *	1 *	5 1%	* 1%	1 1%	1 1%	1 *	-	-	4 2%zk	2 *	4 1%	3 1%
Utilities Warehouse	3 *	-	1 *	1 *	-	-	-	-	-	-	2 1%	1 *	2 *	1 *
Orange	3 *	1 *	1 *	1 *	1 1%	-	-	1 *	-	-	2 1%	1 *	1 *	2 *
Primus	2 *	1 *	1 *	2 *	-	1 1%	1 1%	1 *	-	-	-	2 *	-	2 1%

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

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Table 86
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1136	424	414	648	80*	233	198	403	3**	5**	231	869	529	483
Tesco Telecom	2*	-	1*	1*	-	-	1	-	-	-	1	1*	2*	1*
John Lewis	2*	2*	2*	1*	-	1*	1	2*	-	-	1*	1*	-	2*
Fuel Broadband	1*	1*	-	1*	-	-	-	1*	-	-	-	1*	1*	-
Swalec	1*	1*	1*	1*	-	1*	1*	1*	-	-	-	1*	1*	1*
Co Op	1*	1*	1*	1*	-	1*	-	1*	-	-	1*	1*	-	1*
Zen	1*	1*	1*	1*	-	1*	-	1*	-	-	-	1*	-	1*
Homecall	1*	-	-	1*	-	-	-	-	-	-	-	1*	1*	-
SSE	1*	1*	1*	1*	-	1*	-	1*	-	-	1*	-	-	1*
Vodafone	1*	1*	-	-	-	-	-	1*	-	-	-	1*	-	1*
Other	14 1%	6 1%	7 2%	7 1%	-	3 1%	4 2%	6 1%	-	-	-	13 1%	6 1%	7 1%
Don't know	12 1%	4 1%	8 2% ^c	4 1%	2 2%	4 2%	6 3% ^{zac}	4 1%	-	-	1*	9 1%	3*	6 1%

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

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Table 87
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1106	182	65	73	99	234	60	54	55	919	106	81
Weighted Base	1136	178	66*	72*	108*	236	59*	66*	53*	965	102*	69*
BT	324 28%	58 32%	25 37%	23 32%	29 26%	86 36%zh	17 29%	25 38%	10 19%	272 28%	25 24%	27 40%zij
Sky	279 25%ae	26 15%	10 16%	15 21%	28 26%a	36 15%	14 23%	10 15%	16 31%e	245 25%	18 18%	16 24%
Virgin Media (including NTL and Telewest)	229 20%k	37 21%	10 15%	15 21%	27 25%	49 21%	11 19%	15 23%	11 21%	195 20%k	28 28%k	5 7%
TalkTalk/AOL	154 14%	29 16%	5 8%	10 14%	13 12%	33 14%	5 9%	6 9%	9 17%	132 14%	12 12%	10 15%
EE/Everything Everywhere	40 3%	6 3%	3 4%	1 2%	3 3%	6 3%	5 8%	- -	2 4%	33 3%	3 3%	3 5%
Plusnet	28 2%	6 4%	4 6%	2 2%	2 2%	6 3%	- -	3 4%	3 6%	26 3%	2 2%	- -
Kingston Communications	12 1%	2 1%	1 2%	- -	3 3%	4 1%	3 4%z	- -	- -	8 1%	3 3%i	1 1%
Utility Warehouse	10 1%	3 2%	1 1%	- -	1 1%	2 1%	- -	1 2%	- -	9 1%	- -	1 1%
Post Office	8 1%i	3 2%	2 3%z	2 3%z	- -	1 *	- -	1 2%	- -	3 *	4 4%zi	1 1%
O2	6 1%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	6 1%	* *	- -
Utilities Warehouse	3 *	- -	- -	- -	- -	1 *	- -	- -	- -	2 *	- -	1 1%
Orange	3 *	1 *	- -	- -	- -	1 *	- -	- -	- -	3 *	- -	- -
Primus	2 *	- -	1 2%z	- -	- -	- -	1 2%ze	- -	- -	2 *	- -	- -

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

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Table 87
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1136	178	66*	72*	108*	236	59*	66*	53*	965	102*	69*
Tesco Telecom	2 *	-	-	-	-	-	-	1 1%	-	2 *	1 1%	-
John Lewis	2 *i	1 1%	-	-	1 *	1 *	1 1%	-	-	1 *	1 1%zi	-
Fuel Broadband	1 *	-	-	1 1%	-	-	-	-	-	1 *	-	-
Swalec	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	1 1%
Co Op	1 *	-	1 1%	-	-	-	1 1%	-	-	1 *	-	-
Zen	1 *	1 1%	-	-	-	1 *	-	-	-	1 *	-	-
Homecall	1 *	-	-	-	-	-	-	-	-	1 *	-	-
SSE	1 *	-	-	1 1%z	-	1 *	-	-	-	1 *	-	-
Vodafone	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	-
Other	14 1%	2 1%	3 5%zd	-	-	6 3%	1 1%	-	-	12 1%	1 1%	1 1%
Don't know	12 1%j	-	-	3 4%za	2 1%	1 *	1 2%	4 7%ze	1 1%	7 1%	3 3%zi	2 2%

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

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Table 88
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1106	185	114	484	81	83	149
Weighted Base	1136	168	117*	514	84*	89*	154
BT	324 28%	43 26%	35 30%	152 30%	23 27%	38 42%zacf	34 22%
Sky	279 25%b	34 20%	14 12%	143 28%b	26 31%b	17 19%	45 29%b
Virgin Media (including NTL and Telewest)	229 20%c	43 26%c	35 30%zc	71 14%	24 28%c	16 18%	37 24%c
TalkTalk/AOL	154 14%	25 15%	18 16%	72 14%	6 7%	8 9%	21 14%
EE/Everything Everywhere	40 3%	7 4%	3 3%	22 4%	3 4%	1 1%	3 2%
Plusnet	28 2%	4 2%	1 *	19 4%	2 2%	2 3%	1 1%
Kingston Communications	12 1%	1 *	1 1%	9 2%	- -	- -	2 1%
Utility Warehouse	10 1%	1 1%	- -	6 1%	- -	1 1%	2 2%
Post Office	8 1%	5 3%zc	1 1%	1 *	- -	- -	1 1%
O2	6 1%	- -	- -	4 1%	- -	- -	2 1%
Utilities Warehouse	3 *	- -	1 1%	1 *	- -	- -	1 1%
Orange	3 *	- -	1 1%	1 *	- -	- -	1 1%
Primus	2 *	- -	- -	2 *	- -	- -	- -
Tesco Telecom	2 *	- -	1 1%	1 *	- -	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 88
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1136	168	117*	514	84*	89*	154
John Lewis	2 *	1 *	-	-	-	1 1%zc	-
Fuel Broadband	1 *	1 *	-	1 *	-	-	-
Swalec	1 *	-	-	1 *	1 1%	-	-
Co Op	1 *	1 *	-	-	-	-	1 *
Zen	1 *	1 1%	-	-	-	-	-
Homecall	1 *	-	-	1 *	-	-	-
SSE	1 *	-	-	1 *	-	-	-
Vodafone	1 *	1 *	-	-	-	-	-
Other	14 1%	1 1%	3 3%	7 1%	-	1 1%	1 1%
Don't know	12 1% ^c	1 *	3 3% ^c	-	-	4 4%zac	2 1% ^c

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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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Good/better deal overall	284 21%ijn	131 20%	153 22%	-	12 34%zij n	42 22%jn	53 22%jn	58 22%jn	64 27%zij n	39 16%	16 11%	12 33%ijn	95 22%jn	122 24%zij n	55 14%	87 21%	67 18%	68 24%	63 20%	70 22%	118 21%	83 20%
Price of overall calls package	226 17%j	105 16%	122 18%	1 66%	9 26%j	35 19%j	39 16%j	52 20%j	36 15%j	44 18%jn	9 7%	10 28%jn	74 17%j	89 18%j	53 14%j	60 15%	55 15%	52 19%	59 19%	53 17%	96 17%	66 16%
Historical reasons/always used them	197 15%def kls	99 15%	98 14%	-	1 3%	11 6%	23 10%	33 13%e	37 16%dek l	48 20%zde fgklm	44 31%zdef ghiklmn	1 3%	34 8%	70 14%ekl	92 24%zd efghi klm	68 17%	54 15%	38 14%	37 12%	22 7%	74 13% s	96 23%zst
Reliable service	189 14%	92 14%	97 14%	1 66%	5 14%	28 15%	41 17%	37 14%	28 12%	31 13%	18 13%	6 17% d	69 16%	65 13%	49 13%	58 14%	62 17% zq	28 10%	41 13%	50 16%	76 14%	54 13%
Paid for as part of a bundled package	158 12%bin s	95 14%zb	62 9%	1 66%	5 14%j	21 11%j	35 14%jn	36 14%jn	30 13%j	24 10%	6 4%	6 17% dj	56 13%jn	66 13%jn	30 8%j	41 10%	44 12%	40 14%	33 11%	27 8%	81 15% zsu	38 9%
No reason to change	119 9%	61 9%	58 8%	1 66%	2 5%	10 5%	23 9%	15 6%	19 8%	31 13% zeg lm	18 13% egm	3 8% d	32 7%	34 7%	49 13% lm	28 7%	30 8%	21 8%	39 13% zoq	28 9%	41 7%	36 9%
Well-known and trusted brand	113 8%	59 9%	54 8%	1 66%	4 12%	16 8%	16 7%	21 8%	21 9%	22 9%	12 9%	5 14% d	32 7%	42 8%	34 9%	32 8%	26 7%	27 9%	28 9%	25 8%	43 8%	39 10%
Friends and family use them	78 6% m	39 6%	40 6%	-	2 6%	19 10% z fgh m	10 4%	9 3%	8 4%	11 5%	18 13% z fgh ilmn	2 6%	29 7% f	18 4%	30 8% gim	16 4%	23 6%	15 5%	24 8% o	19 6%	27 5%	27 7%
Quality of customer service	76 6% t	43 6%	34 5%	1 66%	1 2%	7 4%	18 7%	16 6%	11 5%	18 7%	4 3%	2 5% d	26 6%	26 5%	22 6%	15 4%	28 8% zo	14 5%	20 6%	20 6% t	17 3%	36 9% zt
Other suppliers are more expensive	71 5%	34 5%	38 5%	-	2 5%	10 5%	11 5%	18 7%	9 4%	15 6%	6 4%	2 5%	21 5%	27 5%	21 6%	25 6%	18 5%	12 4%	16 5%	15 5%	30 5%	22 5%
Quality of line/calls	67 5% in	39 6%	28 4%	1 66%	4 10% in	10 5%	16 7% in	18 7% in	9 4%	5 2%	5 3%	5 13% zdhi jn	26 6% in	27 5% in	9 2%	17 4%	17 5%	14 5%	20 7%	13 4%	21 4%	28 7%
Provided free as part of bundled package	67 5%	29 4%	38 5%	-	2 6%	11 6%	11 5%	13 5%	8 4%	16 7%	5 3%	2 5%	23 5%	21 4%	21 5%	17 4%	24 7% q	8 3%	17 6%	14 4%	35 6%	13 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
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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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Too much hassle to change	64 5%t	29 4%	35 5%	-	1 3%	16 8%zflm	6 3%	11 4%	8 4%	11 5%	10 7%f	1 3%	23 5%f	19 4%	21 6%	18 5%	15 4%	17 6%	14 4%	15 5%	16 3%	30 7%zt
Price of calls to mobile phones	41 3%	24 4%	17 2%	-	2 5%	5 3%	5 2%	8 3%	10 4%	9 4%	2 1%	2 5%	9 2%	18 4%	11 3%	9 2%	10 3%	11 4%	11 3%	10 3%	18 3%	12 3%
Unlimited anytime calls to UK landlines	37 3%	16 2%	21 3%	-	1 2%	5 2%	3 1%	8 3%	6 3%	12 5%zfl	3 2%	1 2%	8 2%	14 3%	15 4%	9 2%	11 3%	5 2%	12 4%	6 2%	15 3%	13 3%
Unlimited weekend calls to UK landlines	36 3%	16 2%	20 3%	-	-	2 1%	5 2%	14 5%zeln	8 3%	5 2%	3 2%	-	7 2%	22 4%zl	7 2%	8 2%	5 1%	8 3%	15 5%zop	8 3%	13 2%	12 3%
Unlimited evening and weekend calls to UK landlines	32 2%	18 3%	14 2%	1 66%	-	5 2%	7 3%	5 2%	7 3%	6 3%	1 1%	1 3%	11 3%	12 2%	7 2%	9 2%	7 2%	2 1%	13 4%zq	7 2%	12 2%	9 2%
Price of international calls	31 2%bu	22 3%zb	9 1%	-	-	9 5%zjn	6 2%	7 3%	4 2%	5 2%	* *	-	15 3%	11 2%	5 1%	10 3%	6 2%	8 3%	7 2%	9 3%	15 3%	4 1%
Other suppliers have worse customer service	31 2%	12 2%	19 3%	-	-	3 2%	10 4%	5 2%	5 2%	7 3%	1 1%	-	13 3%	10 2%	8 2%	12 3%	12 3%	4 1%	4 1%	4 1%	12 2%	11 3%
There was no choice / lack of providers in the area	25 2%t	15 2%	10 1%	-	1 2%	2 1%	7 3%	4 2%	5 2%	3 1%	2 2%	1 2%	9 2%	9 2%	6 1%	7 2%	8 2%	4 2%	5 2%	16 5%ztu	3 1%	5 1%
Other suppliers have worse line/ call quality	20 1%	6 1%	13 2%	-	-	1 1%	3 1%	7 3%	6 3%	2 1%	1 1%	-	4 1%	13 3%zn	2 1%	9 2%	5 1%	3 1%	3 1%	2 1%	7 1%	11 3%zs
To get broadband / better broadband	14 1%n	10 2%	4 1%	-	-	-	8 3%zeijn	4 2%	2 1%	1 *	-	-	8 2%n	6 1%	1 *	10 2%zr	2 1%	1 *	1 *	1 *	8 1%	5 1%
Not aware of other suppliers	13 1%	6 1%	7 1%	-	3 9%zefg hilmn	2 1%	* *	1 *	1 1%	2 1%	4 2%fgm	3 9%zefg hilmn	3 1%	2 *	5 1%	3 1%	3 1%	1 *	6 2%zq	2 1%	3 1%	6 2%
To get TV / the TV package / better quality TV	12 1%n	6 1%	6 1%	-	-	-	3 1%	4 2%	4 2%	-	1 *	-	3 1%	8 2%n	1 *	1 *	6 2%	4 1%	1 *	2 1%	8 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 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
To get high speed / faster broadband	12 1%	6 1%	6 1%	- -	- -	3 2%	- -	1 *	7 3%ztgjn	1 *	- -	- -	3 1%	7 1%g	1 *	9 2%zp	- -	2 1%	1 *	1 *	3 1%	7 2%z
Offer internet calling/ VOIP	9 1%	5 1%	4 1%	- -	- -	2 1%	4 2%	1 *	2 1%	1 *	- -	- -	6 1%	2 *	1 *	3 1%	2 1%	3 1%	1 *	3 1%	3 1%	2 *
It was the best package / good package / has other extras thrown in	8 1%	4 1%	4 1%	- -	- -	- -	- -	3 1%	2 1%	2 1%	- -	- -	- -	5 1%	2 1%	5 1%	* *	2 1%	- -	2 1%	1 *	5 1%
It was easiest / more convenient	7 1%	2 *	5 1%	- -	- -	2 1%	3 1%	1 *	- -	2 1%	- -	- -	4 1%	1 *	2 1%	4 1%	3 1%	1 *	- -	- -	5 1%	2 1%
The decision was made by someone else in the family household	7 1%	2 *	5 1%	- -	1 3%l	* *	1 *	2 1%	1 *	1 *	2 1%	1 3%l	1 *	3 1%	2 1%	2 *	2 *	1 *	3 1%	1 *	5 1%	2 *
I prefer not to have a dish on the side of the house	7 1%	3 *	4 1%	- -	- -	- -	1 *	- -	2 1%	4 2%z	- -	- -	1 *	2 *	4 1%	3 1%	- -	3 1%	1 *	1 *	6 1%	- -
Previous supplier was problematic / unhappy with previous supplier	7 *	2 *	5 1%	- -	- -	1 1%	- -	1 *	3 1%	1 1%	1 1%	- -	1 *	4 1%	2 1%	1 *	3 1%	2 1%	1 *	1 *	2 *	2 *
I work for them / friend / family member works for them	6 *	2 *	5 1%	- -	- -	2 1%	1 1%	1 *	- -	- -	3 2%zhim	- -	3 1%	1 *	3 1%	3 1%	2 *	1 *	1 *	1 *	6 1%	- -
Word of mouth / went on a recommendation / review	5 *	1 *	5 1%	- -	- -	- -	2 1%	- -	1 *	2 1%	- -	- -	2 1%	1 *	2 1%	2 1%	3 1%	1 *	- -	1 *	1 *	4 1%
To get sports / BT Sport / better sports package	5 *	3 *	2 *	- -	- -	- -	4 2%zm	- -	- -	2 1%	- -	- -	4 1%	- -	2 *	3 1%	1 *	1 *	- -	1 *	1 *	4 1%
They contacted me / I was approached by a salesman	5 *	3 *	3 *	- -	- -	1 1%	- -	- -	1 *	3 1%	1 *	- -	1 *	1 *	3 1%	3 1%	1 *	- -	2 1%	- -	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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Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
For work / need it for the business	5*	3*	2*	-	-	21%	11%	21%	1*	-	-	-	31%	2*	-	51%z	-	-	-	-	2*	41%
Previous supplier was taken over / bought out	5*	2*	3*	-	-	-	-	31%zl	-	1*	1*	-	-	31%	2*	31%	2*	-	1*	31%	2*	1*
To get everything we want / need / the whole package from one supplier	4*	1*	41%	-	-	11%	1*	-	21%	-	1*	-	2*	2*	1*	31%	-	-	1*	-	41%	-
They were laying cable / connected me up	4*	41%	-	-	-	-	-	11%	21%	1*	-	-	-	31%	1*	31%	-	1*	-	21%	1*	1*
To get 4g / faster / better internet	4*	1*	2*	-	-	1*	21%	1*	1*	-	-	-	2*	1*	-	1*	1*	-	21%	1*	2*	-
I prefer British call centre / no overseas call centres	3*	1*	3*	-	-	11%	-	-	-	21%lm	-	-	1*	-	21%	21%	1*	-	-	1*	2*	1*
I need it for emergencies / medical reasons / linked to alarm system	3*	1*	2*	-	-	-	-	-	-	21%	11%	-	-	-	31%z	1*	21%	-	-	-	-	31%
I prefer their billing / how they do their bills	3*	1*	2*	-	-	11%	1*	1*	-	-	-	-	2*	1*	-	1*	-	1*	1*	-	2*	1*
To get unlimited downloads	3*	3*	-	-	-	-	1*	-	21%	-	-	-	1*	2*	-	2*	1*	-	-	1*	-	2*
No real reason / just went with them	2*	2*	* *	-	* 1%	-	-	-	1*	1*	-	* 1%	-	1*	1*	-	1*	1*	-	2*	* *	-
To get international calls / international service	2*	1*	1*	-	-	1*	-	1*	-	-	-	-	1*	1*	-	-	-	1*	1*	-	-	1*

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Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Other	14 1%	6 1%	9 1%	-	1 2%	1 1%	3 1%	2 1%	2 1%	4 2%	2 1%	1 2%	4 1%	4 1%	6 2%	3 1%	4 1%	2 1%	5 2%	3 1%	8 1%	3 1%
Price related items [NET]	395 29%jp	194 29%	201 29%	1 66%	11 31%j	61 32%j	67 27%j	91 35%jn	66 28%j	76 31%jn	22 16%	12 32%j	128 29%j	157 32%j	98 25%j	108 27%	92 25%	85 30%	110 36%zo p	92 29%	167 30%	114 28%
Don't know	13 1%	6 1%	7 1%	1 34%	2 5%zfgi jmn	3 1%	3 1%	-	3 1%	1 *	1 1%	3 7%zfg ijlmn	5 1%	3 1%	2 *	5 1%	5 1%	1 *	2 1%	9 3%ztu	2 *	2 *
None of these	2 *	2 *	-	-	-	1 1%	1 *	-	-	-	-	-	2 *	-	-	2 1%	-	-	-	2 1%	-	-

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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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Good/better deal overall	284 21%lv	29 27%	39 29%z	93 21%	11 19%	3 11%	111 21%l	51 32%zf hl	13 17%	13 25%l	5 35%	11 29%l	60 15%	20 30%l	196 20%	88 23%	154 23%v	25 28%v	13 16%	6 22%	3 33%	9 33%	58 14%	16 31%v
Price of overall calls package	226 17%lv	11 10%	21 15%	98 22%za	11 19%	3 14%	97 18%l	32 20%l	14 17%	11 20%	2 13%	6 15%	53 13%	11 17%	152 16%	74 19%	121 18%v	16 18%	15 18%	5 19%	2 24%	4 15%	53 13%	10 19%
Historical reasons/always used them	197 15%cf ip	10 10%	19 14%	49 11%	7 13%	3 11%	53 10%	24 15%	10 12%	3 5%	- -	2 5%	96 23%zf ghik	9 13%	149 15%	48 12%	65 10%	16 18%p	14 17%	3 10%	- -	1 4%	92 23%zp	6 11%
Reliable service	189 14%	18 17%	21 16%	69 15%	3 6%	2 8%	87 16%h	22 14%	5 7%	7 13%	1 9%	7 18%	48 12%	12 18%	141 15%	48 12%	101 15%	10 11%	12 14%	3 9%	- -	5 19%	51 13%	8 14%
Paid for as part of a bundled package	158 12%lv	13 13%	17 13%	62 14%	10 17%	4 16%	72 13%l	21 13%	13 17%l	7 12%	2 11%	6 16%	30 7%	8 12%	112 12%	45 12%	88 13%v	13 14%	11 13%	5 17%	2 20%	5 17%	31 8%	3 6%
No reason to change	119 9%bp	6 6%	4 3%	35 8%	1 2%	2 7%	36 7%	10 6%	3 3%	5 10%	1 6%	5 12%	51 12%zf h	9 13%h	86 9%	33 8%	45 7%	8 8%	4 4%	4 13%	- -	3 11%	46 11%zcp	9 17%zpr
Well-known and trusted brand	113 8%g	8 8%	7 5%	34 7%	3 6%	3 12%	43 8%	6 4%	6 8%	2 3%	- -	5 14%g	43 11%zg	7 11%g	80 8%	33 8%	48 7%	4 5%	8 10%	2 6%	- -	3 11%	40 10%	7 13%
Friends and family use them	78 6%	1 1%	2 2%	29 6%	1 2%	1 4%	26 5%	7 4%	2 3%	3 6%	2 11%	3 8%	29 7%	6 9%	58 6%	20 5%	32 5%	6 7%	2 3%	2 6%	1 8%	3 12%	28 7%	5 9%
Quality of customer service	76 6%	6 6%	4 3%	24 5%	5 8%	4 17%	27 5%	7 4%	9 11%	1 2%	2 11%	1 3%	23 5%	7 11%	59 6%	17 4%	35 5%	3 4%	9 10%	* 2%	1 8%	1 4%	23 6%	5 9%
Other suppliers are more expensive	71 5%	8 8%	8 6%	19 4%	6 10%	1 2%	25 5%	10 7%	6 8%	5 8%	* 2%	2 6%	17 4%	5 8%	54 6%	17 4%	37 6%	6 6%	6 8%	1 3%	* 3%	- -	17 4%	4 8%
Quality of line/calls	67 5%lv	10 9%	8 6%	28 6%	1 2%	1 4%	35 7%l	11 7%l	2 2%	2 4%	1 6%	3 7%	8 2%	4 6%	49 5%	18 5%	43 7%zv	7 7%v	2 2%	1 4%	- -	2 7%	8 2%	3 7%
Provided free as part of bundled package	67 5%q	6 5%	6 4%	15 3%	2 4%	3 12%	23 4%	3 2%	5 6%	5 10%g	2 13%	2 6%	21 5%	5 7%	47 5%	20 5%	32 5%	- -	5 6%q	3 9%	1 12%	2 8%	20 5%q	4 7%q

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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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Too much hassle to change	64 5% ^f	4 4%	7 5%	14 3%	3 6%	3 12%	16 3%	9 6%	6 8%	3 6%	3 20%	4 11% ^{fm}	22 5%	1 1%	43 4%	21 5%	24 4%	4 4%	4 5%	3 11%	2 24%	3 12%	22 5%	2 3%
Price of calls to mobile phones	41 3%	6 5%	2 2%	13 3%	2 4%	1 4%	17 3%	4 3%	3 4%	1 2%	- 3%	1 3%	11 3%	4 6%	31 3%	10 3%	19 3%	5 5%	2 2%	1 3%	- 5%	1 3%	11 3%	2 4%
Unlimited anytime calls to UK landlines	37 3%	- -	2 2%	13 3%	1 1%	1 4%	10 2%	5 3%	2 2%	2 4%	1 7%	* 1%	13 3%	3 4%	29 3%	8 2%	16 2%	3 3%	2 2%	1 4%	- -	* 1%	13 3%	2 4%
Unlimited weekend calls to UK landlines	36 3% ⁿ	3 3%	- -	9 2%	3 5%	- -	9 2%	3 2%	3 3%	4 8% ^{zfg}	1 7%	4 9% ^{zfg}	13 3%	- -	19 2%	17 4% ^{zn}	14 2%	2 2%	3 3%	1 2%	- -	4 12%	13 3%	- -
Unlimited evening and weekend calls to UK landlines	32 2%	3 3%	- -	12 3%	2 4%	- -	13 2%	3 2%	2 3%	3 5%	- -	2 6%	8 2%	2 3%	21 2%	11 3%	16 2%	2 2%	2 3%	2 6%	- -	2 8%	6 2%	2 3%
Price of international calls	31 2%	4 4%	3 2%	12 3%	3 5%	- -	14 3%	4 2%	3 3%	4 7% ^z	- -	* 1%	5 1%	1 1%	24 2%	7 2%	19 3%	3 3%	1 1%	2 5%	- -	* 1%	5 1%	1 1%
Other suppliers have worse customer service	31 2%	1 1%	5 3%	7 1%	7 13% ^z	- -	10 2%	2 1%	7 9% ^{zfg}	1 2%	- -	- -	8 2%	2 4%	26 3%	5 1%	10 2%	2 2%	8 10% ^{zpv}	1 4%	- -	- -	8 2%	2 4%
There was no choice / lack of providers in the area	25 2%	2 2%	1 1%	11 2%	3 6% ^z	- -	12 2%	3 2%	3 4%	1 1%	- -	- -	6 2%	- -	20 2%	5 1%	13 2%	2 2%	3 4%	1 2%	- -	- -	6 2%	- -
Other suppliers have worse line/ call quality	20 1%	- -	3 2%	6 1%	3 6% ^z	2 7%	5 1%	5 3%	5 6% ^{zfl}	1 1%	- -	- -	3 1%	1 2%	14 1%	6 1%	9 1%	1 1%	5 6% ^{zpv}	1 3%	- -	- -	3 1%	1 3%
To get broadband / better broadband	14 1% ^v	3 3%	3 2%	3 1%	1 2%	- -	9 2%	- -	1 2%	- -	1 5%	- -	2 *	2 3% ^{gl}	10 1%	4 1%	11 2% ^v	1 1%	- -	- -	- -	- -	1 *	2 4% ^v
Not aware of other suppliers	13 1%	3 3%	1 1%	3 1%	- -	- -	4 1%	4 2%	- -	- -	- -	- -	5 1%	* 1%	8 1%	5 1%	6 1%	1 1%	- -	- -	- -	- -	6 2%	* 1%

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To get TV / the TV package / better quality TV	12 1%	-	1 1%	7 2%	-	-	6 1%	2 1%	-	1 1%	-	-	3 1%	-	7 1%	5 1%	8 1%	1 1%	-	-	-	-	3 1%	-
To get high speed / faster broadband	12 1%	-	2 2%	6 1%	1 2%	1 5%	8 2%	-	3 3%gl	-	-	-	1 *	-	12 1%o	-	8 1%	-	3 3%v	-	-	-	1 *	-
Offer internet calling/ VOIP	9 1%	-	-	5 1%	-	-	5 1%	* *	-	2 4%zl	-	* 1%	1 *	-	6 1%	3 1%	6 1%	* 1%	-	1 4%	-	* 1%	1 *	-
It was the best package / good package / has other extras thrown in	8 1%	-	2 1%	2 1%	1 2%	-	4 1%	-	1 1%	-	-	-	2 1%	-	5 *	3 1%	4 1%	-	1 1%	-	-	-	2 1%	-
It was easiest / more convenient	7 1%	-	-	4 1%	-	-	3 1%	1 *	-	1 2%	-	-	2 1%	-	3 *	4 1%	4 1%	1 1%	-	-	-	-	2 1%	-
The decision was made by someone else in the family / household	7 1%	-	-	3 1%	-	-	2 *	1 *	-	* 1%	-	-	2 1%	1 2%	5 *	2 1%	3 *	1 1%	-	-	-	-	2 1%	1 3%z
I prefer not to have a dish on the side of the house	7 1%	2 2%c	1 1%	-	-	-	1 *	2 1%	-	-	-	-	4 1%	-	6 1%	1 *	1 *	2 2%zp	-	-	-	-	4 1%	-
Previous supplier was problematic / unhappy with previous supplier	7 *	-	-	1 *	-	-	-	1 1%	-	-	-	-	5 1%zf	1 2%fl	3 *	4 1%	1 *	-	-	-	-	-	5 1%zp	1 2%p
I work for them / friend / family member works for them	6 *	-	-	1 *	-	-	1 *	-	-	3 6%zfg hl	-	-	3 1%	-	3 *	3 1%	4 1%	-	-	-	-	-	3 1%	-
Word of mouth / went on a recommendation / review	5 *	-	-	1 *	1 2%z	-	-	1 1%	1 2%fl	-	-	-	3 1%	-	5 *	1 *	-	1 1%p	2 3%zp	-	-	-	2 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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Table 90

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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
To get sports / BT Sport / better sports package	5*	1 1%	2 1%	1 *	-	-	3 *	1 1%	-	-	-	-	1 *	1 2%	3 *	2 1%	4 1%	1 1%	-	-	-	-	1 *	-
They contacted me / I was approached by a salesman	5*	-	-	-	-	-	-	-	-	-	-	1 3%zfg	4 1%zf	-	4 *	1 *	-	-	1 1%p	-	-	1 4%	3 1%p	-
For work / need it for the business	5*	-	2 1%c	-	3 5%z	-	2 *	-	3 4%zfg l	-	-	-	1 *	-	3 *	2 1%	2 *	-	4 4%zpv	-	-	-	-	-
Previous supplier was taken over / bought out	5*	-	1 1%	3 1%	-	-	3 1%	-	-	-	-	-	2 *	-	2 *	3 1%	3 1%	-	-	-	-	-	2 *	-
To get everything we want / need / the whole package from one supplier	4*	1 1%	-	1 *	-	-	1 *	1 *	-	-	-	-	2 1%	-	3 *	1 *	2 *	-	-	-	-	-	2 1%	-
They were laying cable / connected me up	4*	-	1 1%	-	-	-	1 *	-	-	-	-	-	3 1%	-	4 *	-	1 *	-	-	-	-	-	3 1%	-
To get 4g / faster / better internet	4*	-	-	1 *	-	-	1 *	-	-	2 3%zfg l	-	-	1 *	-	1 *	2 1%	2 *	-	1 1%	1 2%	-	-	-	-
I prefer British call centre / no overseas call centres	3*	-	-	1 *	-	-	1 *	-	-	-	-	-	2 1%	-	3 *	-	1 *	-	-	-	-	-	2 1%	-
I need it for emergencies / medical reasons / linked to alarm system	3*	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	3 *	-	-	-	-	-	-	-	3 1%zp	-
I prefer their billing / how they do their bills	3*	-	-	2 *	-	-	2 *	-	-	-	-	1 2%zl	-	-	3 *	-	2 *	-	-	-	-	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
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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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
To get unlimited downloads	3*	-	-	1	2	-	1	-	2	-	-	-	-	-	3	-	1	-	2	-	-	-	-	-
		-	-	*	3%z	-	*	-	2%zfl	-	-	-	-	-	*	-	*	-	2%zpv	-	-	-	-	-
No real reason / just went with them	2*	-	-	1	-	-	1	-	-	-	*	-	1	-	2	-	1	-	-	-	*	-	1	-
		-	-	*	-	-	*	-	-	-	2%	-	*	-	*	-	*	-	-	-	3%	-	*	-
To get international calls / international service	2*	-	-	-	-	-	-	-	-	1	-	1	-	-	1	1	1	-	-	-	-	1	-	-
		-	-	-	-	-	-	-	-	2%zfl	-	2%zfl	-	-	*	*	*	-	-	-	-	2%	-	-
Other	14	2	2	3	-	1	5	2	1	-	-	1	3	2	11	4	5	3	-	-	-	-	4	2
	1%	2%	2%	1%	-	5%	1%	1%	2%	-	-	2%	1%	3%	1%	1%	1%	4%zp	-	-	-	-	1%	4%p
Price related items [NET]	395	27	32	151	22	3	158	52	25	19	3	12	103	22	281	114	199	31	25	7	2	10	101	20
	29%lv	25%	24%	33%z	39%	14%	30%	33%	32%	35%	23%	32%	25%	34%	29%	29%	30%	34%	30%	27%	27%	35%	25%	38%
Don't know	13	2	-	4	1	3	6	-	4	-	1	-	2	-	8	5	7	-	4	-	1	-	2	-
	1%	2%	-	1%	1%	14%	1%	-	5%zfg	-	8%	-	*	-	1%	1%	1%	-	5%zpv	-	8%	-	*	-
									l															
None of these	2	1	-	1	-	-	2	-	-	-	-	-	-	-	1	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
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BASE: All landline bill payers

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		MAR/ LIVING 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 UNDER 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Good/better deal overall	284 21% ^c	190 22% ^c	55 25% ^c	38 15%	93 23%	4 24%	3 53%	24 36% ^{zdh}	175 20%	54 17%	114 24% ^{ik}	36 16%	51 24%	27 22%	41 21%	40 25%	16 24%
Price of overall calls package	226 17% ⁱ	157 18%	29 13%	41 16%	80 20% ^g	1 5%	-	4 6%	145 16%	37 12%	82 17%	47 21% ⁱ	37 18%	23 19%	48 24% ^z	29 18%	10 15%
Historical reasons/always used them	197 15% ^{dmp}	115 13%	28 13%	54 21% ^{zab}	32 8%	3 19%	-	10 14%	155 17% ^{zd}	65 21% ^{zklm}	79 16% ^{km}	22 10%	23 11%	7 6%	21 10%	10 6%	4 6%
Reliable service	189 14% ^j	125 14%	30 14%	33 13%	65 16%	-	2 24%	9 13%	118 13%	48 15%	54 11%	34 15%	29 14%	24 19% ^j	30 15%	21 13%	14 21%
Paid for as part of a bundled package	158 12%	114 13%	22 10%	22 8%	50 12%	4 29%	*	6 8%	100 11%	27 9%	67 14% ^{ai}	23 10%	27 13%	13 10%	22 11%	24 15%	7 10%
No reason to change	119 9% ^a	62 7%	20 9%	36 14% ^{za}	31 8%	-	-	3 4%	86 10%	39 13% ^{zjk}	38 8%	14 6%	16 8%	11 9%	16 8%	12 7%	4 6%
Well-known and trusted brand	113 8% ^{dmm}	68 8%	25 11%	19 7%	19 5%	1 5%	1 18%	6 9%	87 10% ^{zd}	33 10% ^{am}	46 9% ^{am}	13 6%	19 9% ^m	2 1%	5 3%	15 9% ⁿ	2 3%
Friends and family use them	78 6%	45 5%	15 7%	18 7%	18 4%	2 17%	2 32%	2 3%	56 6%	21 7%	30 6%	14 6%	8 4%	6 4%	7 4%	8 5%	4 5%
Quality of customer service	76 6%	54 6%	11 5%	11 4%	25 6%	1 5%	1 18%	2 3%	48 5%	16 5%	30 6%	12 5%	12 6%	6 5%	17 9%	6 4%	4 6%
Other suppliers are more expensive	71 5%	48 5%	7 3%	17 6%	22 5%	-	3 40%	8 11%	45 5%	13 4%	27 6%	15 7%	7 3%	10 8%	16 8%	4 3%	4 6%
Quality of line/calls	67 5%	44 5%	15 7%	7 3%	27 7%	-	* 6%	3 4%	37 4%	16 5%	18 4%	10 5%	9 4%	14 11% ^{zijkl}	8 4%	13 8%	9 13% ^{zn}
Provided free as part of bundled package	67 5%	45 5%	10 5%	11 4%	21 5%	3 23%	1 19%	3 5%	41 5%	11 4%	26 5%	14 6%	9 4%	7 4%	10 5%	10 6%	4 6%
Too much hassle to change	64 5%	39 4%	10 4%	15 6%	17 4%	1 6%	* 6%	3 5%	43 5%	15 5%	27 6%	10 5%	6 3%	5 4%	7 3%	7 4%	4 6%

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
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Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Price of calls to mobile phones	41 3%	30 3%	5 2%	6 2%	11 3%	1 5%	* 6%	- -	29 3%	7 2%	16 3%	11 5%	3 1%	4 3%	7 3%	2 1%	2 2%
Unlimited anytime calls to UK landlines	37 3%	21 2%	8 4%	8 3%	9 2%	1 5%	* 6%	1 2%	25 3%	10 3%	14 3%	6 3%	4 2%	2 2%	6 3%	2 1%	2 2%
Unlimited weekend calls to UK landlines	36 3%	24 3%	5 2%	7 3%	12 3%	- -	- -	5 7%	22 2%	10 3%	8 2%	10 4%j	5 2%	3 3%	9 5%o	- -	2 4%o
Unlimited evening and weekend calls to UK landlines	32 2%h	21 2%	5 2%	6 2%	15 4%	- -	2 25%	- -	16 2%	4 1%	12 2%	9 4%	3 1%	4 4%	7 4%	4 3%	4 7%z
Price of international calls	31 2%i	26 3%z	2 1%	3 1%	8 2%	- -	- -	2 3%	22 2%	2 *	16 3%i	4 2%	6 3%i	3 3%	3 2%	4 3%	* 1%
Other suppliers have worse customer service	31 2%	20 2%	7 3%	4 2%	11 3%	- -	- -	3 4%	19 2%	5 2%	11 2%	6 3%	7 3%	2 2%	7 4%	2 1%	2 3%
There was no choice / lack of providers in the area	25 2%	16 2%	4 2%	5 2%	11 3%	- -	- -	2 2%	13 1%	5 2%	7 1%	4 2%	8 4%	1 1%	6 3%	4 3%	- -
Other suppliers have worse line/ call quality	20 1%	14 2%	2 1%	3 1%	4 1%	- -	- -	3 4%	13 1%	4 1%	5 1%	8 4%zj	1 *	2 2%	3 1%	1 *	1 2%
To get broadband / better broadband	14 1%	12 1%	1 1%	1 *	6 1%	- -	- -	- -	9 1%	2 1%	7 1%	3 1%	3 1%	- -	3 1%	3 2%	- -
Not aware of other suppliers	13 1%	7 1%	2 1%	4 2%	2 1%	- -	- -	- -	11 1%	5 2%	5 1%	2 1%	1 *	1 1%	1 1%	- -	1 1%
To get TV / the TV package / better quality TV	12 1%h	11 1%	1 *	1 *	3 1%	- -	- -	4 6%zdh	5 1%	1 *	4 1%	2 1%	3 1%	2 2%	- -	2 1%	1 2%

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Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
To get high speed / faster broadband	12 1%	5 1%	4 2%	2 1%	3 1%	-	-	-	8 1%	5 2%	2 *	3 2%	1 *	-	3 2%	-	-
Offer internet calling/ VOIP	9 1%	5 1%	3 2%	-	3 1%	2 11%	* 6%	-	4 *	3 1%	2 *	1 *	3 1%	1 1%	2 1%	2 1%	-
It was the best package / good package / has other extras thrown in	8 1%	6 1%	-	1 *	2 1%	-	-	-	5 1%	1 *	4 1%	2 1%	-	-	2 1%	-	-
It was easiest / more convenient	7 1%	7 1%	-	1 *	3 1%	-	-	-	4 *	1 *	2 *	2 1%	-	3 2%zijl	-	-	3 5%zno
The decision was made by someone else in the family / household	7 1%	4 *	1 *	2 1%	1 *	-	-	1 1%	5 1%	2 1%	2 *	1 *	-	2 2%	-	1 1%	1 2%
I prefer not to have a dish on the side of the house	7 1%	5 1%	1 *	1 *	1 *	-	-	-	6 1%	2 1%	2 *	3 1%	-	-	1 1%	-	-
Previous supplier was problematic / unhappy with previous supplier	7 *	5 1%	1 *	1 *	1 *	-	-	-	6 1%	1 *	4 1%	-	-	1 1%	-	-	1 1%
I work for them / friend / family member works for them	6 *	3 *	-	3 1%	3 1%	-	-	-	3 *	2 1%	1 *	2 1%	2 1%	-	1 1%	2 1%	-
Word of mouth / went on a recommendation / review	5 *	4 *	1 *	1 *	2 1%	-	-	1 1%	3 *	1 *	2 1%	1 *	1 1%	-	1 *	1 1%	-
To get sports / BT Sport / better sports package	5 *	5 1%	-	-	3 1%	-	-	-	3 *	-	2 *	2 1%	2 1%	-	1 1%	2 1%	-

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Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
They contacted me / I was approached by a salesman	5*	4*	-	21%	1*	-	-	-	4*	2*	-	31%j	-	11%j	-	-	12%
For work / need it for the business	5*h	51%	-	-	41%zh	-	-	-	1*	-	1*	31%z	11%	-	32%z	11%	-
Previous supplier was taken over / bought out	5*	4*	1*	-	-	-	-	11%	4*	1*	31%	-	1*	-	-	-	-
To get everything we want / need / the whole package from one supplier	4*a	1*	31%za	1*	1*	-	-	11%	2*	21%	-	21%	-	-	-	11%	-
They were laying cable / connected me up	4*	2*	21%	-	-	-	-	-	4*	21%	1*	-	11%	-	-	-	-
To get 4g / faster / better internet	4*	3*	1*	-	31%	-	-	-	1*	-	1*	-	11%	21%	-	1*	23%zn
I prefer British call centre / no overseas call centres	3*	1*	31%za	-	1*	-	-	-	2*	2*	2*	-	-	-	11%	-	-
I need it for emergencies / medical reasons / linked to alarm system	3*	1*	1*	1*	-	-	-	-	3*	21%	1*	-	-	-	-	-	-
I prefer their billing / how they do their bills	3*	1*	11%	1*	31%h	-	-	-	-	-	1*	11%	-	11%	1*	11%	11%
To get unlimited downloads	3*	3*	-	-	1*	-	-	-	2*	-	2*	1*	-	-	11%	-	-

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Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
No real reason / just went with them	2 *	1 *	* *	1 *	* *	- -	- -	- -	2 *	1 *	* *	- -	- -	- -	* *	- -	- -
To get international calls / international service	2 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 1%	- -	- -
Other	14 1%	9 1%	3 1%	2 1%	3 1%	- -	- -	- -	12 1%	5 2%	5 1%	1 1%	1 1%	1 1%	1 *	2 1%	1 1%
Price related items [NET]	395 29% ⁱ	270 31%	52 24%	73 28%	127 31%	1 5%	4 65%	15 22%	257 29%	69 22%	143 30% ⁱ	84 38% ^z ^{ij}	55 26%	43 35% ⁱ	77 39% ^{zo}	39 24%	21 31%
Don't know	13 1%	7 1%	5 2%	1 *	3 1%	1 7%	- -	- -	9 1%	- -	6 1%	2 1%	3 2% ⁱ	1 1%	1 *	3 2%	- -
None of these	2 *	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/g/h - z/i/j/k/l/m - z/n/o/p
 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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Good/better deal overall	284 21%	52 24%	38 26%	44 20%	187 20%	283 21%	166 22%	174 22%	261 22%	265 21%	114 21%	241 21%	199 23%	112 22%	188 21%	68 22%
Price of overall calls package	226 17% ^d	52 24% ^{zcd}	28 19%	32 15%	139 15%	225 17%	117 16%	143 18%	208 17%	208 17%	93 17%	196 17%	158 18%	103 20% ^{zefhi}	160 18%	47 16%
Historical reasons/always used them	197 15% ^{abkl}	12 6%	12 8%	22 10%	162 18% ^{zabc}	196 15% ^{kl}	106 14%	120 15% ^{kl}	174 14% ^l	184 15% ^{kl}	84 16% ^l	150 13%	111 13%	64 13%	147 16% ^{hkln}	39 13%
Reliable service	189 14% ⁿ	35 16%	23 15%	34 15%	123 13%	189 14% ⁿ	95 13%	104 13%	169 14% ⁿ	175 14% ⁿ	65 12%	156 14%	127 14% ^{lmn}	60 12%	113 12%	46 15%
Paid for as part of a bundled package	158 12% ^g	28 13%	15 10%	26 12%	105 11%	158 12% ^g	120 16% ^{zeghi} kln	75 10%	150 12% ^{zg}	148 12% ^g	80 15% ^{zegi}	144 13% ^{zeg}	119 13% ^{zegi}	69 14% ^g	123 13% ^{zegi}	44 15% ^g
No reason to change	119 9% ^{kn}	13 6%	13 8%	16 7%	87 9%	117 9% ⁿ	55 7%	76 10% ^{fhkno}	99 8%	110 9% ⁿ	45 8%	89 8%	71 8%	39 8%	68 7%	19 6%
Well-known and trusted brand	113 8% ^{cj}	11 5%	8 6%	8 4%	91 10% ^{zac}	111 8% ^j	63 9% ^j	66 9%	97 8%	108 9% ^{jn}	34 6%	93 8%	71 8%	40 8%	67 7%	18 6%
Friends and family use them	78 6%	9 4%	9 6%	9 4%	59 6%	76 6%	46 6%	48 6%	67 6%	73 6%	31 6%	61 5%	52 6%	31 6%	54 6%	13 4%
Quality of customer service	76 6% ⁿ	14 6%	7 5%	15 7%	49 5%	76 6% ⁿ	37 5%	43 6%	72 6% ⁿ	71 6% ⁿ	30 6%	65 6% ⁿ	50 6%	25 5%	42 5%	16 5%
Other suppliers are more expensive	71 5% ^e	11 5%	5 3%	16 7%	48 5%	69 5%	32 4%	47 6%	67 6% ^f	68 5%	27 5%	61 5%	51 6% ^f	29 6%	49 5%	21 7%
Quality of line/calls	67 5% ^d	19 9% ^{zd}	15 10% ^{zd}	13 6%	38 4%	66 5%	40 5%	38 5%	60 5%	62 5%	26 5%	58 5%	43 5%	23 4%	39 4%	14 5%
Provided free as part of bundled package	67 5%	12 5%	9 6%	12 6%	43 5%	67 5%	45 6%	37 5%	61 5%	61 5%	30 6%	60 5%	43 5%	29 6%	43 5%	18 6%
Too much hassle to change	64 5%	13 6%	10 7% ^c	6 3%	46 5%	62 5%	29 4%	46 6% ^{zefhio}	56 5%	59 5%	25 5%	54 5%	43 5% ^o	22 4%	48 5% ^{fo}	7 2%
Price of calls to mobile phones	41 3%	4 2%	4 3%	5 2%	30 3%	41 3%	19 3%	28 4%	37 3%	35 3%	18 3%	36 3%	29 3%	18 4%	29 3%	9 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
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Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Unlimited anytime calls to UK landlines	37 3%	4 2%	6 4%	2 1%	28 3%	37 3%	17 2%	29 4%ze	34 3%	36 3%	16 3%	30 3%	25 3%	12 2%	24 3%	6 2%
Unlimited weekend calls to UK landlines	36 3%	4 2%	4 2%	6 3%	24 3%	36 3%	15 2%	26 3%hl	31 3%	34 3%	13 2%	29 3%	18 2%	13 3%	23 3%	9 3%
Unlimited evening and weekend calls to UK landlines	32 2%cd	9 4%cd	5 3%	7 3%	16 2%	32 2%	24 3%hkn	18 2%	27 2%	29 2%	14 3%	24 2%	22 2%	13 3%	20 2%	4 1%
Price of international calls	31 2%ef	4 2%	2 1%	5 2%	23 2%	30 2%ef	11 1%	18 2%	27 2%ef	29 2%ef	8 1%	28 3%fn	22 2%ef	10 2%	16 2%	3 1%
Other suppliers have worse customer service	31 2%	5 2%	1 1%	7 3%	20 2%	31 2%	19 3%	18 2%	29 2%	29 2%	19 3%ze	30 3%	25 3%	15 3%	23 2%	12 4%
There was no choice / lack of providers in the area	25 2%	4 2%	4 3%	7 3%	14 2%	25 2%	12 2%	14 2%	24 2%	25 2%	15 3%	23 2%	17 2%	10 2%	18 2%	8 3%
Other suppliers have worse line/ call quality	20 1%	1 1%	2 1%	4 2%	15 2%	20 1%	13 2%	14 2%	18 1%	18 1%	8 1%	17 1%	14 2%	9 2%	14 1%	4 1%
To get broadband / better broadband	14 1%	2 1%	1 1%	4 2%	9 1%	14 1%	7 1%	6 1%	14 1%	14 1%	8 1%	14 1%	11 1%	8 1%	12 1%	7 2%zefgi
Not aware of other suppliers	13 1%ij	2 1%	- -	1 1%	11 1%	13 1%ij	6 1%	8 1%	10 1%	9 1%	2 *	10 1%	7 1%	3 1%	7 1%	2 1%
To get TV / the TV package / better quality TV	12 1%	1 *	1 1%	3 2%	9 1%	12 1%	8 1%	6 1%	11 1%	12 1%	9 2%	11 1%	8 1%	6 1%	11 1%	4 1%
To get high speed / faster broadband	12 1%kl	- -	- -	3 2%	8 1%	12 1%kl	4 1%	5 1%	12 1%kl	12 1%kl	4 1%	7 1%	10 1%fk	4 1%	10 1%kl	2 1%
Offer internet calling/ VOIP	9 1%	4 2%	1 1%	- -	5 1%	9 1%	4 1%	7 1%	9 1%	7 1%	5 1%	8 1%	7 1%	6 1%	7 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
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Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
It was the best package / good package / has other extras thrown in	8 1%	-	-	2 1%	5 1%	8 1%	4 1%	6 1%	8 1%	8 1%	3 1%	8 1%	4 *	5 1%	6 1%	2 1%
It was easiest / more convenient	7 1%	-	2 1%	3 1%	4 *	7 1%	4 1%	4 *	7 1%	7 1%	1 *	7 1%	7 1%	3 1%	6 1%	6 2% zefghijkn
The decision was made by someone else in the family / household	7 1%	1 1%	1 1%	2 1%	5 1%	7 1%	3 *	3 *	7 1%	7 1%	2 *	7 1%	2 *	3 *	5 1%	1 *
I prefer not to have a dish on the side of the house	7 1%	1 1%	-	-	6 1%	7 1%	7 1%	6 1%	7 1%	7 1%	4 1%	6 1%	4 *	3 1%	4 *	4 1%
Previous supplier was problematic / unhappy with previous supplier	7 *	1 *	1 1%	1 *	6 1%	6 *	3 *	5 1%	6 1%	6 *	3 *	7 1%	2 *	2 *	5 1%	1 *
I work for them / friend / family member works for them	6 *	3 1%	2 1%	-	3 *	6 *	5 1%	4 1%	5 *	5 *	2 *	6 1%	5 1%	2 *	5 1%	- -
Word of mouth / went on a recommendation / review	5 *hil	-	-	2 1%	3 *	5 *hil	2 *	1 *	2 *	2 *	2 *	4 *l	1 *	2 *	2 *	1 *
To get sports / BT Sport / better sports package	5 *	3 1%	1 1%	-	3 *	5 *	4 *	2 *	5 *	5 *	2 *	5 *	5 1%	3 1%	2 *	- -
They contacted me / I was approached by a salesman	5 *l	1 1%	-	1 1%	4 *	5 *l	3 *	3 *	5 *l	5 *l	4 1%	3 *	1 *	1 *	5 *l	1 *
For work / need it for the business	5 *d	2 1%	-	3 1% d	1 *	5 *	4 1%	2 *	4 *	4 *	2 *	5 *	3 *	4 1% hi	4 *	- -

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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Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Previous supplier was taken over / bought out	5 *	-	-	-	5 1%	5 *g	2 *	1 *	5 *g	5 *g	1 *	5 *g	4 *	1 *	4 *g	3 1%
To get everything we want / need / the whole package from one supplier	4 *	1 1%	-	1 1%	3 *	4 *	3 *	1 *	4 *	4 *	1 *	4 *	4 *	2 *	4 *	1 *
They were laying cable / connected me up	4 *	-	-	-	4 *	4 *	4 1%	2 *	4 *	4 *	4 1%	4 *	2 *	2 *	4 *	3 1%
To get 4g / faster / better internet	4 *d	2 1%d	2 1%zd	2 1%	1 *	4 *	3 *	2 *	4 *	4 *	1 *	3 *	3 *	1 *	1 *	1 *
I prefer British call centre / no overseas call centres	3 *	-	1 1%	-	2 *	3 *	3 *	1 *	3 *	2 *	1 *	2 *	3 *	-	2 *	2 1%
I need it for emergencies / medical reasons / linked to alarm system	3 *	-	-	-	3 *	3 *	2 *	2 *	2 *	3 *	1 *	1 *	1 *	-	3 *k	-
I prefer their billing / how they do their bills	3 *e	1 1%d	1 *d	3 1%zd	-	2 *	2 *	2 *	3 *	3 *	1 *	2 *	2 *	1 *	2 *	-
To get unlimited downloads	3 *	1 *	-	-	2 *	3 *	-	3 *	3 *	3 *	-	3 *	3 *	1 *	-	1 *
No real reason / just went with them	2 *	* *	-	-	2 *	2 *	1 *	2 *	2 *	2 *	* *	1 *	* *	-	* *	-
To get international calls / international service	2 *	-	1 1%	-	1 *	2 *	2 *	-	2 *	2 *	1 *	1 *	2 *	1 *	2 *	-
Other	14 1%	3 2%	1 1%	1 *	11 1%	14 1%	5 1%	7 1%	13 1%	12 1%	3 1%	12 1%	10 1%	3 1%	10 1%	3 1%

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Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Price related	395	73	42	62	258	390	193	250	359	364	154	337	266	166	270	83
items [NET]	29% ^f	33%	29%	28%	28%	29% ^f	26%	32% ^{zefhi}	30% ^f	29% ^f	29%	30% ^f	30% ^f	32% ^f	30% ^f	27%
Don't know	13	4	2	1	9	13	7	3	13	12	4	11	5	4	5	-
	1% ^g	2%	1%	1%	1%	1% ^g	1%	*	1% ^{gln}	1% ^g	1%	1% ^g	1%	1%	1%	-
None of these	2	1	1	-	1	2	-	-	2	2	1	2	1	1	1	-
	*	*	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Good/better deal overall	284 21% ^f	226 22% ^f	28 22%	2 10%	3 38%	10 26% ^f	15 13%	109 21%	89 19%	86 24%	-	19 19%	23 23%	32 28% ^q	39 20%	52 26%	32 19%	6 11%
Price of overall calls package	226 17% ^f ^g	182 17% ^f	24 19% ^f	4 25%	1 7%	4 10%	11 9%	68 13%	92 20% ^g	64 18%	-	18 18%	14 13%	29 25% ^z ^p	46 24% ^z ^p	34 17%	17 10%	6 12%
Historical reasons/always used them	197 15% ^{ai}	128 12%	27 22% ^{za}	3 20%	-	6 14%	32 27% ^{za}	102 19% ^{zhi}	57 13%	38 10%	-	19 19%	21 21%	15 13%	24 12%	26 13%	30 17%	7 14%
Reliable service	189 14%	143 14%	20 16%	1 6%	1 8%	3 8%	21 17%	75 14%	64 14%	46 13%	-	10 10%	12 12%	18 15%	23 12%	34 18%	17 10%	7 14%
Paid for as part of a bundled package	158 12% ^{fg}	138 13% ^{zf}	13 10% ^f	1 3%	-	4 11% ^f	2 1%	49 9%	65 14% ^g	39 11%	4 72%	11 11%	11 11%	15 13%	26 13%	28 14%	25 14%	2 5%
No reason to change	119 9% ^h	83 8%	10 8%	4 21%	-	3 8%	19 15% ^{za}	55 11% ^h	24 5%	37 10% ^h	-	8 8%	12 12%	9 8%	15 8%	12 6%	11 7%	4 8%
Well-known and trusted brand	113 8% ^a	76 7%	17 14% ^{za}	-	-	5 13%	14 11%	48 9%	33 7%	32 9%	-	10 10%	4 4%	10 9%	15 8%	23 12% ^l	8 5%	3 6%
Friends and family use them	78 6% ⁿ	54 5%	12 10%	-	-	3 7%	9 8%	30 6%	20 4%	29 8%	-	8 8% ⁿ	8 8% ⁿ	8 7%	4 2%	11 6%	8 5%	1 2%
Quality of customer service	76 6%	55 5%	9 7%	2 10%	1 14%	3 8%	7 6%	26 5%	19 4%	30 8% ^{zh}	-	5 5%	3 3%	13 11% ^{zl}	17 9%	9 4%	7 4%	2 4%
Other suppliers are more expensive	71 5%	60 6%	5 4%	1 3%	-	2 5%	3 3%	30 6%	19 4%	23 6%	-	3 3%	3 3%	7 6%	12 6%	13 7%	9 5%	1 2%
Quality of line/calls	67 5%	50 5%	6 5%	-	-	3 7%	8 7%	21 4%	26 6%	17 5%	-	2 2%	3 3%	6 5%	13 7%	15 8%	4 3%	3 6%
Provided free as part of bundled package	67 5% ^f	56 5% ^f	6 5%	1 7%	1 13%	1 3%	1 1%	21 4%	20 4%	25 7% ^z	-	6 6%	4 4%	7 6%	5 2%	11 5%	8 5%	3 5%
Too much hassle to change	64 5% ⁿ	48 5%	6 5%	2 9%	-	1 2%	8 7%	31 6%	16 4%	15 4%	1 13%	5 5%	5 5%	1 1%	3 2%	6 3%	13 7% ^{mn}	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Price of calls to mobile phones	41 3%	34 3%	4 3%	-	-	1 2%	3 2%	15 3%	16 4%	10 3%	-	3 3%	3 3%	4 3%	3 2%	13 7%znp	2 1%	3 7%p
Unlimited anytime calls to UK landlines	37 3%h	29 3%	4 3%	-	-	2 4%	2 2%	23 4%zh	6 1%	8 2%	-	3 3%p	4 4%p	8 7%zp	7 3%p	7 3%p	-	1 2%
Unlimited weekend calls to UK landlines	36 3%	24 2%	4 3%	1 6%	-	1 4%	6 5%	16 3%	7 1%	13 3%	-	2 2%	3 3%	3 3%	10 5%zp	5 3%	1 1%	2 3%
Unlimited evening and weekend calls to UK landlines	32 2%	22 2%	6 5%	2 10%	-	1 2%	2 1%	8 2%	10 2%	13 4%	-	2 2%	2 2%	2 2%	5 3%	7 4%	1 *	2 5%
Price of international calls	31 2%	26 2%	2 2%	-	-	2 4%	1 1%	8 2%	13 3%	10 3%	-	2 2%	1 1%	2 2%	5 2%	5 3%	4 3%	2 4%
Other suppliers have worse customer service	31 2%g	28 3%	2 1%	-	-	1 2%	1 1%	7 1%	17 4%g	6 2%	1 15%	-	4 4%k	5 5%k	4 2%	4 2%	7 4%	3 5%k
There was no choice / lack of providers in the area	25 2%	22 2%	-	1 3%	-	1 2%	1 1%	9 2%	8 2%	6 2%	1 15%	2 2%	3 3%	1 1%	3 2%	4 2%	4 3%	3 5%
Other suppliers have worse line/ call quality	20 1%i	18 2%	-	-	1 10%	-	1 *	11 2%i	7 2%	1 *	-	-	1 1%	1 1%	1 *	7 4%zn	4 2%	-
To get broadband / better broadband	14 1%g	12 1%	2 2%	-	-	-	-	2 *	11 2%zg	2 1%	-	1 1%	-	-	1 1%	4 2%	6 3%z	1 2%
Not aware of other suppliers	13 1%	8 1%	1 1%	-	-	-	4 4%za	5 1%	3 1%	6 2%	-	2 2%	-	2 2%	2 1%	1 1%	2 1%	-
To get TV / the TV package / better quality TV	12 1%	10 1%	1 *	-	1 18%	-	-	5 1%	3 1%	4 1%	-	1 1%	-	1 1%	5 2%z	-	3 2%	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
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
To get high speed / faster broadband	12 1%	11 1%	1 1%	-	-	-	-	4 1%	6 1%	1 *	-	1 1%	-	-	1 *	6 3%z	4 2%	-	
Offer internet calling/ VOIP	9 1%	9 1%	-	-	-	-	-	4 1%	4 1%	1 *	-	* *	-	-	4 2%z	1 1%	2 1%	-	
It was the best package / good package / has other extras thrown in	8 1%	7 1%	1 *	-	-	-	-	2 *	3 1%	2 1%	-	2 2%z	-	-	1 *	4 2%z	-	-	
It was easiest / more convenient	7 1%	7 1%	-	1 3%	-	-	-	4 1%	* *	-	2 30%	-	-	-	-	4 2%	3 2%	-	
The decision was made by someone else in the family / household	7 1%	4 *	2 1%	1 8%	* 5%	-	-	4 1%	2 *	1 *	-	- -	2 2%	-	1 *	-	-	-	
I prefer not to have a dish on the side of the house	7 1%	5 *	2 1%	-	-	-	-	4 1%	3 1%	-	-	- -	-	3 2%z	-	-	3 2%z	-	
Previous supplier was problematic / unhappy with previous supplier	7 *a	3 *	3 2%za	-	1 10%	-	-	4 1%	-	3 1%	-	1 1%	1 1%	1 1%	1 1%	1 *	-	-	
I work for them / friend / family member works for them	6 *	4 *	-	-	-	1 3%za	1 1%	3 1%	1 *	2 1%	-	2 1%	-	1 1%	1 *	1 *	1 1%	-	
Word of mouth / went on a recommendation / review	5 *	4 *	-	-	-	1 3%zabf	-	1 *	1 *	1 *	-	-	-	1 1%	-	1 1%	-	-	
To get sports / BT Sport / better sports package	5 *	5 1%	-	-	-	-	-	2 *	4 1%	-	-	-	-	-	2 1%	-	3 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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
They contacted me / I was approached by a salesman	5*	3*	-	-	-	-	2%za	31%	-	21%	-	11%	-	32%z	-	-	-	-	
For work / need it for the business	5*	4*	-	-	-	13%zabf	-	2*	31%	-	-	-	-	-	-	1*	32%z	-	
Previous supplier was taken over / bought out	5*	5*	-	-	-	-	-	2*	31%	-	-	-	-	-	1*	32%z	11%	-	
To get everything we want / need / the whole package from one supplier	4*	2*	2%za	-	-	-	-	2*	1*	1*	-	-	-	-	21%z	11%	-	-	
They were laying cable / connected me up	4*	4*	-	-	-	-	-	3*	1*	-	-	-	11%	11%	-	-	-	25%znop	
To get 4g / faster / better internet	4*	4*	-	-	-	-	-	1*	2*	1*	-	11%	-	-	-	-	-	-	
I prefer British call centre / no overseas call centres	3*	3*	-	-	-	-	-	2*	-	1*	-	-	-	-	31%z	-	1*	-	
I need it for emergencies / medical reasons / linked to alarm system	3*	1*	11%	-	-	-	11%	1*	-	21%	-	-	22%z	-	1*	-	-	-	
I prefer their billing / how they do their bills	3*	1*	11%a	-	-	-	-	-	2*	1*	-	-	-	11%	-	11%	-	-	
To get unlimited downloads	3*	3*	-	-	-	-	-	-	31%	-	-	-	-	-	-	11%	21%	-	
No real reason / just went with them	2*	1*	-	-	-	-	11%	1*	-	1*	-	-	11%	*	-	-	-	-	

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
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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)	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
To get international calls / international service	2 *	2 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	
Other	14 1%	11 1%	1 1%	- -	- -	- -	3 2%	11 2%zh	- -	4 1%h	- -	- -	1 1%	1 1%	1 1%	3 2%	- -	1 1%	
Price related items [NET]	395 29%fp	316 30%fp	38 30%	7 41%	1 7%	10 24%	24 20%	145 28%	132 29%	116 32%	-	28 28%	23 23%	44 38%zlp	69 36%zlp	65 33%p	31 18%	12 24%	
Don't know	13 1%g	10 1%	- -	2 12%	- -	- -	1 1%	1 *	4 1%	7 2%g	- -	1 1%	1 1%	- -	- -	1 *	2 1%	- -	
None of these	2 *	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
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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

	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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Good/better deal overall	284 21%ks	258 21%	26 23%	22 24%k	27 24%k	14 14%	20 18%	19 20%	9 17%	32 25%k	61 21%k	13 11%	8 14%	46 34%ze fghjk lno	13 19%	217 20%k	133 18%	138 24%zpr	271 21%p	140 19%	144 23%	284 21% ^s
Price of overall calls package	226 17%ps	212 17%	14 12%	18 20%	23 21%j	22 22%j	17 16%	19 20%	5 11%	17 13%	36 13%	15 13%	8 14%	33 25%zh ijko	11 16%	174 16%	106 15%	112 19%zpr	217 17%p	107 14%	119 19%zsu	226 17% ^s
Historical reasons/always used them	197 15%bk	188 15%b	8 7%	20 22%fk n	14 13%	12 11%	10 9%	13 14%	11 23%fk n	19 14%	47 16%k	9 7%	14 23%ze fkno	23 18%k	5 7%	155 14%k	112 16%	81 14%	193 15%	113 15%	84 14%	197 15%
Reliable service	189 14%ej	168 14%	21 18%	7 8%	17 15%e	6 6%	16 14%	13 13%	9 18%e	26 20%cej	26 9%	35 29%zc defgj mno	11 19%ce j	14 10%	9 13%	155 14%ej	103 14%	80 14%	183 14%	107 14%	82 13%	189 14%
Paid for as part of a bundled package	158 12%bc k	149 12%b	6 5%	3 3%	13 11% ^c	12 12% ^c	12 11%	15 16%ck	6 12% ^c	20 15%ck	33 12% ^c	6 5%	8 14%ck	18 14%ck	12 18%ck	119 11%ck	87 12%	60 10%	147 11%	90 12%	68 11%	158 12%
No reason to change	119 9% ^m	110 9%	9 8%	10 11%	5 4%	6 6%	8 8%	9 9%	6 12%	10 7%	18 6%	19 15%zd ejmo	9 16%zde jmo	6 4%	14 21%zde fgijmo	90 8%	72 10%	42 7%	114 9%	66 9%	53 9%	119 9%
Well-known and trusted brand	113 8% ^{do}	104 8%	8 7%	8 9%	3 3%	8 8%	6 6%	5 5%	8 16%df gjo	15 12% ^d	20 7%	8 6%	12 20%zc defgj kmno	13 10% ^d	6 9%	81 7% ^d	62 9%	43 7%	105 8%	59 8%	54 9%	113 8%
Friends and family use them	78 6%	68 5%	11 9%	4 5%	4 3%	3 3%	5 4%	4 4%	3 5%	8 6%	29 10%zdel mo	7 5%	1 2%	5 4%	5 7%	66 6%	41 6%	33 6%	74 6%	41 5%	37 6%	78 6%
Quality of customer service	76 6%	68 5%	8 7%	2 2%	7 6%	4 4%	2 2%	6 6%	2 3%	11 8%	15 5%	9 7%	8 14%zcd efhjmn o	8 6%	3 4%	57 5%	34 5%	40 7%	74 6%	37 5%	40 6%	76 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
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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)	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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Other suppliers are more expensive	71 5% m	68 5%	4 3%	4 4%	5 4%	10 9% m	4 4%	4 4%	3 5%	7 6%	17 6%	6 5%	6 10% m	2 2%	4 6%	59 5%	35 5%	35 6%	70 5%	42 6%	30 5%	71 5%
Quality of line/ calls	67 5% jo	57 5%	10 9% za	3 3%	5 5%	1 1%	7 6%	3 3%	4 8% ej	12 9% ejo	6 2%	5 5%	8 14% zcd egjkmo	8 6% j	5 7% ej	46 4%	35 5%	28 5%	63 5%	36 5%	31 5%	67 5%
Provided free as part of bundled package	67 5% b	66 5% b	1 1%	2 2%	7 7%	6 5%	4 4%	2 2%	1 3%	9 7%	19 7%	5 4%	1 2%	6 4%	4 6%	55 5%	34 5%	28 5%	62 5%	40 5%	27 4%	67 5%
Too much hassle to change	64 5% r	59 5%	5 4%	2 2%	5 4%	3 3%	5 5%	8 8%	4 7%	6 5%	12 4%	7 6%	4 6%	5 4%	3 4%	52 5%	34 5%	23 4%	58 4%	34 5%	30 5%	64 5%
Price of calls to mobile phones	41 3%	38 3%	3 3%	1 1%	2 1%	4 4%	6 5%	1 1%	- -	3 2%	9 3%	5 4%	1 2%	7 5%	2 3%	30 3%	20 3%	20 4%	40 3%	21 3%	20 3%	41 3%
Unlimited anytime calls to UK landlines	37 3%	33 3%	4 3%	2 2%	1 1%	- -	5 5% e	5 5% e	- -	4 3%	7 2%	4 3%	1 1%	6 5% e	3 4% e	27 2%	25 3%	11 2%	36 3%	25 3%	12 2%	37 3%
Unlimited weekend calls to UK landlines	36 3%	32 3%	4 3%	- -	1 1%	1 1%	6 5% m	2 2%	2 3%	3 2%	11 4%	4 3%	4 7% zcd emo	1 1%	3 4%	28 3%	19 3%	15 3%	34 3%	19 3%	17 3%	36 3%
Unlimited evening and weekend calls to UK landlines	32 2%	29 2%	3 3%	1 1%	2 2%	3 2%	4 4%	1 1%	3 6%	1 1%	6 2%	5 4%	1 2%	2 1%	4 6% m	25 2%	18 2%	12 2%	30 2%	18 2%	14 2%	32 2%
Price of international calls	31 2% s	25 2%	6 5% za	1 1%	3 3%	- -	3 3%	- -	2 4% egi	- -	6 2%	8 7% zeg ijo	2 3%	4 3%	3 4% egi	23 2%	14 2%	15 3%	28 2%	11 2%	20 3%	31 2% s
Other suppliers have worse customer service	31 2%	28 2%	3 2%	- -	5 5% go	1 1%	2 2%	- -	2 4%	2 1%	10 4%	2 2%	3 4% g	2 1%	3 4% g	24 2%	18 2%	13 2%	31 2%	15 2%	16 3%	31 2%
There was no choice / lack of providers in the area	25 2%	21 2%	3 3%	1 1%	2 1%	14 14% zcd fghijk lmno	2 2%	- -	- -	- -	4 1%	- -	1 1%	1 1%	- -	23 2%	16 2%	7 1%	23 2%	16 2%	8 1%	25 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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BASE: All landline bill payers

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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)	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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Other suppliers have worse line/ call quality	20 1%	19 2%	1 *	1 1%	1 1%	- -	- -	3 3%	1 2%	3 3%	6 2%	2 2%	1 2%	1 1%	- -	18 2%	10 1%	9 2%	19 1%	10 1%	10 2%	20 1%
To get broadband / better broadband	14 1%	12 1%	2 2%	- -	1 1%	- -	1 1%	3 3%	- -	- -	6 2%	1 1%	1 1%	1 1%	- -	12 1%	6 1%	8 1%	14 1%	9 1%	6 1%	14 1%
Not aware of other suppliers	13 1%	12 1%	2 1%	- -	1 1%	1 1%	- -	- -	- -	3 2%	3 1%	1 1%	3 4%zfg mo	* -	2 3%	8 1%	6 1%	7 1%	13 1%	6 1%	7 1%	13 1%
To get TV / the TV package / better quality TV	12 1%	11 1%	1 1%	1 2%	1 1%	1 1%	- -	2 2%	- -	4 3%	1 *	2 2%	- -	- -	- -	12 1%	5 1%	7 1%	12 1%	6 1%	6 1%	12 1%
To get high speed / faster broadband	12 1%t	12 1%	- -	- -	- -	1 1%	- -	1 1%	- -	5 4%zmo	4 2%	- -	- -	- -	- -	12 1%	8 1%	4 1%	12 1%	10 1%	2 *	12 1%t
Offer internet calling/ VOIP	9 1%a	5 *	4 4%za	- -	1 1%	- -	4 4%zjm o	- -	- -	1 *	1 *	1 *	1 1%	* *	1 1%	7 1%	5 1%	4 1%	9 1%	4 1%	4 1%	9 1%
It was the best package / good package / has other extras thrown in	8 1%	8 1%	- -	2 2%	- -	- -	- -	1 1%	1 2%	1 *	2 1%	- -	* 1%	- -	- -	7 1%	2 *	6 1%	8 1%p	2 *	6 1%	8 1%
It was easiest / more convenient	7 1%	7 1%	- -	- -	- -	- -	- -	1 1%	- -	3 2%zo	2 1%	- -	1 1%	1 *	- -	6 1%	2 *	5 1%	7 1%	2 *	5 1%	7 1%
The decision was made by someone else in the family / household	7 1%r	6 *	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	- -	- -	2 1%	- -	- -	1 1%	- -	6 1%	3 *	2 *	4 *	3 *	4 1%	7 1%
I prefer not to have a dish on the side of the house	7 1%	7 1%	- -	- -	- -	- -	2 2%	1 1%	- -	2 2%	1 *	- -	- -	1 1%	- -	6 1%	4 1%	3 1%	7 1%	4 *	3 1%	7 1%
Previous supplier was problematic / unhappy with previous supplier	7 *	7 1%	- -	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	1 *	- -	1 1%	- -	2 3%zjm o	4 *	2 *	4 1%	6 *	2 *	4 1%	7 *

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 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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
I work for them / friend / family member works for them	6 *r	6 1%	-	2 2%	2 2%j	-	-	-	-	-	-	2 2%zj	-	1 1%	-	6 1%	2 *	1 *	4 *	3 *	3 *	6 *
Word of mouth / went on a recommendation / review	5 *	4 *	1 1%	-	-	-	-	1 1%	-	-	3 1%	1 1%	-	1 1%	-	5 *	4 1%	2 *	5 *	4 *	2 *	5 *
To get sports / BT Sport / better sports package	5 *	4 *	1 1%	-	1 *	-	-	1 1%	-	-	-	1 1%	1 1%j	2 2%zjo	-	2 *	1 *	4 1%	5 *	1 *	4 1%	5 *
They contacted me / I was approached by a salesman	5 *	5 *	-	1 1%	-	-	-	1 1%	1 1%	-	2 1%	-	-	1 1%	-	4 *	2 *	4 1%	5 *	3 *	2 *	5 *
For work / need it for the business	5 *r	4 *	1 1%	-	-	-	-	-	-	2 1%	1 *	2 1%	-	1 1%	-	4 *	2 *	2 *	4 *	4 *	2 *	5 *
Previous supplier was taken over / bought out	5 *	5 *	-	-	-	-	-	-	-	-	2 1%	3 2%zo	-	1 1%	-	4 *	2 *	3 1%	5 *	2 *	3 1%	5 *
To get everything we want / need / the whole package from one supplier	4 *	4 *	-	-	1 *	-	-	-	-	-	1 *	2 1%	-	1 1%	-	3 *	3 *	1 *	4 *	3 *	1 *	4 *
They were laying cable / connected me up	4 *	4 *	-	-	1 1%	-	-	2 2%zjo	-	-	-	1 1%	-	-	-	4 *	3 *	1 *	4 *	3 *	1 *	4 *
To get 4g / faster / better internet	4 *a	1 *	2 2%za	-	-	1 1%	2 1%	-	-	-	-	1 1%	-	1 *	-	3 *	2 *	1 *	4 *	2 *	1 *	4 *
I prefer British call centre / no overseas call centres	3 *	3 *	-	1 1%	-	-	-	-	-	-	-	2 1%	-	1 *	-	3 *	3 *	1 *	3 *	3 *	1 *	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

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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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
I need it for emergencies / medical reasons / linked to alarm system	3 *	3 *	-	-	-	-	-	-	1 2%	-	2 1%	-	-	-	-	3 *	3 *	-	3 *	3 *	-	3 *
I prefer their billing / how they do their bills	3 *a	1 *	1 1%za	1 1%	-	-	-	-	1 1%o	-	-	-	-	1 1%zo	-	1 *	3 *	-	3 *	3 *	-	3 *
To get unlimited downloads	3 *	3 *	-	2 2%zo	1 1%	-	-	-	-	-	-	-	-	-	-	3 *	2 *	1 *	3 *	-	3 *	3 *
No real reason / just went with them	2 *	2 *	-	-	-	-	1 1%	-	-	-	-	1 1%	* *	-	-	2 *	1 *	1 *	2 *	1 *	1 *	2 *
To get international calls / international service	2 *	2 *	-	-	-	-	-	-	-	-	-	-	1 1%zo	-	1 1%zjo	-	2 *	-	2 *	2 *	-	2 *
Other	14 1%	13 1%	1 1%	-	-	-	2 2%	1 1%	-	4 3%	4 1%	2 1%	1 2%	1 *	-	12 1%	8 1%	6 1%	14 1%	5 1%	9 2%	14 1%
Price related items [NET]	395 29%	361 29%	34 30%	24 26%	33 29%	35 34%	36 33%	26 27%	13 26%	30 22%	78 28%	37 30%	20 33%	42 32%	22 33%	311 28%	197 27%	184 32%	382 29%	202 27%	193 31%	395 29%
Don't know	13 1%r	11 1%	2 2%	-	-	3 3%	-	1 1%	-	-	2 1%	5 4%zdf ijo	1 1%	1 1%	-	11 1%	5 1%	5 1%	10 1%	7 1%	6 1%	13 1%
None of these	2 *	1 *	1 1%	-	1 1%zo	-	1 1%	-	-	-	-	-	-	-	-	2 *	1 *	1 *	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/o - z/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)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Good/better deal overall	284 21%o	91 19%	213 22%	267 21%	284 21%	249 22%	49 28%zac d	265 22%zd	129 21%	92 25%za d	11 19%	244 22%	5 16%	23 15%	12 17%	57 12%	17 36%zo	75 25%o	47 28%zo	61 26%o	27 25%o
Price of overall calls package	226 17%jmo	73 15%	181 18%zdj	216 17%j	226 17%j	205 18%zdj	41 23%zac dhj	215 18%zdj	103 17%j	66 18%j	4 6%	201 18%zmn	5 14%	15 10%	6 8%	33 7%	14 29%zo	56 19%o	52 31%zoqs	43 18%o	27 25%zo
Historical reasons/always used them	197 15%begk qrst	87 18%zb cdegi	111 11%	175 14%bg	197 15%beg	149 13%b	24 13%	158 13%b	87 14%b	46 13%	16 hi	146 28%zbcdefg	3 10%	30 19%k	18 27%zk	137 28%zqrst	5 12%r	22 8%	6 4%	20 8%	5 5%
Reliable service	189 14%qqr	72 15%	139 14%	175 14%	189 14%	150 13%	20 11%	165 14%	72 12%	46 13%	5 9%	144 13%	7 21%	31 20%zk	7 11%	89 18%zqr	5 11%	30 10%	12 7%	37 16%r	12 11%
Paid for as part of a bundled package	158 12%amno	38 8%j	133 14%zac dj	152 12%aj	158 12%aj	152 13%zac dgi	17 10%j	154 13%zad j	102 17%za bcdef g	57 16%zac dfj	- -	148 13%zmn	4 12%	4 3%	2 2%	23 5%	5 12%	67 23%zort	13 8%	41 17%zort	8 7%
No reason to change	119 9%egkq g	52 11%bce g	77 8%	104 8%	119 9%eg	87 8%	13 7%	94 8%	47 8%	27 8%	11 i	85 19%zbcdefgh	2 7%	19 13%k	12 18%zk	70 15%zqrst	4 8%	12 4%	10 6%	18 7%	5 5%
Well-known and trusted brand	113 8%br	50 10%bcf	68 7%	99 8%b	113 8%b	97 9%b	10 5%	98 8%b	45 8%	31 9%	6 11%	90 8%	7 22%	10 6%	6 9%	69 14%zqrst	3 6%r	16 5%r	1 1%	19 8%r	5 5%r
Friends and family use them	78 6%	43 9%zbc defgh	48 5%	74 6%b	78 6%	64 6%	8 4%	67 6%	36 6%	20 6%	3 5%	63 6%	1 3%	11 7%	3 4%	26 5%	- -	20 7%	16 10%zpt	12 5%	3 3%
Quality of customer service	76 6%	36 7%bch	48 5%	71 6%	76 6%	64 6%	7 4%	67 5%	28 5%	19 5%	3 5%	61 6%	2 8%	9 6%	3 5%	29 6%	1 1%	14 5%	7 4%	13 6%	11 10%z
Other suppliers are more expensive	71 5%o	25 5%	57 6%h	68 5%	71 5%	61 5%	13 7%	67 6%	25 4%	21 6%	2 4%	60 5%	1 4%	8 5%	2 4%	17 3%	1 2%	17 6%	13 8%o	13 5%	9 8%o
Quality of line/calls	67 5%	20 4%	49 5%	61 5%	67 5%	52 5%	4 3%	58 5%	26 4%	14 4%	3 6%	50 5%	2 5%	11 7%	4 7%	29 6%	3 6%	17 6%	5 3%	8 3%	2 2%
Provided free as part of bundled package	67 5%o	19 4%	53 5%	64 5%	67 5%	62 5%	13 7%	65 5%	32 5%	18 5%	1 1%	61 5%	1 5%	3 2%	1 2%	10 2%	2 4%	25 9%zo	10 6%o	15 6%o	4 4%

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Too much hassle to change	64 5%h	27 6%h	39 4%h	58 5%h	64 5%h	51 4%h	9 5%	53 4%h	16 3%	19 5%h	6 10%bh	50 5%	1 2%	8 5%	6 9%	42 9%zpqst	-	2 1%	10 6%q	7 3%	2 2%
Price of calls to mobile phones	41 3%o	10 2%	32 3%	36 3%	41 3%	34 3%	7 4%	37 3%	15 2%	8 2%	3 5%	33 3%	1 2%	3 2%	4 5%	7 1%	2 5%	5 2%	12 7%zoq	6 3%	8 8%zoq
Unlimited anytime calls to UK landlines	37 3%	12 3%	27 3%	36 3%h	37 3%	31 3%	7 4%h	34 3%h	11 2%	8 2%	-	31 3%	1 2%	5 3%	1 1%	10 2%	-	6 2%	11 6%zoq	5 2%	5 4%
Unlimited weekend calls to UK landlines	36 3%	13 3%	24 2%	31 2%	36 3%	30 3%	4 2%	31 3%	11 2%	7 2%	2 3%	26 2%	4 11%	5 3%	2 3%	17 4%	-	6 2%	6 4%	6 2%	1 1%
Unlimited evening and weekend calls to UK landlines	32 2%	11 2%	26 3%	29 2%	32 2%	25 2%	5 3%	29 2%	15 2%	7 2%	2 3%	25 2%	1 2%	4 3%	3 4%	11 2%	1 3%	9 3%	5 3%	5 2%	-
Price of international calls	31 2%	9 2%	25 3%h	28 2%	31 2%	24 2%	3 2%	28 2%h	8 1%	10 3%	3 5%	23 2%	1 2%	4 3%	3 4%	10 2%	-	4 1%	9 5%zoq	6 3%	2 2%
Other suppliers have worse customer service	31 2%	11 2%	23 2%	29 2%	31 2%	27 2%	7 4%	28 2%	19 3%	13 4%	2 4%	27 2%	-	1 1%	2 3%	9 2%	-	8 3%	1 1%	10 4%	2 2%
There was no choice / lack of providers in the area	25 2%	6 1%	21 2%	24 2%	25 2%	23 2%	1 *	23 2%	12 2%	5 1%	1 1%	23 2%	-	1 *	1 1%	6 1%	-	3 1%	-	-	15 14%zopqrs
Other suppliers have worse line/ call quality	20 1%	11 2%	13 1%	19 2%	20 1%	18 2%	5 3%	19 2%	13 2%	5 1%	1 1%	18 2%	-	2 1%	1 1%	8 2%	-	7 2%	1 *	4 2%	-
To get broadband / better broadband	14 1%	5 1%	13 1%	14 1%	14 1%	13 1%	1 1%	14 1%	7 1%	7 2%	-	13 1%	-	1 1%	-	7 2%	-	-	1 1%	4 2%q	1 1%
Not aware of other suppliers	13 1%egk	5 1%	8 1%	11 1%e	13 1%eg	7 1%	3 2%	9 1%e	5 1%	3 1%	3 5%zabcdeghi	7 1%	-	4 3%k	3 4%zk	10 2%z	-	2 1%	-	*	1 1%
To get TV / the TV package / better quality TV	12 1%	2 *	11 1%	12 1%	12 1%	11 1%	2 1%	12 1%	11 2%zacdeg	4 1%	-	11 1%	-	1 1%	-	-	-	8 3%zo	-	4 2%o	-

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/q/r/s/t
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Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
To get high speed / faster broadband	12 1%	3 1%	10 1%	12 1%	12 1%	12 1%	- -	12 1%	5 1%	7 2%zac d	- -	12 1%	- -	- -	- -	4 1%	- -	- -	4 2%q	3 1%	- -
Offer internet calling/ VOIP	9 1%	4 1%	5 1%	7 1%	9 1%	7 1%	3 2%	7 1%	4 1%	4 1%	2 3%	7 1%	- -	* *	2 2%	3 1%	- -	2 1%	* *	3 1%	1 1%
It was the best package / good package / has other extras thrown in	8 1%	6 1%zd	6 1%	8 1%	8 1%	7 1%	2 1%	8 1%	3 1%	5 1%	- -	7 1%	- -	1 *	- -	* *	- -	2 1%	- -	1 *	3 3%zor
It was easiest / more convenient	7 1%	3 1%	7 1%	7 1%	7 1%	7 1%	- -	7 1%	3 1%	5 1%	- -	7 1%	- -	- -	- -	3 1%	- -	- -	- -	3 1%	1 1%
The decision was made by someone else in the family / household	7 1%	4 1%	6 1%	7 1%	7 1%	7 1%	- -	7 1%	5 1%	1 *	- -	7 1%	- -	- -	- -	2 *	- -	1 *	- -	3 1%	1 1%
I prefer not to have a dish on the side of the house	7 1%	6 1%zbc d	4 *	7 1%	7 1%	7 1%	- -	7 1%	7 1%zbc dg	3 1%	- -	7 1%	- -	- -	- -	- -	- -	- -	- -	7 3%zoqr	- -
Previous supplier was problematic / unhappy with previous supplier	7 *	4 1%	4 *	7 1%	7 *	6 1%	1 1%	6 1%	3 1%	2 *	- -	6 1%	- -	1 *	- -	3 1%	- -	- -	1 1%	2 1%	- -
I work for them / friend / family member works for them	6 *ek	3 1%	4 *	6 1%eg	6 *e	3 *	- -	4 *e	2 *	- -	- -	3 *	- -	3 2%zk	- -	6 1%z	- -	1 *	- -	- -	- -
Word of mouth / went on a recommendation / review	5 *ck	2 *	2 *	4 *	5 *c	4 *	- -	4 *	1 *	- -	- -	2 *	2 5%	1 1%	- -	3 1%	- -	- -	1 1%	- -	1 1%
To get sports / BT Sport / better sports package	5 *	1 *	4 *	5 *	5 *	5 *	- -	5 *	4 1%	4 1%	- -	5 *	- -	- -	- -	3 1%	- -	2 1%	- -	- -	- -

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BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
They contacted me / I was approached by a salesman	5 *bg	5 1%zbc deg	1 *	5 *bg	5 *bg	3 *b	1 *	3 *b	3 *b	1 *	1 1%b	3 *	-	2 1%	1 1%	2 *	-	-	3 2%zq	-	1 1%
For work / need it for the business	5 *	1 *	4 *	5 *	5 *	4 *	-	4 *	2 *	2 *	-	4 *	-	1 1%	-	4 1%	-	-	1 1%	-	-
Previous supplier was taken over / bought out	5 *	1 *	4 *	5 *	5 *	5 *	1 *	5 *	1 *	-	-	5 *	-	-	-	-	2 3%zos	3 1%	1 1%	-	-
To get everything we want / need / the whole package from one supplier	4 *	4 1%zbc d	2 *	4 *	4 *	4 *	-	4 *	3 1%	-	-	4 *	-	-	-	-	-	2 1%	-	2 1%	1 1%
They were laying cable / connected me up	4 *	-	4 *	4 *	4 *	4 *	-	4 *	4 1%	2 *	-	4 *	-	-	-	1 *	-	-	-	3 1%	-
To get 4g / faster / better internet	4 *	-	4 *	4 *	4 *	3 *	1 *	4 *	4 1%	-	-	3 *	-	1 *	-	-	1 3%zoqr	1 *	-	1 *	-
I prefer British call centre / no overseas call centres	3 *	-	3 *	3 *	3 *	3 *	-	3 *	1 *	1 *	-	3 *	-	-	-	2 *	-	1 *	-	-	1 1%
I need it for emergencies / medical reasons / linked to alarm system	3 *	2 *	-	2 *	3 *	2 *	-	2 *	2 *	-	-	2 *	-	-	1 1%	3 1%	-	-	-	-	-
I prefer their billing / how they do their bills	3 *	2 *	2 *	3 *	3 *	3 *	-	3 *	2 *	1 *	-	3 *	-	-	-	1 *	-	1 *	-	-	1 1%
To get unlimited downloads	3 *	-	3 *	3 *	3 *	3 *	-	3 *	-	-	-	3 *	-	-	-	1 *	-	-	2 1%	-	-
No real reason / just went with them	2 *ek	1 *	1 *	2 *e	2 *e	* *	-	1 *e	1 *	* *	-	* *	-	2 1%zk	-	-	-	-	* *	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/q/r/s/t
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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
To get international calls / international service	2 *	-	2	2	2	2	-	2	2	-	-	2	-	-	-	1	-	1	-	-	-
Other	14 1%	7	7	13	14	12	1	12	5	5	-	11	1	2	-	4	3	1	2	5	1
Price related items [NET]	395 29%ho	134	306	371	395	341	65	367	157	103	11	331	10	40	15	89	17	90	83	68	44
		28%h	31%zcd	30%h	29%h	30%h	37%zac	30%zdh	26%	29%	19%	30%	29%	26%	22%	18%	36%o	30%o	49%zoqs	29%o	40%zos
Don't know	13 1%	5	11	12	13	12	2	12	5	1	-	11	1	1	-	3	-	4	1	1	-
None of these	2 *	-	2	2	2	1	-	2	-	-	-	1	-	1	-	-	1	-	-	-	-
		-	*e	*e	*e	*e	-	*e	-	-	-	*	-	1%k	-	-	3%zoqrs	-	-	-	-

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/q/r/s/t
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BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
Good/better deal overall	284 21% ^{agh}	42 13%	68 25% ^a	44 29% ^{za}	58 25% ^a	36 26% ^a	96 21% ^{gh}	80 16%	27 13%	9 25%	26 31% ^{gh}	11 24%	21 28% ^{gh}	86 27% ^{zgh}	10 30%	10 14%	11 15%	11 24%	10 18%	4 8%	
Price of overall calls package	226 17% ^{agh}	30 9%	50 18% ^a	51 33% ^{zabd}	38 17% ^a	34 25% ^{za}	82 18% ^h	70 13% ^h	14 7%	7 19%	30 35% ^{zfg}	8 18% ^h	23 31% ^{zfg} hm	60 19% ^h	9 25%	8 12%	9 12%	13 27% ^{op}	7 13%	10 23%	
Historical reasons/always used them	197 15% ^{bcd} jlm	87 27% ^{zbcd}	21 8%	7 4%	22 9%	10 7%	75 17% ^{ijlm}	81 16% ^{ijlm}	62 30% ^{zfgijklm}	2 5%	3 3%	5 10%	4 6%	31 10%	4 12%	8 12%	6 8%	4 9%	9 16%	4 9%	
Reliable service	189 14% ^c	61 19% ^{zbce}	28 10%	10 7%	35 15% ^c	14 10%	59 13% ^j	78 15% ^j	37 18% ^{ijm}	4 11%	4 5%	6 13%	8 10%	35 11%	9 26%	13 18%	9 13%	5 11%	6 12%	4 9%	
Paid for as part of a bundled package	158 12% ^{afghs}	24 7%	66 24% ^{zace}	12 8%	40 17% ^{zace}	10 7%	34 8% ^h	34 7%	9 4%	5 12%	5 6%	10 21% ^{lghj}	6 7%	69 21% ^{zfg} hjl	13 39%	8 12%	15 20% ^{zqrs}	3 6%	2 4%	1 1%	
No reason to change	119 9% ^b	38 12% ^{zbe}	12 4%	11 7%	19 8%	7 5%	47 10% ^m	49 9%	26 13% ^{zm}	4 12%	9 11%	3 7%	4 6%	19 6%	1 4%	4 6%	5 6%	2 4%	5 8%	2 5%	
Well-known and trusted brand	113 8% ^{cj}	50 15% ^{zbcde}	18 7% ^c	1 1%	19 8% ^c	9 7% ^c	41 9% ^j	42 8%	31 15% ^{zfgijlm}	3 9%	1 1%	2 4%	3 5%	26 8%	4 11%	15 21% ^{zpq}	3 5%	- -	3 5%	5 10% ^q	
Friends and family use them	78 6% ^e	15 5%	20 7% ^e	14 9% ^e	12 5%	3 2%	25 6%	26 5%	14 7%	6 16%	3 3%	- -	3 4%	23 7%	2 5%	2 2%	3 4%	2 4%	6 11%	2 5%	
Quality of customer service	76 6%	21 7%	14 5%	4 3%	13 5%	11 8%	28 6%	23 4%	11 5%	3 8%	2 3%	3 6%	10 13% ^{zfg} j	22 7%	2 6%	5 7%	2 3%	* 1%	1 2%	2 4%	
Other suppliers are more expensive	71 5%	14 4%	15 5%	10 7%	12 5%	10 7%	32 7% ^g	21 4%	11 5%	5 12%	4 5%	5 11%	7 10% ^g	14 4%	4 12%	1 2%	3 4%	3 6%	1 1%	3 6%	
Quality of line/calls	67 5%	22 7%	13 5%	4 2%	7 3%	5 4%	20 5%	24 5%	15 7% ^f	1 3%	2 2%	- -	3 4%	19 6%	1 3%	3 4%	3 3%	2 4%	- -	1 1%	
Provided free as part of bundled package	67 5% ^a	8 3%	24 8% ^{za}	9 6%	15 6% ^a	7 5%	18 4%	22 4%	6 3%	2 5%	5 6%	2 5%	3 4%	22 7%	2 6%	- -	12 16% ^{zor}	3 7% ^o	1 2%	2 4%	

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BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Too much hassle to change	64 5%b	27 8%zbde	6 2%	9 6%	7 3%	2 1%	23 5%	27 5%	15 7%	- -	7 8%	- -	1 2%	12 4%	- -	5 8%	4 5%	1 2%	3 5%	1 1%
Price of calls to mobile phones	41 3%a	4 1%	7 3%	8 5%a	6 3%	9 6%za	11 2%	17 3%	3 1%	1 3%	2 2%	- -	5 7%fhm	4 1%	5 15%	1 2%	2 3%	3 6%	2 3%	2 5%
Unlimited anytime calls to UK landlines	37 3%	9 3%	5 2%	9 6%	5 2%	4 3%	15 3%	12 2%	5 3%	2 4%	5 6%	1 1%	3 4%	7 2%	2 5%	2 2%	1 1%	2 4%	1 2%	1 2%
Unlimited weekend calls to UK landlines	36 3%	11 3%e	6 2%	6 4%e	7 3%	- -	14 3%	16 3%	8 4%	1 2%	2 3%	2 5%	- -	4 1%	- -	2 3%	3 5%	3 6%	2 4%	- -
Unlimited evening and weekend calls to UK landlines	32 2%	6 2%	10 4%e	5 3%	4 2%	- -	5 1%	17 3%f	2 1%	- -	3 4%	- -	- -	7 2%	3 8%	2 3%	6 9%z	1 2%	1 1%	- -
Price of international calls	31 2%	5 1%	4 1%	6 4%	7 3%	2 2%	8 2%	17 3%	2 1%	- -	3 4%	2 3%	1 2%	4 1%	1 3%	2 4%	2 2%	1 2%	3 6%	1 2%
Other suppliers have worse customer service	31 2%	9 3%	7 2%	1 1%	9 4%	2 1%	10 2%	8 1%	6 3%	1 2%	- -	1 2%	1 2%	13 4%g	- -	1 2%	- -	1 2%	2 4%	- -
There was no choice / lack of providers in the area	25 2%	6 2%	3 1%	- -	- -	14 10%zabc d	14 3%zg	6 1%	6 3%	- -	- -	- -	8 11%zdfgh jkm	4 1%	- -	- -	- -	- -	- -	5 11%zopqr
Other suppliers have worse line/call quality	20 1%g	6 2%	7 2%	1 *	4 2%	- -	5 1%	3 1%	4 2%	- -	1 1%	1 2%	- -	8 3%g	2 5%	1 2%	- -	- -	- -	- -
To get broadband / better broadband	14 1%g	7 2%zb	- -	1 1%	4 2%b	- -	10 2%zg	1 *	7 4%zgm	- -	1 2%	1 3%g	- -	2 1%	1 4%	- -	- -	- -	- -	- -
Not aware of other suppliers	13 1%	4 1%	2 1%	- -	* *	- -	2 *	10 2%z	2 1%	- -	- -	- -	- -	2 1%	- -	1 1%	2 3%	- -	- -	- -
To get TV / the TV package / better quality TV	12 1%	1 *	7 2%za	- -	3 1%	- -	- -	5 1%	- -	- -	- -	- -	- -	6 2%f	- -	1 1%	3 4%z	- -	- -	- -

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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
To get high speed / faster broadband	12 1%g	4 1%	-	4 3%b	3 1%	-	9 2%zg	1 *	3 2%g	-	4 5%zgm	1 2%g	-	2 1%	-	1 1%	-	-	-	-
Offer internet calling/ VOIP	9 1%	3 1%	-	-	3 1%	1 1%	2 *	6 1%	2 1%	-	-	-	-	-	-	1 1%	-	-	3 5%z	1 2%
It was the best package / good package / has other extras thrown in	8 1%	* *	2 1%	-	1 *	3 2%za	2 *	3 1%	* *	-	-	-	1 1%	1 *	-	-	2 3%z	-	-	-
It was easiest / more convenient	7 1%	3 1%	-	-	3 1%	1 1%	2 1%	1 *	2 1%	-	-	-	-	-	3 9%	1 1%	-	-	-	-
The decision was made by someone else in the family / household	7 1%	1 *	1 *	1 *	3 1%	1 *	1 *	4 1%	-	-	-	-	1 1%	-	2 7%	1 1%	1 1%	1 1%	1 1%	-
I prefer not to have a dish on the side of the house	7 1%	-	-	-	7 3%zab	-	-	1 *	-	-	-	-	-	6 2%zfg	-	-	-	-	1 2%	-
Previous supplier was problematic / unhappy with previous supplier	7 *	3 1%	-	1 1%	2 1%	-	2 *	3 1%	2 1%	-	-	-	-	2 1%	-	1 1%	-	1 2%	-	-
I work for them / friend / family member works for them	6 *	2 1%	1 *	-	-	-	1 *	3 1%	1 1%	-	-	-	-	1 *	-	-	-	-	-	-
Word of mouth / went on a recommendation / review	5 *	3 1%	-	-	-	1 1%	4 1%	1 *	3 2%zm	-	-	-	1 1%	-	-	-	-	-	-	-
To get sports / BT Sport / better sports package	5 *	3 1%	2 1%	-	-	-	3 1%	3 1%	2 1%	1 2%	-	-	-	-	-	2 2%z	1 1%	-	-	-

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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
They contacted me / I was approached by a salesman	5*	2 1%	-	1 1%	-	-	3 1%	2*	2 1%	-	1 1%	-	-	-	-	-	-	-	-	-
For work / need it for the business	5*	4 1%z	-	-	-	-	2 1%	1*	2 1%	-	-	-	-	2*	-	-	-	-	-	-
Previous supplier was taken over / bought out	5*	-	-	1 1%	-	4 3%zabd	2*	3*	-	-	1 1%	-	1 1%	1*	-	-	-	-	-	3 6%z
To get everything we want / need / the whole package from one supplier	4*	-	2 1%	-	2 1%	1 1%	-	1*	-	-	-	-	-	3 1%	-	-	1 1%	-	-	-
They were laying cable / connected me up	4*	2 1%	-	-	2 1%	-	-	2*	-	-	-	-	-	2 1%	-	1 1%	-	-	1 2%	-
To get 4g / faster / better internet	4*	-	-	-	1*	1 1%	1*	1*	-	-	-	1 1%	1 1%	2*	-	-	-	-	-	-
I prefer British call centre / no overseas call centres	3*	2*	1*	-	-	1*	1*	-	-	-	-	-	1 1%	3 1%	-	-	-	-	-	-
I need it for emergencies / medical reasons / linked to alarm system	3*	2 1%	-	-	-	-	1*	2*	1*	-	-	-	-	-	-	1 2%z	-	-	-	-
I prefer their billing / how they do their bills	3*	1*	2 1%	-	-	-	1*	1*	1*	-	-	-	-	1*	-	-	1 1%	-	-	-
To get unlimited downloads	3*	1*	-	2 1%	-	-	1*	2*	1 1%	-	-	-	-	-	-	-	-	2 3%z	-	-
No real reason / just went with them	2*	-	-	*	-	-	-	2*	-	-	-	-	-	*	-	-	-	-	-	-

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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
To get international calls / international service	2 *	1 *	-	1 1%	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 2%z	-	-
Other	14 1%	3 1%	1 *	2 1%	3 1%	4 3%zb	4 1%	6 1%	3 1%	- -	- -	- -	2 2%	4 1%	- -	- -	- -	2 3%	- -	2 5%z
Price related items [NET]	395 29%ah	64 20%	84 30%a	74 48%zabd	64 28%a	52 38%za	138 31%h	147 28%h	35 17%	15 39%	40 48%zfg	14 30%	32 44%zfg hm	85 26%h	14 42%	16 24%	22 29%	21 45%zo	15 28%	17 38%
Don't know	13 1%	1 *	4 1%	1 1%	1 *	-	4 1%	6 1%	1 1%	1 2%	1 1%	1 1%	-	3 1%	-	-	-	-	-	-
None of these	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-

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

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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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Good/better deal overall	284 21%	115 21%	114 21%	160 23%	22 25%	69 23%	53 22%	106 21%	3 49%	4 44%	66 23%	211 21%	124 21%	123 20%
Price of overall calls package	226 17%	99 18%	93 17%	140 20%z	18 20%	58 19%	46 19%	93 19%	1 9%	1 8%	42 15%	182 18%	98 16%	105 17%
Historical reasons/always used them	197 15%jl	94 17%z	84 16%	97 14%	11 13%	55 19%zc	47 19%zc	91 18%z	2 30%	- -	29 10%	164 16%zj	69 12%	112 18%zl
Reliable service	189 14%	80 15%	89 17%z	99 14%	17 19%	51 17%	52 22%zac	75 15%	1 12%	3 32%	34 12%	151 15%	83 14%	85 14%
Paid for as part of a bundled package	158 12%	55 10%	63 12%	89 13%	25 28%zabcef	36 12%	27 11%	55 11%	1 9%	- -	29 10%	124 12%	63 11%	72 12%
No reason to change	119 9%c	43 8%	50 9%	48 7%	8 9%	36 12%zac	28 12%c	41 8%	1 9%	* 4%	28 10%	89 9%	47 8%	61 10%
Well-known and trusted brand	113 8%l	62 11%z	55 10%	59 9%	4 5%	30 10%	27 11%	59 12%z	1 9%	1 9%	18 6%	90 9%	29 5%	64 10%zl
Friends and family use them	78 6%cl	46 8%zcf	42 8%zcf	29 4%	10 11%zcf	23 8%c	10 4%	42 8%z	- -	1 16%	15 5%	62 6%	20 3%	45 7%zl
Quality of customer service	76 6%	42 8%z	40 8%z	42 6%	4 5%	22 7%	23 10%zc	38 8%z	1 10%	1 14%	13 5%	61 6%	33 6%	40 7%
Other suppliers are more expensive	71 5%	27 5%	31 6%	46 7%	6 7%	12 4%	14 6%	27 5%	- -	- -	13 5%	58 6%	34 6%	28 5%
Quality of line/calls	67 5%	35 6%	41 8%z	42 6%	7 8%	23 8%z	23 9%z	31 6%	- -	2 19%	11 4%	53 5%	22 4%	39 6%z
Provided free as part of bundled package	67 5%	25 5%	20 4%	37 5%	7 8%	18 6%	7 3%	25 5%	- -	- -	19 7%	47 5%	31 5%	29 5%
Too much hassle to change	64 5%	27 5%	27 5%	32 5%	2 2%	21 7%	14 6%	24 5%	1 17%	2 21%	11 4%	50 5%	22 4%	35 6%

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

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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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
Price of calls to mobile phones	41 3% ^k	18 3%	15 3%	23 3%	5 6% ^f	11 4%	4 1%	15 3%	- -	2 21%	13 5%	25 2%	19 3%	17 3%
Unlimited anytime calls to UK landlines	37 3% ^l	20 4%	17 3%	20 3%	3 4%	8 3%	12 5%	19 4%	1 10%	-	10 3%	27 3%	8 1%	25 4% ^{zl}
Unlimited weekend calls to UK landlines	36 3%	18 3% ^c	17 3%	12 2%	1 1%	10 3%	13 5% ^{zc}	16 3%	- -	1 9%	8 3%	27 3%	20 3%	14 2%
Unlimited evening and weekend calls to UK landlines	32 2%	20 4% ^z	16 3%	17 2%	4 4%	6 2%	5 2%	19 4% ^z	1 10%	-	6 2%	26 3%	19 3%	10 2%
Price of international calls	31 2% ^k	12 2%	11 2%	11 2%	1 1%	6 2%	6 3%	10 2%	1 10%	-	10 4%	18 2%	18 3%	11 2%
Other suppliers have worse customer service	31 2%	12 2%	10 2%	14 2%	1 1%	4 1%	9 4% ^{be}	12 2%	1 9%	-	10 4%	21 2%	11 2%	13 2%
There was no choice / lack of providers in the area	25 2%	10 2%	10 2%	20 3% ^z	- -	4 1%	4 2%	10 2%	- -	-	6 2%	15 1%	14 2%	10 2%
Other suppliers have worse line/ call quality	20 1% ^l	9 2%	9 2%	11 2%	1 1%	5 2%	3 1%	8 2%	1 9%	-	6 2%	13 1%	4 1%	11 2%
To get broadband / better broadband	14 1% ^m	8 1%	8 1%	10 1%	1 1%	1 *	5 2%	8 2%	- -	-	3 1%	12 1%	11 2% ^m	3 *
Not aware of other suppliers	13 1%	6 1%	5 1%	6 1%	2 2%	3 1%	1 *	5 1%	- -	1 9%	3 1%	10 1%	6 1%	6 1%
To get TV / the TV package / better quality TV	12 1%	2 *	3 1%	3 *	1 1%	4 1%	1 1%	2 *	- -	-	1 *	11 1%	5 1%	6 1%

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

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
To get high speed / faster broadband	12 1%abg	1 *	1 *	9 1%ab	1 1%	3 1%ab	- -	1 *	- -	- -	4 1%	8 1%	9 1%	3 *
Offer internet calling/ VOIP	9 1%	5 1%b	2 *	5 1%	- -	1 *	1 *	5 1%	- -	- -	4 2%	5 *	6 1%	1 *
It was the best package / good package / has other extras thrown in	8 1%	5 1%	5 1%	2 *	- -	2 1%	* *	5 1%	- -	- -	1 *	6 1%	6 1%	2 *
It was easiest / more convenient	7 1%	3 1%	2 *	1 *	- -	1 *	4 1%bc	3 1%	- -	- -	1 *	5 *	3 *	1 *
The decision was made by someone else in the family / household	7 1%	3 *	3 *	4 1%	1 1%	1 *	2 1%	2 *	- -	- -	1 *	5 *	2 *	3 *
I prefer not to have a dish on the side of the house	7 1%	4 1%	4 1%	1 *	1 1%	1 *	- -	4 1%	- -	- -	1 *	6 1%	4 1%	3 *
Previous supplier was problematic / unhappy with previous supplier	7 *	3 *	3 *	4 1%	1 1%	1 *	1 *	3 1%	- -	- -	3 1%	3 *	3 1%	3 1%
I work for them / friend / family member works for them	6 *	3 *	3 *	2 *	- -	- -	1 *	3 1%	- -	- -	1 *	4 *	2 *	4 1%
Word of mouth / went on a recommendation / review	5 *k	4 1%	4 1%	1 *	- -	2 1%	1 *	4 1%	- -	- -	3 1%zk	2 *	2 *	4 1%
To get sports / BT Sport / better sports package	5 *	1 *	1 *	2 *	- -	2 1%	1 *	1 *	- -	- -	2 1%	3 *	3 1%	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
They contacted me / I was approached by a salesman	5*	3*	3*	1*	-	4	-	3*	-	-	1*	3*	1*	3
						1%zc	-							1%
For work / need it for the business	5*	1*	1*	3*	-	2	1*	1*	-	-	1*	4*	3	2*
						1%							1%	
Previous supplier was taken over / bought out	5*	2*	1*	4	1	1	1*	2*	-	-	3	2*	1*	4
				1%	1%	*	*	*	-	-	1%	*	*	1%
To get everything we want / need / the whole package from one supplier	4*	4	4	-	2	2	2	4	-	-	-	4*	-	4
		1%c	1%c	-	2%zc	1%c	1%c	1%	-	-	-	*	-	1%
They were laying cable / connected me up	4*	1*	1*	1*	-	-	-	1*	-	-	2	2*	2*	2*
					-	-	-	*	-	-	1%	*	*	*
To get 4g / faster / better internet	4*	-	1*	2*	1	1	-	-	-	-	1*	3*	2*	2*
		-	*	*	1%	*	-	-	-	-	*	*	*	*
I prefer British call centre / no overseas call centres	3*	-	-	2*	1	-	-	-	-	-	2	2*	2*	-
		-	-	*	1%ab	-	-	-	-	-	1%	*	*	-
I need it for emergencies / medical reasons / linked to alarm system	3*	-	-	-	-	3	-	-	-	-	-	3*	1*	2*
		-	-	-	-	1%zabc	-	-	-	-	-	*	*	*
I prefer their billing / how they do their bills	3*	3*	2*	1*	-	-	-	3	-	-	1*	2*	-	3*
		*	*	*	-	-	-	1%	-	-	*	*	-	*
To get unlimited downloads	3*	-	-	3*	-	-	-	-	-	-	-	3*	3*	-
		-	-	*	-	-	-	-	-	-	-	*	*	-

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

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
No real reason / just went with them	2*	1*	2*	* *	- -	1*	- -	1*	- -	- -	2 1%zk	- -	1*	1*
To get international calls / international service	2*	2*	1*	1*	- -	- -	- -	2*	- -	- -	- -	2*	1*	1*
Other	14 1%	5 1%	5 1%	8 1%	- -	1 *	2 1%	5 1%	- -	- -	3 1%	10 1%	5 1%	6 1%
Price related items [NET]	395 29%	168 31%	162 30%	225 33%z	28 31%	90 30%	77 32%	156 31%	1 19%	3 37%	84 30%	305 30%	185 31%	173 28%
Don't know	13 1%k	4 1%	5 1%	4 1%	1 1%	1 *	1 *	3 1%	- -	1 7%	4 1%	4 *	6 1%	3 *
None of these	2*	1*	1*	- -	- -	- -	- -	1*	- -	- -	- -	1 *	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Good/better deal overall	284 21% ^f	55 24%	19 21%	20 22%	22 17%	75 24% ^f	6 8%	13 16%	20 31% ^f	215 22%	21 21%	13 19%
Price of overall calls package	226 17%	42 18%	10 11%	20 22%	27 21%	55 18%	13 17%	15 18%	10 16%	172 18%	24 23%	10 14%
Historical reasons/always used them	197 15% ⁱ	38 17%	15 17%	23 25% ^z	18 14%	51 17% ^f	6 7%	21 26% ^{zfh}	6 9%	120 12%	14 14%	15 21% ⁱ
Reliable service	189 14%	32 14%	19 21%	15 16%	15 11%	53 17%	15 19%	10 11%	12 18%	131 14%	14 14%	5 8%
Paid for as part of a bundled package	158 12%	25 11%	7 8%	12 12%	11 9%	42 14% ^g	11 14%	4 4%	6 9%	136 14% ^{zk}	13 13%	3 5%
No reason to change	119 9% ^a	11 5%	15 16% ^{za}	8 8%	10 8%	25 8%	13 16% ^{ze}	8 9%	4 6%	75 8%	3 3%	10 14% ^j
Well-known and trusted brand	113 8%	26 11%	15 16% ^z	7 7%	14 11%	35 11% ^z	7 9%	10 12%	3 5%	79 8%	11 11%	7 10%
Friends and family use them	78 6%	19 8%	8 9%	4 4%	14 11% ^z	14 5%	9 12% ^{ze}	9 11%	9 15% ^{ze}	52 5%	9 8%	4 6%
Quality of customer service	76 6%	22 10% ^z	8 9%	4 4%	8 6%	24 8%	6 7%	3 3%	8 12% ^z	52 5%	6 6%	5 8%
Other suppliers are more expensive	71 5%	12 5%	7 8%	2 2%	7 5%	17 6%	6 8%	4 5%	3 5%	54 6%	6 6%	1 2%
Quality of line/calls	67 5%	12 5%	7 8%	5 5%	10 8%	22 7%	8 10% ^z	6 7%	6 9%	43 4%	6 5%	3 5%
Provided free as part of bundled package	67 5%	13 5%	4 4%	5 5%	4 3%	13 4%	1 2%	3 3%	2 4%	53 6%	6 6%	3 4%
Too much hassle to change	64 5%	11 5%	5 6%	5 5%	7 5%	12 4%	6 8%	7 8%	2 4%	43 4%	3 3%	5 7%

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

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Price of calls to mobile phones	41 3%	7 3%	5 5%	4 4%	3 2%	9 3%	4 5%	1 1%	1 2%	30 3%	5 5%	-
Unlimited anytime calls to UK landlines	37 3%	11 5%	4 5%	3 3%	2 1%	11 4%	3 4%	2 3%	-	25 3%	4 4%	2 3%
Unlimited weekend calls to UK landlines	36 3%	2 1%	6 7%za	2 2%	7 5%a	8 3%	3 3%	1 1%	6 9%zeg	24 2%	5 5%	1 1%
Unlimited evening and weekend calls to UK landlines	32 2%	6 3%	4 4%	4 4%	6 5%	9 3%	2 2%	2 3%	3 5%	19 2%	5 4%	2 3%
Price of international calls	31 2%	5 2%	4 4%	1 1%	2 2%	6 2%	2 2%	1 1%	2 3%	17 2%	6 5%zi	1 2%
Other suppliers have worse customer service	31 2%	6 2%	2 2%	4 4%	1 1%	7 2%	2 2%	1 1%	1 1%	26 3%	1 1%	-
There was no choice / lack of providers in the area	25 2%	4 2%	2 2%	-	5 4%	6 2%	3 3%	-	2 3%	18 2%	4 4%	1 2%
Other suppliers have worse line/ call quality	20 1%	5 2%	1 1%	3 3%	1 1%	7 2%	1 1%	-	1 1%	17 2%	1 *	-
To get broadband / better broadband	14 1%	4 2%	4 4%zd	-	-	5 2%	1 2%	1 2%	-	12 1%	1 1%	-
Not aware of other suppliers	13 1%i	3 1%	1 2%	-	2 1%	2 1%	-	1 1%	2 3%	5 1%	1 1%	-
To get TV / the TV package / better quality TV	12 1%	-	-	2 2%a	-	1 *	1 1%	1 1%	-	9 1%	1 1%	1 2%

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

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BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
To get high speed / faster broadband	12 1%	-	-	1 1%	-	1 *	-	-	-	12 1%	-	-
Offer internet calling/ VOIP	9 1%	1 1%	1 1%	2 2%	-	1 *	*	-	-	5 1%	2 1%	-
It was the best package / good package / has other extras thrown in	8 1%	* *	1 1%	-	3 3%za	-	1 1%	2 2%e	2 4%ze	7 1%	-	-
It was easiest / more convenient	7 1%	1 1%	-	-	2 1%	2 1%	-	-	-	7 1%	-	1 1%
The decision was made by someone else in the family / household	7 1%	1 *	-	1 1%	1 1%	1 *	-	1 1%	1 1%	4 *	2 1%	2 2%zi
I prefer not to have a dish on the side of the house	7 1%	-	2 2%a	1 1%	1 1%	2 1%	-	1 1%	1 2%	5 1%	2 2%	-
Previous supplier was problematic / unhappy with previous supplier	7 *	2 1%	-	-	1 1%	2 *	-	1 1%	-	4 *	2 2%zi	-
I work for them / friend / family member works for them	6 *	-	-	1 1%	2 1%	-	-	3 3%ze	-	3 *	-	-
Word of mouth / went on a recommendation / review	5 *	3 1%z	-	-	1 1%	3 1%	-	-	1 1%	3 *	1 1%	-
To get sports / BT Sport / better sports package	5 *	1 *	-	-	1 *	-	-	1 1%	-	5 1%	-	-

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

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
They contacted me / I was approached by a salesman	5*	2 1%	-	1 1%	-	2 1%	-	1 1%	-	3*	-	-
For work / need it for the business	5*	1 1%	-	-	-	1*	-	-	-	4*	-	-
Previous supplier was taken over / bought out	5*	1*	-	-	1 1%	-	-	-	1 1%	5 1%	-	-
To get everything we want / need / the whole package from one supplier	4*	1*	3 3%za	-	-	2 1%	2 2%z	-	-	4*	-	1 1%
They were laying cable / connected me up	4*	-	-	1 1%	-	-	-	1 1%	-	4*	-	-
To get 4g / faster / better internet	4*	-	-	-	-	1*	-	-	-	2*	1 1%	-
I prefer British call centre / no overseas call centres	3*	-	-	-	-	-	-	-	-	3*	-	-
I need it for emergencies / medical reasons / linked to alarm system	3*	-	-	-	-	-	-	-	-	1*	-	1 1%
I prefer their billing / how they do their bills	3*	-	1 1%z	1 1%	1 1%	1*	-	-	1 1%	1*	1 1%zi	-
To get unlimited downloads	3*	-	-	-	-	-	-	-	-	3*	-	-

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

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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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
No real reason / just went with them	2 *	-	-	1 1%	-	1 *	-	1 1%	-	* *	-	-
To get international calls / international service	2 *	1 *	-	-	1 *	1 *	-	-	-	2 *	-	-
Other	14 1%	3 1%	1 1%	2 2%	-	4 1%	1 1%	-	-	11 1%	1 1%	1 1%
Price related items [NET]	395 29%	66 29%	31 34%	31 33%	40 32%	91 30%	25 32%	24 29%	22 34%	284 29%	40 39%zik	17 24%
Don't know	13 1%	-	1 1%	-	3 2%a	-	4 5%ze	-	1 2%e	9 1%	-	3 4%zij
None of these	2 *	-	-	-	1 1%	1 *	-	-	-	1 *	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
 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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
Good/better deal overall	284 21%	46 21%	35 20%	122 22%	25 22%	20 18%	37 21%
Price of overall calls package	226 17%e	35 15%e	30 17%e	103 19%e	23 20%e	5 5%	29 17%e
Historical reasons/always used them	197 15%	42 19%zc	20 11%	68 13%	14 13%	28 25%zbcdf	21 12%
Reliable service	189 14%	31 14%	23 13%	76 14%	16 14%	20 18%	19 11%
Paid for as part of a bundled package	158 12%	21 9%	17 10%	69 13%	13 11%	13 12%	27 15%
No reason to change	119 9%c	23 10%	16 9%	34 6%	18 16%zcf	14 13%c	12 7%
Well-known and trusted brand	113 8%f	27 12%zf	12 7%	46 8%f	11 9%f	11 10%f	5 3%
Friends and family use them	78 6%	16 7%	16 9%c	23 4%	7 6%	6 5%	11 6%
Quality of customer service	76 6%	17 8%	5 3%	30 6%	6 5%	5 4%	8 5%
Other suppliers are more expensive	71 5%	11 5%	7 4%	36 7%	4 3%	3 2%	13 7%
Quality of line/calls	67 5%	10 4%	9 5%	32 6%	6 6%	3 3%	6 3%
Provided free as part of bundled package	67 5%	10 4%	5 3%	31 6%	3 3%	4 4%	12 7%
Too much hassle to change	64 5%	12 6%	9 5%	21 4%	6 5%	8 7%	7 4%
Price of calls to mobile phones	41 3%	8 4%	2 1%	17 3%	4 4%	1 *	8 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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**

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Unlimited anytime calls to UK landlines	37 3%	10 4%	3 2%	11 2%	2 2%	5 5%	6 3%
Unlimited weekend calls to UK landlines	36 3%	4 2%	4 3%	10 2%	4 4%	6 6% ^c	4 2%
Unlimited evening and weekend calls to UK landlines	32 2%	8 4%	5 3%	13 2%	1 1%	1 1%	2 1%
Price of international calls	31 2%	8 3%	6 3%	8 1%	4 3%	4 4%	2 1%
Other suppliers have worse customer service	31 2%	3 1%	2 1%	12 2%	1 1%	6 5%	8 4%
There was no choice / lack of providers in the area	25 2%	3 1%	2 1%	15 3%	1 1%	2 1%	2 1%
Other suppliers have worse line/ call quality	20 1%	4 2%	2 1%	9 2%	1 1%	2 1%	3 1%
To get broadband / better broadband	14 1%	2 1%	1 1%	7 1%	1 1%	2 2%	1 1%
Not aware of other suppliers	13 1%	2 1%	2 1%	6 1%	2 2%	-	1 1%
To get TV / the TV package / better quality TV	12 1%	1 *	1 *	3 1%	1 1%	-	5 3% ^{zc}
To get high speed / faster broadband	12 1%	- -	- -	6 1%	3 3% ^{ab}	-	2 1%
Offer internet calling/ VOIP	9 1%	4 2%	1 *	4 1%	* *	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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**

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
It was the best package / good package / has other extras thrown in	8 1%	* *	-	1 *	2 1%	- -	2 1%
It was easiest / more convenient	7 1%	- -	1 *	1 *	- -	2 2%ac	5 3%zac
The decision was made by someone else in the family / household	7 1%	2 1%	- -	3 1%	- -	1 1%	1 1%
I prefer not to have a dish on the side of the house	7 1%	3 1%	- -	1 *	- -	- -	3 2%c
Previous supplier was problematic / unhappy with previous supplier	7 *	3 1%	- -	3 *	- -	- -	2 1%
I work for them / friend / family member works for them	6 *	1 1%	2 1%	2 *	- -	1 1%	1 *
Word of mouth / went on a recommendation / review	5 *	- -	3 2%zc	1 *	1 1%	1 1%	- -
To get sports / BT Sport / better sports package	5 *	1 *	- -	1 *	2 2%zc	1 1%	1 1%
They contacted me / I was approached by a salesman	5 *	1 *	- -	1 *	1 1%	- -	2 1%
For work / need it for the business	5 *	- -	1 1%	3 1%	- -	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Previous supplier was taken over / bought out	5 *	2 1%	-	3 1%	-	-	-
To get everything we want / need / the whole package from one supplier	4 *	1 1%	2 1% ^c	-	-	1 1%	1 *
They were laying cable / connected me up	4 *	-	-	1 *	-	-	2 1%
To get 4g / faster / better internet	4 *	-	1 1%	1 *	1 1%	-	1 *
I prefer British call centre / no overseas call centres	3 *	-	-	2 *	-	-	2 1%
I need it for emergencies / medical reasons / linked to alarm system	3 *	-	-	-	3 2% ^{zac}	-	-
I prefer their billing / how they do their bills	3 *	1 1%	1 *	1 *	-	-	-
To get unlimited downloads	3 *	-	-	3 *	-	-	-
No real reason / just went with them	2 *	-	2 1% ^z	* *	-	-	-
To get international calls / international service	2 *	2 1% ^z	-	-	-	-	-
Other	14 1%	1 1%	1 1%	6 1%	1 *	2 2%	4 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Price related	395	68	49	170	37	21	48
items [NET]	29%e	30%e	28%	31%e	32%e	19%	27%
Don't know	13	1	4	4	-	1	-
	1%	1%	2%	1%	-	1%	-
None of these	2	-	1	-	-	-	-
	*	-	1%	-	-	-	-

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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	275	138	137	-	10	38	57	57	39	53	21	10	95	96	74	52	85	56	82	100	108	54
Weighted Base	269	134	136	**	9**	34*	57*	67*	38*	43*	21**	9**	91*	104*	65*	62*	87*	57*	64*	91*	107*	58*
Good/better deal overall	89 33%	39 29%	50 37%	-	1 15%	12 36%	21 38%	23 34%	10 26%	15 34%	6 29%	1 15%	33 37%	32 31%	21 33%	13 21%	30 34%	20 35%	26 41%	31 34%	33 31%	21 35%
Always used them for broadband	41 15%fl	24 18%	17 13%	-	1 9%	1 4%	3 6%	11 17%	14 38%zef gilmn	8 18%l	3 12%	1 9%	5 5%	25 24%zef gl	10 16%l	11 18%	16 18%	7 13%	7 11%	13 14%	20 19%	6 11%
Price of line rental	38 14%	20 15%	18 13%	-	1 7%	6 17%	8 14%	13 20%	3 8%	6 14%	2 8%	1 7%	14 15%	16 16%	8 12%	5 8%	7 9%	15 27%zo p	11 17%	10 11%	17 16%	9 16%
Price of landline calls	24 9%	15 11%	9 7%	-	1 10%	5 14%	4 7%	4 6%	2 4%	7 17%zm	1 4%	1 10%	9 10%	5 5%	8 13%	5 8%	7 8%	6 11%	6 9%	7 8%	8 7%	7 12%
Well-known and trusted supplier for broadband	17 6%	10 8%	7 5%	-	-	2 7%	4 8%	4 5%	-	5 11%h	2 10%	-	7 8%	4 3%	7 10%	3 5%	6 7%	5 8%	3 4%	3 3%	3 3%	10 17%zst
Quality of line/calls	17 6%	8 6%	8 6%	-	-	1 3%	5 9%	1 2%	2 5%	7 15%zgm	1 3%	-	6 7%	3 3%	7 11%gm	3 5%	5 6%	4 7%	5 7%	8 8%	4 4%	4 7%
Can't get broadband from calls supplier	13 5%	5 4%	9 6%	-	-	5 15%zgm n	4 8%	1 2%	1 2%	1 1%	1 5%	-	9 10%zm	2 2%	2 3%	2 4%	3 4%	2 4%	6 9%	4 4%	7 6%	3 5%
Didn't know I could switch my broadband to the same supplier	8 3%b	7 5%	1 1%	-	-	1 2%	2 3%	3 4%	1 3%	2 4%	-	-	2 2%	4 4%	2 3%	3 5%	1 1%	3 5%	1 1%	-	7 7%zst	-
Quality of customer service from current broadband supplier	6 2%	5 4%	1 1%	-	1 9%	-	1 2%	-	1 3%	2 5%	1 5%	1 9%	1 1%	1 1%	3 5%	2 3%	4 4%	-	1 1%	2 2%	1 1%	3 5%
It was in a bundle / package deal	6 2%	3 3%	2 2%	-	1 11%	-	2 4%	2 3%	-	1 2%	-	1 11%	2 2%	2 2%	1 1%	-	5 5%	-	1 2%	2 2%	2 2%	1 1%
Capacity/speed issues	5 2%	2 2%	3 2%	-	-	1 2%	1 2%	2 3%	-	1 1%	-	-	2 2%	2 2%	1 1%	-	2 3%	1 1%	2 3%	3 3%	1 1%	1 1%
No choice / lack of other suppliers in the area	4 1%	3 2%	1 *	-	-	-	-	3 4%	1 2%	-	1 3%	-	-	3 3%	1 1%	1 2%	1 1%	2 4%	-	4 4%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
 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	269	134	136	-**	9**	34*	57*	67*	38*	43*	21**	9**	91*	104*	65*	62*	87*	57*	64*	91*	107*	58*
Historical reasons / always used them	3 1%	1 1%	2 2%	-	-	1 2%	1 3%	-	1 2%	1 1%	-	-	2 2%	1 1%	1 1%	1 1%	2 2%	1 1%	-	-	2 2%	1 2%
Word of mouth / they were recommended to me	3 1%	1 1%	2 2%	-	-	1 3%	1 2%	1 2%	-	-	-	-	2 2%	1 1%	-	1 2%	1 1%	1 2%	-	2 2%	1 1%	-
Someone else in the family / household made the decision	2 1%	1 1%	1 1%	-	1 10%	-	-	1 1%	-	1 1%	-	1 10%	-	1 1%	1 1%	-	2 2%	-	1 1%	-	1 1%	2 3%
It was easier / more convenient for me	2 1%	1 *	2 1%	-	-	-	2 3%	-	-	-	1 3%	-	2 2%	-	1 1%	2 3%	-	-	1 1%	2 2%	1 1%	-
I don't use them	2 1%	-	2 1%	-	-	-	-	2 3%	-	-	-	-	-	2 2%	-	-	2 2%	-	-	-	2 2%	-
Unhappy with them / decided to switch	2 1%	2 1%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	-	1 2%	-	1 1%	1 1%
Other	15 6%	8 6%	7 5%	-	2 19%	2 5%	6 11%	4 5%	-	2 4%	-	2 19%	8 9%	4 3%	2 3%	5 8%	4 4%	2 3%	4 7%	5 6%	4 3%	5 9%
None of these	14 5%	10 7%	4 3%	-	1 8%	3 8%	1 1%	1 2%	5 14%zt	1 1%	3 14%	1 8%	3 4%	6 6%g	4 5%il	9 14%zpq	3 3%	-	2 3%	5 5%	3 2%	7 11%zt
Don't know	8 3%	3 2%	5 4%	-	1 12%	* 1%	-	-	1 4%	1 3%	4 19%	1 12%	* *	1 1%	5 8%zfg	5 7%	1 1%	2 4%	* 1%	2 3%	5 5%	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 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)	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	275	17	19	97	10	3	108	25	13	19	3	9	84	14	188	87	136	13	13	8	2	6	84	13
Weighted Base	269	18**	21**	104*	12**	5**	118*	25**	17**	15**	3**	7**	72*	13**	175	94*	148	11**	16**	6**	2**	5**	71*	12**
Good/better deal overall	89 33%	5	4	37	1	-	38	8	1	7	-	3	25	7	59	29	45	4	2	4	-	2	25	8
		29%	20%	35%	10%	-	32%	31%	7%	46%	-	39%	35%	51%	34%	31%	31%	32%	12%	61%	-	38%	35%	64%
Always used them for broadband	41 15%	2	3	14	3	-	18	2	3	1	1	-	15	1	31	11	21	1	3	-	-	-	15	1
		14%	17%	14%	28%	-	15%	9%	20%	7%	32%	-	21%	5%	17%	11%	14%	6%	22%	-	-	-	21%	5%
Price of line rental	38 14%	4	6	13	2	-	21	2	2	3	-	1	6	3	27	12	25	2	2	1	-	1	6	1
		22%	31%	13%	13%	-	18%	9%	9%	20%	-	18%	8%	26%	15%	12%	17%	16%	10%	25%	-	28%	8%	10%
Price of landline calls	24 9%	3	4	8	-	-	12	3	-	3	-	-	5	-	16	8	15	3	-	-	-	-	6	-
		15%	19%	8%	-	-	10%	12%	-	22%	-	-	8%	-	9%	9%	10%	23%	-	-	-	-	9%	-
Well-known and trusted supplier for broadband	17 6%	-	3	7	1	-	7	2	1	-	-	1	5	1	13	4	9	1	1	-	-	-	5	1
		-	13%	6%	10%	-	6%	8%	7%	-	-	8%	7%	8%	7%	5%	6%	9%	8%	-	-	-	7%	9%
Quality of line/calls	17 6%	-	-	4	1	2	4	-	3	1	-	1	8	-	12	4	6	-	1	1	-	-	8	-
		-	-	4%	9%	35%	3%	-	16%	9%	-	8%	11%zf	-	7%	5%	4%	-	7%	24%	-	-	12%zp	-
Can't get broadband from calls supplier	13 5%	1	1	5	-	-	5	2	-	1	-	1	2	1	7	6	7	1	-	1	-	-	3	1
		5%	7%	5%	-	-	5%	8%	-	8%	-	13%	3%	10%	4%	7%	5%	5%	-	22%	-	-	5%	11%
Didn't know I could switch my broadband to the same supplier	8 3%	1	1	2	2	-	4	1	2	-	-	-	2	-	5	3	4	1	2	-	-	-	2	-
		6%	6%	2%	14%	-	3%	4%	10%	-	-	-	3%	-	3%	3%	2%	9%	10%	-	-	-	3%	-
Quality of customer service from current broadband supplier	6 2%	-	2	1	-	-	3	-	-	-	1	-	3	-	5	1	4	-	-	-	-	-	3	-
		-	9%	1%	-	-	3%	-	-	-	32%	-	4%	-	3%	1%	3%	-	-	-	-	-	4%	-
It was in a bundle / package deal	6 2%	-	-	4	-	-	4	1	-	-	1	-	-	1	4	2	4	1	-	-	1	-	-	1
		-	-	4%	-	-	3%	3%	-	-	39%	-	-	6%	2%	2%	2%	6%	-	-	57%	-	-	6%
Capacity/speed issues	5 2%	1	-	2	-	-	3	-	-	1	-	1	1	-	4	1	4	-	-	-	-	1	1	-
		7%	-	2%	-	-	2%	-	-	4%	-	10%	1%	-	2%	1%	2%	-	-	-	-	16%	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 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)	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)
Weighted Base	269	18**	21**	104*	12**	5**	118*	25**	17**	15**	3**	7**	72*	13**	175	94*	148	11**	16**	6**	2**	5**	71*	12**
No choice / lack of other suppliers in the area	4 1%	1 7%	-	1 1%	-	-	3 2%	-	-	-	-	-	1 2%	-	4 2%	-	3 2%	-	-	-	-	-	1 2%	-
Historical reasons / always used them	3 1%	-	-	3 3%	-	-	2 2%	1 3%	-	-	-	-	1 1%	-	2 1%	1 2%	2 2%	1 7%	-	-	-	-	1 1%	-
Word of mouth / they were recommended to me	3 1%	-	-	2 2%	1 8%	-	1 1%	1 5%	1 6%	-	-	-	-	-	2 1%	1 1%	2 2%	-	1 6%	-	-	-	-	-
Someone else in the family / household made the decision	2 1%	-	-	2 2%	-	-	2 1%	-	-	-	-	-	1 1%	-	1 1%	1 1%	2 1%	-	-	-	-	-	1 1%	-
It was easier / more convenient for me	2 1%	-	-	2 2%	-	-	-	2 6%	-	-	-	-	1 1%	-	1 *	2 2%	-	-	2 10%	-	-	-	1 1%	-
I don't use them	2 1%	-	-	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	2 2%	2 1%	-	-	-	-	-	-	-
Unhappy with them / decided to switch	2 1%	-	-	-	1 5%	-	-	-	1 4%	1 7%	-	-	-	-	1 *	1 1%	-	1 10%	1 4%	-	-	-	-	-
Other	15 6%	-	1 6%	9 9%	1 9%	-	8 7%	2 10%	1 7%	-	-	2 24%	2 2%	-	8 5%	7 7%	10 7%	-	1 7%	-	-	2 38%	2 2%	-
None of these	14 5% ^c	2 11%	2 10%	1 1%	2 13%	2 35%	5 4%	1 3%	3 19%	-	1 29%	-	4 5%	1 7%	9 5%	4 5%	9 6%	-	2 10%	-	1 43%	-	1 2%	1 7%
Don't know	8 3% ^p	-	-	1 1%	-	1 30%	1 1%	-	1 8%	-	-	5 5%	7% ^z _f	-	6 4%	2 2%	1 1%	-	1 9%	-	-	5 8%	7% ^z _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 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/ LIVING 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)
Unweighted Base	275	184	43	48	90	3	1	9	173	48	99	55	41	30	39	42	16
Weighted Base	269	189	34*	46*	90*	3**	1**	11**	164	44*	91*	60*	45*	26**	43*	42*	13**
Good/better deal overall	89 33%	62 33%	11 31%	16 36%	31 34%	- -	- -	6 55%	52 32%	10 22%	37 41%i	20 33%	13 29%	7 26%	14 33%	12 28%	6 43%
Always used them for broadband	41 15%o	29 15%	5 15%	7 16%	8 9%	1 28%	- -	2 19%	30 18%	11 25%	16 17%	7 12%	4 9%	2 7%	5 13%	2 4%	1 10%
Price of line rental	38 14%hi	31 16%	3 8%	4 9%	18 20%h	1 26%	1 100%	1 6%	17 11%	1 2%	10 11%	14 24%zi	8 18%i	5 18%	14 34%zo	5 12%	3 24%
Price of landline calls	24 9%	18 10%	2 7%	3 7%	8 9%	- -	- -	- -	16 10%	3 6%	6 6%	7 12%	4 9%	4 17%	5 12%	4 8%	1 9%
Well-known and trusted supplier for broadband	17 6%	13 7%	3 7%	2 4%	4 5%	2 47%	- -	1 6%	10 6%	4 10%	5 6%	4 7%	3 6%	1 2%	2 6%	2 5%	1 4%
Quality of line/calls	17 6%	13 7%	* 1%	3 8%	5 6%	- -	- -	- -	11 7%	3 6%	9 10%	2 4%	2 4%	1 4%	2 5%	3 7%	1 4%
Can't get broadband from calls supplier	13 5%h	11 6%	1 4%	1 2%	9 10%zh	- -	- -	- -	5 3%	1 3%	2 2%	2 4%	4 8%	5 17%	1 3%	5 13%z	2 15%
Didn't know I could switch my broadband to the same supplier	8 3%	7 4%	1 2%	- -	2 2%	- -	- -	- -	7 4%	- -	2 3%	5 8%	- -	1 4%	1 1%	- -	1 8%
Quality of customer service from current broadband supplier	6 2%	4 2%	1 2%	1 2%	2 2%	- -	- -	- -	5 3%	2 4%	2 2%	2 4%	- -	- -	2 4%	- -	- -
It was in a bundle / package deal	6 2%h	4 2%	1 3%	1 2%	3 3%	- -	- -	1 13%	1 1%	1 2%	1 1%	2 4%	2 5%	- -	- -	3 7%z	- -
Capacity/speed issues	5 2%	4 2%	- -	1 2%	3 3%	- -	- -	- -	2 1%	1 2%	1 1%	- -	3 6%	- -	- -	3 6%	- -

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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/ LIVING 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)
Weighted Base	269	189	34*	46*	90*	3**	1**	11**	164	44*	91*	60*	45*	26**	43*	42*	13**
No choice / lack of other suppliers in the area	4 1%	2 1%	-	2 4%	1 1%	-	-	-	3 2%	2 4%	1 1%	-	1 3%	-	1 3%	-	-
Historical reasons / always used them	3 1%	3 1%	1 2%	-	2 2%	-	-	-	1 1%	-	2 2%	-	-	1 5%	1 2%	1 3%	-
Word of mouth / they were recommended to me	3 1%	2 1%	1 3%	-	1 1%	-	-	-	2 1%	1 2%	1 1%	-	1 3%	-	-	1 3%	-
Someone else in the family / household made the decision	2 1%	1 *	1 3%	1 1%	-	-	-	1 6%	1 1%	1 1%	-	1 1%	-	1 4%	-	1 2%	-
It was easier / more convenient for me	2 1%	2 1%	-	1 1%	2 2%	-	-	-	1 *	1 1%	-	2 3%	-	-	2 4%	-	-
I don't use them	2 1%	2 1%	-	-	-	-	-	-	2 1%	-	2 2%	-	-	-	-	-	-
Unhappy with them / decided to switch	2 1%	1 1%	-	1 1%	1 1%	-	-	-	1 *	1 1%	-	-	1 2%	-	-	1 3%	-
Other	15 6% _j	10 5%	3 8%	2 5%	6 7%	2 47%	1 100%	-	6 4%	3 8% _j	1 1%	6 10% _j	3 6%	2 7%	5 13%	4 9%	-
None of these	14 5%	8 4%	3 8%	3 6%	1 2%	-	-	-	12 8% _z	2 5%	8 9%	1 1%	2 5%	1 3%	1 2%	1 2%	-
Don't know	8 3% _a	3 1%	2 7%	3 7%	-	-	-	-	5% _z _d	4 8%	3 3%	1 1%	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
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	275	45	35	53	178	270	147	142	247	242	92	234	163	77	170	34
Weighted Base	269	43*	32*	55*	171	265	148	141	244	241	103*	233	170	87*	176	41**
Good/better deal overall	89 33%	14 33%	11 34%	17 30%	57 33%	88 33%	54 37%lm	47 34%	79 33%	80 33%	36 35%	72 31%	49 29%	23 26%	61 35%	13 32%
Always used them for broadband	41 15%	4 9%	3 8%	5 9%	33 19%z	40 15%	25 17%	22 15%	39 16%	38 16%	17 16%	38 16%	25 15%	8 10%	30 17%	6 16%
Price of line rental	38 14%dj	6 13%	6 17%	15 27%zd	16 9%	37 14%ij	21 14%j	23 17%ij	35 14%ij	29 12%	8 8%	33 14%j	28 17%ijn	18 20%ijn	21 12%	5 13%
Price of landline calls	24 9%g	3 7%	3 9%	7 13%	14 8%	24 9%g	14 9%	8 5%	21 9%	22 9%g	9 9%	20 8%	17 10%g	8 9%	14 8%	4 9%
Well-known and trusted supplier for broadband	17 6%	3 6%	1 2%	2 4%	12 7%	17 6%	11 8%	10 7%	17 7%	17 7%	10 10%	17 7%	10 6%	5 5%	13 7%	2 4%
Quality of line/calls	17 6%f	3 6%	1 3%	4 7%	11 6%	17 6%f	5 3%	10 7%	14 6%	15 6%	2 2%	14 6%	10 6%	5 6%	8 4%	* 1%
Can't get broadband from calls supplier	13 5%d	7 15%zd	4 12%d	3 5%	5 3%	13 5%	5 4%	4 3%	13 5%	13 5%	6 6%	13 5%	10 6%	6 7%	10 6%	- -
Didn't know I could switch my broadband to the same supplier	8 3%	1 2%	- -	1 1%	7 4%	8 3%	5 4%	5 4%	8 3%	6 2%	2 2%	8 3%	6 4%	2 3%	7 4%	2 6%
Quality of customer service from current broadband supplier	6 2%	- -	- -	2 3%	5 3%	6 2%	3 2%	5 3%	5 2%	6 2%	1 1%	6 3%	4 3%	4 4%	5 3%	2 4%
It was in a bundle / package deal	6 2%	1 2%	1 3%	2 4%	3 2%	6 2%	2 2%	5 4%	4 2%	6 2%	3 3%	5 2%	4 3%	1 1%	5 3%	- -
Capacity/speed issues	5 2%h	2 5%	2 6%	1 1%	2 1%	5 2%h	2 1%	2 2%	3 1%	5 2%h	1 1%	4 2%	4 2%	2 2%	2 1%	1 2%
No choice / lack of other suppliers in the area	4 1%	- -	- -	1 2%	3 1%	4 1%	3 2%	1 1%	4 2%	4 2%	3 3%	4 2%	3 2%	1 2%	4 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. * 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)
Weighted Base	269	43*	32*	55*	171	265	148	141	244	241	103*	233	170	87*	176	41**
Historical reasons / always used them	3 1%	-	-	2 4%	1 1%	3 1%	2 1%	2 1%	3 1%	3 1%	1 1%	3 1%	2 1%	2 3%	3 2%	2 5%
Word of mouth / they were recommended to me	3 1%	-	1 4%	1 2%	2 1%	3 1%	-	3 2% ⁿ	3 1%	3 1%	1 1%	2 1%	2 1%	1 2%	1 1%	1 2%
Someone else in the family / household made the decision	2 1%	-	-	1 2%	1 1%	2 1%	1 *	2 2%	2 1%	2 1%	1 1%	2 1%	2 1%	1 1%	1 *	1 2%
It was easier / more convenient for me	2 1%	2 4%	-	-	1 *	2 1%	2 1%	-	2 1%	2 1%	2 2%	2 1%	2 1%	2 2%	2 1%	-
I don't use them	2 1%	-	-	-	2 1%	2 1%	2 1%	-	2 1%	2 1%	2 2%	2 1%	2 1%	2 2%	2 1%	2 5%
Unhappy with them / decided to switch	2 1%	1 3%	-	-	1 *	2 1%	1 1%	-	1 *	2 1%	-	2 1%	1 1%	1 1%	1 1%	-
Other	15 6% ^d	2 4%	2 8%	7 13% ^z	6 3%	15 6%	10 7%	9 6%	14 6%	14 6%	9 9% ⁿ	14 6%	11 6%	12 14% ^z	7 4%	3 8%
None of these	14 5% ^{em}	1 2%	1 4%	-	12 7%	12 5%	6 4%	7 5%	14 6% ^m	14 6% ^m	5 5%	13 6% ^m	10 6%	1 1%	8 5%	5 12%
Don't know	8 3% ^k	-	-	-	8 5%	8 3% ^k	3 2%	4 3%	6 2%	8 3% ^{hk}	4 4%	5 2%	4 3%	-	4 2%	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; ** 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	275	207	39	8	3	17	1	106	74	93	-	13	25	22	35	31	18	7
Weighted Base	269	209	37*	7**	3**	13**	1**	91*	91*	84*	..*	9**	20**	19**	35*	35**	21**	10**
Good/better deal overall	89 33%	69 33%	13 35%	4 60%	-	3 22%	-	33 36%	21 24%	33 39%h	-	5 53%	8 37%	9 47%	18 50%z	7 19%	6 28%	-
Always used them for broadband	41 15% _i	30 14%	7 20%	* 5%	-	4 29%	-	18 19% _i	16 17%	7 8%	-	1 9%	4 20%	3 17%	5 14%	5 14%	3 15%	4 44%
Price of line rental	38 14% _g	31 15%	4 10%	-	* 14%	3 22%	-	7 8%	18 19% _g	12 14%	-	1 6%	4 19%	2 12%	4 10%	7 20%	6 29%	2 18%
Price of landline calls	24 9%	20 9%	2 6%	-	-	2 12%	-	9 9%	9 10%	5 6%	-	-	1 7%	2 12%	3 9%	2 6%	2 9%	2 18%
Well-known and trusted supplier for broadband	17 6%	15 7%	2 5%	-	-	1 5%	-	6 6%	5 6%	5 6%	-	1 13%	1 5%	1 5%	6 16% _z	3 8%	-	2 18%
Quality of line/calls	17 6%	12 6%	2 5%	-	-	3 21%	-	7 8%	3 4%	6 7%	-	-	1 5%	-	3 9%	2 6%	2 8%	-
Can't get broadband from calls supplier	13 5%	10 5%	-	-	1 37%	2 12%	1 100%	4 4%	7 7%	3 3%	-	-	1 4%	-	2 5%	2 5%	-	-
Didn't know I could switch my broadband to the same supplier	8 3%	5 3%	3 7%	-	-	-	-	6 6% _z	1 1%	2 2%	-	-	-	1 4%	2 5%	2 6%	-	-
Quality of customer service from current broadband supplier	6 2%	5 2%	1 1%	1 15%	-	-	-	2 2%	3 3%	2 2%	-	-	-	-	-	1 2%	-	2 18%
It was in a bundle / package deal	6 2%	3 1%	1 4%	-	1 48%	-	-	1 1%	-	5 6% _{zh}	-	2 19%	-	-	2 6%	1 2%	-	-
Capacity/speed issues	5 2%	5 2%	-	-	-	-	-	1 1%	1 1%	3 4%	-	-	1 4%	-	1 4%	1 3%	-	-
No choice / lack of other suppliers in the area	4 1%	4 2%	-	-	-	-	-	1 1%	3 3%	-	-	1 7%	-	-	-	1 4%	1 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
 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	269	209	37*	7**	3**	13**	1**	91*	91*	84*	-**	9**	20**	19**	35*	35**	21**	10**	
Historical reasons / always used them	3 1%	3 1%	1 2%	-	-	-	-	1 1%	1 2%	1 1%	-	-	-	-	-	-	2 11%	-	
Word of mouth / they were recommended to me	3 1%	3 2%	-	-	-	-	-	1 1%	-	2 3%	-	-	-	-	1 3%	-	1 5%	-	
Someone else in the family / household made the decision	2 1%	2 1%	-	1 8%	-	-	-	1 1%	1 1%	-	-	-	1 3%	-	-	-	-	-	
It was easier / more convenient for me	2 1%	2 1%	1 2%	-	-	-	-	1 1%	2 2%	-	-	-	-	-	-	-	-	2 16%	
I don't use them	2 1%	2 1%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	2 21%	
Unhappy with them / decided to switch	2 1%	2 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	1 3%	1 6%	-	-	-	-	
Other	15 6%g	14 7%	1 3%	-	-	-	-	1 1%	6 7%	8 9%g	-	-	-	2 9%	2 5%	5 16%	-	-	
None of these	14 5%	13 6%	1 2%	-	-	-	-	4 4%	6 7%	4 4%	-	1 7%	1 4%	-	-	2 6%	2 8%	-	
Don't know	8 3%	4 2%	3 8%	1 12%	-	-	-	4 4%	2 2%	2 3%	-	-	1 3%	-	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
 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 & HUMB 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	275	229	46	23	32	16	29	16	6	20	51	33	15	21	13	226	151	108	259	153	122	275
Weighted Base	269	237	32*	23**	25**	15**	30**	14**	7**	24**	60*	32**	10**	16**	13**	231	139	114*	253	143	126	269
Good/better deal overall	89 33%ps	75 32%	13 41%	7 31%	10 39%	6 38%	6 20%	3 25%	2 31%	13 53%	16 27%	9 29%	5 46%	7 45%	4 31%	73 32%	36 26%	49 43%zpr	85 34%p	39 27%	50 39%ss	89 33%ss
Always used them for broadband	41 15%	38 16%	3 9%	3 14%	2 10%	2 14%	2 5%	4 26%	2 33%	- -	12 20%	10 30%	2 17%	1 5%	2 15%	37 16%	24 18%	17 15%	41 16%	25 17%	17 13%	41 15%
Price of line rental	38 14%	35 15%	4 12%	1 5%	6 23%	- -	9 30%	2 13%	- -	4 15%	6 11%	3 9%	3 34%	2 14%	2 15%	31 13%	18 13%	18 15%	35 14%	19 13%	19 15%	38 14%
Price of landline calls	24 9%	19 8%	5 16%	- -	2 7%	- -	6 19%	- -	- -	4 16%	2 4%	4 13%	2 21%	2 11%	2 15%	18 8%	14 10%	7 6%	21 8%	15 11%	9 7%	24 9%
Well-known and trusted supplier for broadband	17 6%	17 7%	- -	2 7%	3 12%	- -	2 5%	1 9%	1 17%	5 19%	3 5%	- -	- -	- -	1 8%	16 7%	10 7%	5 4%	15 6%	8 6%	9 7%	17 6%
Quality of line/calls	17 6%	15 6%	2 6%	2 10%	3 10%	- -	- -	2 15%	1 15%	- -	5 9%	1 2%	- -	1 10%	1 8%	14 6%	12 8%	4 4%	16 6%	10 7%	6 5%	17 6%
Can't get broadband from calls supplier	13 5%	10 4%	3 10%	- -	- -	1 5%	2 6%	- -	- -	3 11%	5 8%	1 5%	- -	2 13%	- -	11 5%	5 4%	8 7%	13 5%	6 4%	7 6%	13 5%
Didn't know I could switch my broadband to the same supplier	8 3%o	8 3%	- -	- -	1 3%	- -	1 3%	- -	- -	- -	2 3%	1 4%	1 11%	1 8%	1 8%	5 2%	4 3%	4 4%	8 3%	5 3%	3 3%	8 3%
Quality of customer service from current broadband supplier	6 2%	6 3%	- -	1 4%	- -	- -	- -	- -	- -	- -	4 7%	1 2%	- -	- -	1 8%	5 2%	4 3%	2 2%	6 2%	4 3%	2 1%	6 2%
It was in a bundle / package deal	6 2%	6 2%	- -	1 6%	- -	- -	- -	- -	- -	1 3%	3 5%	- -	- -	- -	1 8%	5 2%	4 3%	1 1%	6 2%	4 3%	1 1%	6 2%
Capacity/speed issues	5 2%	5 2%	- -	- -	- -	1 6%	1 4%	1 5%	- -	- -	- -	- -	1 13%	1 3%	- -	3 1%	3 2%	2 2%	5 2%	2 2%	3 2%	5 2%
No choice / lack of other suppliers in the area	4 1%	4 2%	- -	- -	- -	4 26%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	4 3%	- -	4 2%	4 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/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

	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	269	237	32*	23**	25**	15**	30**	14**	7**	24**	60*	32**	10**	16**	13**	231	139	114*	253	143	126	269
Historical reasons / always used them	3 1%	3 1%	-	2 8%	-	-	-	-	-	-	1 1%	-	-	1 5%	-	3 1%	3 2%	1 *	3 1%	2 1%	2 2%	3 1%
Word of mouth / they were recommended to me	3 1%	3 1%	-	-	1 4%	-	1 4%	-	-	-	-	1 3%	-	-	-	3 1%	3 2%	-	3 1%	3 2%	-	3 1%
Someone else in the family / household made the decision	2 1%r	2 1%	-	1 4%	-	1 4%	-	-	-	-	-	-	-	1 4%	-	1 1%	1 *	-	1 *	1 *	2 1%	2 1%
It was easier / more convenient for me	2 1%	2 1%	-	-	1 2%	-	-	-	-	-	-	2 5%	-	-	-	2 1%	1 *	2 1%	2 1%	2 2%	-	2 1%
I don't use them	2 1%	2 1%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	2 1%	-	2 2%	2 1%	2 1%	-	2 1%
Unhappy with them / decided to switch	2 1%	2 1%	-	2 7%	-	-	-	-	-	-	-	-	-	-	-	2 1%	1 *	1 1%	2 1%	1 *	1 1%	2 1%
Other	15 6%	13 6%	2 5%	-	1 3%	1 7%	3 11%	-	3 36%	-	5 8%	1 4%	-	-	1 8%	14 6%	8 6%	7 6%	15 6%	6 5%	8 7%	15 6%
None of these	14 5%	11 5%	3 9%	2 11%	1 5%	-	2 6%	-	-	1 4%	7 11%	1 2%	-	-	-	14 6%	7 5%	4 4%	12 5%	6 4%	8 6%	14 5%
Don't know	8 3%qr	8 3%	* 1%	-	1 3%	-	-	2 17%	-	2 10%	-	1 5%	1 7%	1 4%	-	7 3%	5 3%	1 1%	5 2%	7 5%	1 1%	8 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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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	275	107	202	259	275	275	36	275	111	50	-	259	16	-	-	100	7	51	39	46	22
Weighted Base	269	104*	205	255	269	269	39**	269	114*	53*	-**	255	14**	-**	-**	95*	7**	55*	40*	42*	21**
Good/better deal overall	89	34	64	83	89	89	15	89	40	19	-	83	6	-	-	29	2	15	14	20	5
	33%	33%	31%	32%	33%	33%	38%	33%	35%	36%	-	32%	42%	-	-	31%	35%	26%	35%	48%zq	23%
Always used them for broadband	41	18	28	39	41	41	4	41	18	10	-	39	2	-	-	18	-	9	1	9	3
	15%r	17%	14%	15%	15%	15%	11%	15%	16%	18%	-	15%	12%	-	-	19%r	-	17%	3%	21%r	16%
Price of line rental	38	18	29	36	38	38	6	38	8	4	-	36	2	-	-	14	1	6	9	3	2
	14%h	18%h	14%h	14%h	14%h	14%h	15%	14%h	7%	8%	-	14%	16%	-	-	15%	21%	11%	22%	8%	12%
Price of landline calls	24	14	20	22	24	24	4	24	7	2	-	22	1	-	-	10	2	4	2	4	-
	9%	13%h	10%	9%	9%	9%	9%	9%	6%	4%	-	9%	10%	-	-	10%	24%	7%	4%	9%	-
Well-known and trusted supplier for broadband	17	6	16	17	17	17	2	17	9	2	-	17	-	-	-	7	-	2	2	5	-
	6%	5%	8%	7%	6%	6%	6%	6%	8%	3%	-	7%	-	-	-	8%	-	3%	5%	12%	-
Quality of line/calls	17	9	8	15	17	17	5	17	3	4	-	15	2	-	-	9	-	3	1	-	3
	6%b	9%b	4%	6%b	6%b	6%b	12%	6%b	3%	8%	-	6%	14%	-	-	10% ^s	-	5%	3%	-	16%
Can't get broadband from calls supplier	13	3	11	13	13	13	-	13	4	3	-	13	1	-	-	5	-	2	2	2	2
	5%	2%	5%	5%	5%	5%	-	5%	4%	5%	-	5%	6%	-	-	6%	-	3%	5%	4%	9%
Didn't know I could switch my broadband to the same supplier	8	4	8	8	8	8	1	8	5	1	-	8	-	-	-	5	-	2	2	-	-
	3%	4%	4%	3%	3%	3%	3%	3%	4%	1%	-	3%	-	-	-	5%	-	3%	4%	-	-
Quality of customer service from current broadband supplier	6	5	4	6	6	6	3	6	3	-	-	6	-	-	-	5	-	1	1	-	-
	2%	5%	2%	2%	2%	2%	8%	2%	3%	-	-	2%	-	-	-	5%	-	2%	1%	-	-
It was in a bundle / package deal	6	2	6	6	6	6	-	6	3	-	-	6	-	-	-	1	-	3	2	-	-
	2%	2%	3%	2%	2%	2%	-	2%	2%	-	-	2%	-	-	-	1%	-	6%	5%	-	-
Capacity/speed issues	5	2	2	3	5	5	1	5	2	1	-	3	1	-	-	3	1	-	-	-	1
	2%bck	2%	1%	1%	2%bc	2%bc	3%	2%bc	1%	2%	-	1%	9%	-	-	3%	20%	-	-	-	3%
No choice / lack of other suppliers in the area	4	1	3	4	4	4	-	4	3	-	-	4	-	-	-	-	-	-	-	-	4
	1%	1%	2%	2%	1%	1%	-	1%	3%	-	-	2%	-	-	-	-	-	-	-	-	18%

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/q/r/s/t
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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	269	104*	205	255	269	269	39**	269	114*	53*	-**	255	14**	-**	-**	95*	7**	55*	40*	42*	21**
Historical reasons / always used them	3	2	3	3	3	3	1	3	2	-	-	3	-	-	-	1	-	1	-	1	-
	1%	2%	1%	1%	1%	1%	4%	1%	2%	-	-	1%	-	-	-	1%	-	3%	-	2%	-
Word of mouth / they were recommended to me	3	-	3	3	3	3	-	3	1	-	-	3	-	-	-	1	-	-	2	-	-
	1%	-	2%	1%	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	-	-	6%z	-	-
Someone else in the family / household made the decision	2	2	2	2	2	2	-	2	2	1	-	2	-	-	-	1	-	1	-	-	-
	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	-	-	1%	-	2%	-	-	-
It was easier / more convenient for me	2	1	2	2	2	2	-	2	2	-	-	2	-	-	-	2	-	1	-	-	-
	1%	1%	1%	1%	1%	1%	-	1%	2%	-	-	1%	-	-	-	2%	-	1%	-	-	-
I don't use them	2	-	2	2	2	2	-	2	2	2	-	2	-	-	-	-	-	2	-	-	-
	1%	-	1%	1%	1%	1%	-	1%	2%	4%	-	1%	-	-	-	-	-	4%	-	-	-
Unhappy with them / decided to switch	2	-	1	1	2	2	-	2	1	1	-	1	1	-	-	-	-	1	-	-	1
	1%	-	1%	*	1%	1%	-	1%	1%	1%	-	*	4%	-	-	-	-	2%	-	-	3%
Other	15	5	12	15	15	15	2	15	8	4	-	15	-	-	-	3	-	8	1	2	1
	6%	5%	6%	6%	6%	6%	6%	6%	7%	7%	-	6%	-	-	-	3%	-	15%zo	3%	5%	5%
None of these	14	5	13	14	14	14	2	14	3	5	-	14	-	-	-	5	1	3	5	-	-
	5%	5%	6%	5%	5%	5%	5%	5%	3%	9%	-	5%	-	-	-	5%	10%	5%	12%z	-	-
Don't know	8	6	6	8	8	8	3	8	3	-	-	8	-	-	-	-	-	*	-	4	-
	3%	6%	3%	3%	3%	3%	7%	3%	3%	-	-	3%	-	-	-	-	-	1%	-	9%zo	-

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/q/r/s/t
 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)	Fixed broadband provider					Product bundle s No LL and BB Bundle (g)	Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)		BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	275	63	62	49	51	40	275	63	62	47	51	43
Weighted Base	269	60*	66*	48*	48*	36*	269	60*	66*	46*	48*	41*
Good/better deal overall	89 33%	17 29%	21 32%	15 32%	22 47%z	11 31%	89 33%	17 29%	21 32%	15 32%	22 47%z	12 28%
Always used them for broadband	41 15%	15 26%zc	7 11%	4 9%	9 19%	4 12%	41 15%	15 26%zq	7 11%	4 9%	9 19%	4 11%
Price of line rental	38 14%	10 17%	8 13%	9 20%	4 7%	5 14%	38 14%	10 17%	8 13%	9 20%	4 7%	5 13%
Price of landline calls	24 9%	9 15%	5 8%	2 3%	5 10%	2 4%	24 9%	9 15%	5 8%	2 4%	5 10%	2 4%
Well-known and trusted supplier for broadband	17 6%	5 8%	3 4%	3 6%	5 10%	-	17 6%	5 8%	3 4%	3 6%	5 10%	-
Quality of line/calls	17 6%	7 12%d	2 4%	3 6%	-	4 11%d	17 6%	7 12%r	2 4%	2 3%	-	5 13%r
Can't get broadband from calls supplier	13 5%	7 11%z	2 3%	3 5%	1 2%	2 4%	13 5%	7 11%z	2 3%	3 6%	1 2%	2 4%
Didn't know I could switch my broadband to the same supplier	8 3%	1 2%	3 4%	2 3%	2 5%	-	8 3%	1 2%	3 4%	2 3%	2 5%	-
Quality of customer service from current broadband supplier	6 2%	5 8%z	1 2%	1 1%	-	-	6 2%	5 8%z	1 2%	1 1%	-	-
It was in a bundle / package deal	6 2%	-	4 6%	2 4%	-	-	6 2%	-	4 6%	2 5%	-	-
Capacity/speed issues	5 2%	1 2%	-	-	-	3 9%zabcd	5 2%	1 2%	-	-	-	3 8%zp

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 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)	Fixed broadband provider					Product bundles	Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	No LL and BB Bundle (g)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	269	60*	66*	48*	48*	36*	269	60*	66*	46*	48*	41*
No choice / lack of other suppliers in the area	4 1%	-	-	-	-	4 11% zabc d	4 1%	-	-	-	-	4 9% zopr
Historical reasons / always used them	3 1%	-	2 3%	-	1 2%	1 1%	3 1%	-	2 3%	-	1 2%	1 1%
Word of mouth / they were recommended to me	3 1%	-	-	2 5%	-	1 3%	3 1%	-	-	2 5% z	-	1 3%
Someone else in the family / household made the decision	2 1%	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 2%	-	-
It was easier / more convenient for me	2 1%	-	2 3%	-	-	-	2 1%	-	2 3%	-	-	-
I don't use them	2 1%	-	2 3%	-	-	-	2 1%	-	2 3%	-	-	-
Unhappy with them / decided to switch	2 1%	-	1 2%	-	-	1 2%	2 1%	-	1 2%	-	-	1 1%
Other	15 6%	1 2%	8 12% za	1 2%	3 7%	2 4%	15 6%	1 2%	8 12% zo	1 2%	3 7%	2 4%
None of these	14 5%	1 2%	3 4%	5 10% d	-	1 2%	14 5%	1 2%	3 4%	5 11% r	-	1 2%
Don't know	8 3%	-	* 1%	-	4 8% a	-	8 3%	-	* 1%	-	4 8% o	2 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	275	111	105	116	14	48	39	99	1	3	63	197	115	124
Weighted Base	269	103*	100*	116*	14**	51*	38*	93*	1**	2**	62*	194	118	120
Good/better deal overall	89 33%b	33 32%b	25 25%	38 33%	4 31%	17 34%	12 32%	30 32%	-	-	21 34%	64 33%	40 34%	40 33%
Always used them for broadband	41 15%l	17 17%	18 18%	17 14%	3 20%	9 17%	5 13%	16 17%	-	-	8 14%	31 16%	11 9%	29 24%zl
Price of line rental	38 14%	18 17%	15 15%	22 19%	3 24%	6 11%	6 15%	16 17%	1 100%	-	8 13%	30 15%	20 17%	16 13%
Price of landline calls	24 9%	12 11%	11 11%	11 10%	3 25%	5 10%	4 11%	11 12%	1 100%	-	8 13%	15 8%	8 7%	13 11%
Well-known and trusted supplier for broadband	17 6%	9 9%	8 8%	9 7%	3 20%	3 7%	4 11%	9 9%	-	-	4 6%	14 7%	7 6%	8 7%
Quality of line/calls	17 6%	9 8%	7 7%	8 7%	1 9%	1 3%	4 10%	6 6%	1 100%	1 33%	5 8%	11 6%	5 5%	9 8%
Can't get broadband from calls supplier	13 5%k	7 7%k	9 9%k	2 2%	1 7%	1 2%	2 5%	7 8%	-	-	5 9%	6 3%	10 9%zm	3 2%
Didn't know I could switch my broadband to the same supplier	8 3%	4 4%	4 4%	2 2%	-	4 7%	2 4%	4 5%	-	-	-	8 4%	3 3%	4 3%
Quality of customer service from current broadband supplier	6 2%	4 4%	3 3%	1 1%	-	1 2%	2 6%	4 5%	-	-	3 5%	4 2%	2 2%	3 2%
It was in a bundle / package deal	6 2%	-	-	3 3%	-	-	-	-	-	-	2 3%	4 2%	3 3%	3 2%
Capacity/speed issues	5 2%	2 2%	1 1%	2 2%	-	-	1 2%	2 2%	-	-	2 3%	3 2%	1 1%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	269	103*	100*	116*	14**	51*	38*	93*	1**	2**	62*	194	118	120
No choice / lack of other suppliers in the area	4 1%	3 3%	3 3%	4 3%	-	1 3%	1 4%	3 3%	-	-	-	2 1%	3 2%	1 1%
Historical reasons / always used them	3 1%	1 1%	1 1%	1 *	-	3 5%zc	-	1 1%	-	-	1 2%	2 1%	2 1%	2 2%
Word of mouth / they were recommended to me	3 1%	1 1%	1 1%	1 1%	-	2 5%	1 2%	1 1%	-	-	-	3 2%	1 1%	2 2%
Someone else in the family / household made the decision	2 1%	1 1%	1 1%	2 1%	-	1 1%	-	-	-	-	-	2 1%	1 1%	1 *
It was easier / more convenient for me	2 1%	-	2 2%	2 1%	-	-	-	-	-	-	-	2 1%	2 1%	-
I don't use them	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-
Unhappy with them / decided to switch	2 1%	1 1%	-	-	-	1 2%	-	1 1%	-	-	-	2 1%	-	1 1%
Other	15 6% ^m	5 5%	3 3%	9 8%	-	-	3 8%	5 5%	-	* 27%	3 5%	12 6%	10 8% ^m	3 2%
None of these	14 5%	3 3%	5 5%	6 5%	2 12%	4 7%	3 8%	3 3%	-	1 40%	2 2%	10 5%	3 3%	6 5%
Don't know	8 3%	4 4% ^c	5 5% ^c	-	-	3 6% ^c	2 6% ^c	4 4%	-	-	1 2%	6 3%	3 2%	5 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
 Overlap formulae used. * small base; ** 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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	275	44	16	17	34	59	17	14	15	200	37	38
Weighted Base	269	44*	13**	15**	31**	55*	16**	15**	14**	204	35*	31*
Good/better deal overall	89 33%e	13 29%	5 36%	4 25%	12 39%	11 20%	6 39%	3 23%	4 28%	64 32%	15 42%	10 31%
Always used them for broadband	41 15%	6 15%	1 9%	4 28%	6 18%	14 26%z	2 11%	1 6%	1 6%	32 16%	2 6%	7 21%
Price of line rental	38 14%	7 17%	2 17%	2 10%	7 22%	9 16%	2 10%	2 15%	2 14%	28 14%	7 20%	4 12%
Price of landline calls	24 9%	7 17%	2 14%	1 7%	2 5%	9 17%z	- -	2 10%	- -	15 7%	7 21%zi	2 5%
Well-known and trusted supplier for broadband	17 6%	3 6%	1 10%	1 7%	4 12%	2 4%	2 14%	4 25%	- -	12 6%	4 10%	1 4%
Quality of line/calls	17 6%	4 8%	2 18%	1 5%	2 6%	5 9%	- -	2 15%	* 3%	11 6%	2 7%	3 9%
Can't get broadband from calls supplier	13 5%	4 10%	- -	1 4%	2 8%	6 11%z	- -	- -	2 18%	10 5%	1 2%	3 9%
Didn't know I could switch my broadband to the same supplier	8 3%	1 1%	2 17%	2 10%	- -	4 7%	- -	- -	- -	5 2%	3 9%	- -
Quality of customer service from current broadband supplier	6 2%	2 5%	- -	2 13%	- -	2 4%	- -	1 7%	- -	5 3%	- -	1 3%
It was in a bundle / package deal	6 2%	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	1 2%	1 5%
Capacity/speed issues	5 2%	1 2%	1 5%	1 4%	- -	1 1%	1 4%	- -	- -	4 2%	1 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
Overlap formulae used. * small base; ** 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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	269	44*	13**	15**	31**	55*	16**	15**	14**	204	35*	31*
No choice / lack of other suppliers in the area	4 1%	2 5%	1 5%	-	-	2 4%	1 4%	-	-	3 2%	1 2%	-
Historical reasons / always used them	3 1%	-	-	-	1 4%	-	1 3%	-	1 6%	3 2%	-	-
Word of mouth / they were recommended to me	3 1%	1 2%	-	-	-	1 2%	-	-	-	3 2%	-	-
Someone else in the family / household made the decision	2 1%	-	-	-	1 2%	-	-	-	1 4%	2 1%	-	1 2%
It was easier / more convenient for me	2 1%	-	-	-	-	-	-	2 11%	-	2 1%	-	1 2%
I don't use them	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-
Unhappy with them / decided to switch	2 1%	-	-	-	1 2%	-	-	-	-	2 1%	-	-
Other	15 6%	2 4%	-	1 7%	2 8%	* 1%	-	-	2 17%	14 7%	1 3%	-
None of these	14 5%	1 1%	-	2 14%	1 2%	1 1%	1 5%	2 14%	1 10%	12 6%	1 3%	1 3%
Don't know	8 3%	3 7%	-	1 5%	* 1%	-	4 23%	1 5%	-	4 2%	2 7%	2 6%

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

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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)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	275	60	39	87	17	22	43
Weighted Base	269	51*	32*	90*	20**	23**	46*
Good/better deal overall	89 33%	14 28%	10 32%	30 33%	8 41%	7 31%	18 39%
Always used them for broadband	41 15%	7 14%	7 23%	13 14%	4 18%	2 8%	6 14%
Price of line rental	38 14%	6 12%	4 12%	16 18%	-	2 10%	10 21%
Price of landline calls	24 9%	6 12%	3 8%	7 7%	-	1 5%	7 16%
Well-known and trusted supplier for broadband	17 6%	3 5%	2 5%	5 6%	-	3 11%	5 11%
Quality of line/calls	17 6%	6 11%	1 4%	6 6%	-	2 9%	2 5%
Can't get broadband from calls supplier	13 5%	5 10%	1 2%	2 3%	1 5%	2 8%	3 6%
Didn't know I could switch my broadband to the same supplier	8 3%	2 4%	2 6%	2 2%	2 8%	1 3%	- -
Quality of customer service from current broadband supplier	6 2%	2 3%	- -	1 1%	- -	2 9%	2 4%
It was in a bundle / package deal	6 2%	-	-	3 3%	-	-	3 6%
Capacity/speed issues	5 2%	1 1%	1 4%	2 2%	-	-	1 1%
No choice / lack of other suppliers in the area	4 1%	-	1 2%	3 3%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	269	51*	32*	90*	20**	23**	46*
Historical reasons / always used them	3 1%	1 3%	-	-	1 7%	-	1 2%
Word of mouth / they were recommended to me	3 1%	1 2%	-	-	1 7%	1 4%	-
Someone else in the family / household made the decision	2 1%	1 1%	-	2 2%	-	-	-
It was easier / more convenient for me	2 1%	-	-	2 2%	-	-	1 1%
I don't use them	2 1%	-	-	-	-	-	2 4%z
Unhappy with them / decided to switch	2 1%	1 1%	-	-	1 6%	-	-
Other	15 6%	2 5%	* 1%	8 8%	-	2 9%	-
None of these	14 5%	1 1%	2 5%	3 4%	2 8%	3 13%	3 6%
Don't know	8 3%	4 8%zc	1 4%c	-	-	2 7%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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 provider 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	482	236	246	-	13	61	64	64	72	102	106	13	125	136	208	69	125	98	190	154	191	107
Weighted Base	440	214	226	..	13**	53*	61*	68*	71*	86*	88*	13**	114	139	174	81*	117	95*	146	132	177	101*
Do not use broadband at all	112 25%efg lmops	50 23%	61 27%	-	2 12%	3 6%	2 4%	4 6%	15 21%efg lm	30 34%zef glm	56 64%zef ghilmn	2 12%	5 5%	19 13%fgl	86 49%ze m	8 10%	20 17%	23 24%o	61 41%zo pq	18 13%	51 29% s	33 32% s
Price of fixed broadband	83 19%jnr tu	47 22%	37 16%	-	5 42%	10 19%j	17 28%jn	18 26%jn	13 18%j	18 21%jn	2 2%	5 42%	27 24%jn	31 22%jn	20 11%j	11 13%	27 23%r	28 30%zo r	17 12%	35 27%zt u	23 13%	11 11%
I've been offered better deals	48 11%jn	25 12%	22 10%	-	1 11%	8 14%j	12 20%zgj	5 7%	10 14%j	9 10%	3 4%	1 11%	20 17%zjn	15 11%	12 7%	12 15%	15 13%	7 7%	13 9%	18 14%	17 10%	10 10%
Have alternative access to fixed broadband	32 7%jn	17 8%	15 7%	-	2 18%	6 11%n	6 10%n	8 12%ijn	5 7%	3 3%	2 3%	2 18%	11 10%jn	13 10%n	5 3%	5 6%	9 8%	8 8%	10 7%	6 4%	14 8%	11 11%
I don't want it / need it	21 5%	6 3%	14 6%	-	-	1 2%	3 5%	2 2%	2 2%	5 6%	8 10%zm	-	4 4%	3 2%	14 8%zm	7 9%	3 3%	4 4%	6 4%	4 3%	12 7%	5 5%
I'm waiting for my current subscription to run out	16 4%h	7 3%	8 4%	-	-	-	3 5%j	4 5%j	7 10%zej	2 3%	-	-	3 3%	10 7%zej	2 1%	5 6%	2 2%	1 1%	8 5%	3 2%	11 6%z	2 2%
Use mobile broadband instead of fixed broadband	14 3%n	7 3%	8 3%	-	-	7 12%zhij mn	2 3%	2 4%	2 3%	1 2%	-	-	8 7%zfjn	4 3%	1 1%	2 3%	7 6%	3 3%	3 2%	7 5%	7 4%	1 1%
Already in contract / happy with current supplier	12 3%	3 1%	9 4%	-	-	2 3%	3 5%	1 2%	3 5%	3 3%	1 1%	-	4 4%	5 3%	3 2%	2 2%	4 4%	4 5%	2 1%	6 4%	5 3%	* *
Cost / it's too expensive / can't afford it	5 1%	2 1%	3 1%	-	-	1 1%	1 1%	1 2%	* *	-	2 2%	-	1 1%	2 1%	2 1%	1 1%	-	-	4 3%z	* *	3 2%	2 2%
Someone else in the family / household made the decision	4 1%	1 *	3 1%	-	1 7%	2 3%	-	1 1%	-	1 1%	-	1 7%	2 1%	1 *	1 *	-	3 3%z	-	1 *	-	2 1%	2 2%
Can't get broadband	4 1%	4 2%	-	-	-	2 4%zn	-	-	2 2%	-	-	-	2 2%	2 1%	-	2 2%	1 1%	1 1%	-	2 2%	-	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 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 provider 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	440	214	226	-**	13**	53*	61*	68*	71*	86*	88*	13**	114	139	174	81*	117	95*	146	132	177	101*
No computer / internet / TV	3 1%	2 1%	1 1%	-	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	2 1%	-	-	2 2%	1 1%	1 1%	1 1%	1 1%
They don't offer broadband at all	3 1%	2 1%	1 1%	-	-	1 1%	-	1 2%	-	1 1%	-	-	1 1%	1 1%	1 1%	1 2%	1 1%	-	1 *	1 *	2 1%	1 1%
Unaware of other deals / suppliers	2 1%	-	2 1%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-	1 1%	-	1 1%	-	1 1%	1 1%
It's not convenient / I just go along with what is easiest	2 *	1 *	1 1%	-	-	1 2%	-	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	-	1 1%	-	2 1%	-
They don't supply fixed broadband in my area	2 *	2 1%	-	-	-	1 2%	-	1 2%	-	-	-	-	1 1%	1 1%	-	2 2%	-	-	-	1 1%	1 1%	-
Other	17 4%	6 3%	10 5%	-	-	2 3%	3 6%	6 8%	3 4%	3 3%	-	-	5 4%	9 6%	3 2%	6 7%	4 3%	2 2%	5 3%	10 8%	2 1%	5 5%
None of these	44 10%	22 10%	22 10%	-	-	7 12%	6 10%	10 15%	8 11%	6 7%	8 9%	-	13 11%	18 13%	13 8%	10 13%	14 12%	10 11%	9 6%	17 13%	14 8%	13 13%
Don't know	18 4%	10 4%	8 4%	-	1 9%	3 5%	2 4%	2 4%	2 3%	4 4%	4 4%	1 9%	5 4%	5 3%	7 4%	6 7%	5 5%	2 2%	5 3%	5 4%	9 5%	4 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
 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 provider 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)	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	482	22	26	126	14	5	137	37	19	26	5	11	223	24	367	115	166	29	18	14	2	8	224	21
Weighted Base	440	22**	27**	126	16**	7**	140	35*	23**	20**	4**	9**	187	22**	326	114*	170	26**	21**	11**	2**	6**	186	19**
Do not use broadband at all	112 25% cig op	1 5%	- -	12 10%	2 10%	1 13%	10 7%	3 9%	3 11%	3 17%	- -	5 5%	87 47% zf g	4 20%	101 31% zo	11 10%	11 7%	3 12%	3 13%	3 33%	- -	7 7%	87 47% zp	3 18%
Price of fixed broadband	83 19% lv	11 52%	7 26%	29 23%	1 4%	- -	40 28% zl	8 23%	1 2%	5 26%	- -	2 23%	24 13%	4 17%	62 19%	21 19%	45 27% zv	8 32%	1 3%	3 26%	- -	1 16%	23 12%	2 13%
I've been offered better deals	48 11%	- -	3 9%	22 17% z	2 10%	2 23%	20 14%	4 12%	3 14%	1 5%	1 18%	1 16%	16 8%	1 4%	34 10%	14 12%	24 14%	4 15%	2 7%	1 5%	- -	1 23%	16 8%	1 5%
Have alternative access to fixed broadband	32 7% lv	1 3%	4 15%	8 6%	4 28%	- -	11 8%	1 4%	4 19%	1 5%	2 43%	1 8%	8 4%	4 17%	22 7%	11 9%	14 8%	- -	4 22%	1 10%	1 51%	1 12%	8 4%	4 20%
I don't want it / need it	21 5% cig p	- -	- -	2 1%	1 8%	- -	1 1%	1 3%	1 6%	1 5%	- -	1 10%	14 8% zf	2 7%	18 5%	3 3%	1 *	1 3%	1 6%	1 9%	- -	- -	15 8% zp	2 8%
I'm waiting for my current subscription to run out	16 4% lv	- -	1 5%	8 6%	- -	2 23%	8 6%	1 3%	2 7%	1 6%	- -	- -	3 2%	1 4%	10 3%	6 6%	11 6% zv	1 5%	- -	- -	- -	- -	3 2%	1 5%
Use mobile broadband instead of fixed broadband	14 3% lv	- -	1 3%	10 8% z	- -	- -	8 5% l	4 11% zl	- -	- -	1 22%	- -	1 1%	1 3%	8 2%	7 6%	10 6% zv	1 5%	- -	- -	1 49%	- -	1 1%	1 3%
Already in contract / happy with current supplier	12 3%	2 9%	* 1%	2 1%	- -	- -	3 2%	1 2%	- -	2 10%	- -	- -	5 3%	1 7%	8 3%	4 4%	5 3%	1 3%	- -	- -	- -	- -	5 3%	1 7%
Cost / it's too expensive / can't afford it	5 1%	- -	- -	2 2%	- -	- -	1 1%	1 4%	- -	- -	- -	1 9%	2 1%	- -	5 2%	- -	1 1%	1 5%	- -	- -	- -	1 12%	2 1%	- -
Someone else in the family / household made the decision	4 1% n	- -	- -	2 1%	- -	- -	2 1%	- -	- -	2 7%	- -	- -	1 *	- -	1 *	2 2%	3 2%	- -	- -	- -	- -	- -	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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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 provider 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)	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)
Weighted Base	440	22**	27**	126	16**	7**	140	35*	23**	20**	4**	9**	187	22**	326	114*	170	26**	21**	11**	2**	6**	186	19**
Can't get broadband	4 1%	-	1 3%	1 1%	2 10%	-	2 1%	-	2 7%	-	-	-	-	-	1 *	3 2%	1 *	2 6%	-	-	-	-	1 1%	-
No computer / internet / TV	3 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	-	2 1%	-	3 1%	-	1 *	-	-	-	-	-	2 1%	-
They don't offer broadband at all	3 1%	-	-	1 1%	-	-	1 1%	-	-	1 3%	-	-	1 1%	-	3 1%	1 1%	1 1%	-	-	1 6%	-	-	1 1%	-
Unaware of other deals / suppliers	2 1%	-	-	1 1%	-	-	1 *	1 2%	-	-	-	-	1 1%	-	1 *	1 1%	1 1%	-	-	-	-	-	1 1%	-
It's not convenient / I just go along with what is easiest	2 *	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 1%	-	2 1%	-	1 1%	-	-	-	-	-	1 1%	-
They don't supply fixed broadband in my area	2 *	-	-	2 2%	-	-	1 1%	1 3%	-	-	-	-	-	-	1 *	1 1%	1 1%	1 4%	-	-	-	-	-	-
Other	17 4%	2 10%	-	7 6%	1 6%	-	6 4%	3 10%	1 4%	2 7%	-	-	3 2%	2 8%	7 2%	10 9%	9 5%	-	3 13%	1 6%	-	-	4 2%	1 5%
None of these	44 10%	4 17%	7 25%	10 8%	3 20%	2 22%	17 12%	3 8%	5 21%	1 7%	1 17%	2 21%	13 7%	2 9%	28 9%	15 13%	21 12%	2 7%	6 27%	1 7%	-	2 30%	11 6%	2 10%
Don't know	18 4%	1 4%	3 12%	4 3%	1 4%	1 19%	6 5%	2 6%	2 9%	* 2%	-	1 7%	5 3%	1 4%	14 4%	4 3%	9 5%	1 2%	2 10%	-	-	-	5 3%	1 5%

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 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 provider package

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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 UNDER 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)
Unweighted Base	482	274	70	138	119	3	-	8	354	154	156	62	56	51	47	47	30
Weighted Base	440	259	60*	121	108	3**	-.**	9**	321	137	141	61*	55*	43*	47*	44*	23**
Do not use broadband at all	112 25%adkl mno	35 13%	18 30%a	59 49%zab	4 4%	- -	- -	- -	107 33%zd	68 50%zjkl	37 26%klm	3 5%	2 3%	2 5%	2 4%	2 5%	- -
Price of fixed broadband	83 19%ci	65 25%zc	10 16%	9 7%	27 25%	3 72%	- -	- -	54 17%	12 8%	33 23%ei	10 16%	12 22%ei	16 36%zik	13 27%	9 20%	8 37%
I've been offered better deals	48 11%hi	35 14%z	4 7%	8 7%	15 14%	- -	- -	4 46%	28 9%	7 5%	14 10%	13 21%zij	7 12%	7 17%li	6 13%	6 13%	4 19%
Have alternative access to fixed broadband	32 7%ci	24 9%c	6 10%c	2 2%	8 7%	- -	- -	- -	24 8%	5 4%	10 7%	10 16%zim	7 14%im	- -	1 2%	7 15%zn	- -
I don't want it / need it	21 5%a	6 2%	2 4%	12 10%za	4 4%	- -	- -	- -	17 5%	12 9%zj	4 2%	2 3%	2 4%	1 2%	1 2%	3 7%	- -
I'm waiting for my current subscription to run out	16 4%	10 4%	1 1%	6 5%	5 5%	- -	- -	2 25%	10 3%	4 3%	4 3%	3 5%	3 6%	1 3%	3 7%	1 2%	1 5%
Use mobile broadband instead of fixed broadband	14 3%h	9 3%	2 4%	3 3%	8 7%zh	- -	- -	- -	6 2%	3 2%	2 1%	4 7%j	3 6%	2 4%	6 13%z	1 2%	1 4%
Already in contract / happy with current supplier	12 3%	7 3%	3 6%	2 2%	3 3%	- -	- -	- -	9 3%	2 1%	4 3%	3 4%	2 4%	2 5%	1 2%	3 7%	* 2%
Cost / it's too expensive / can't afford it	5 1%	2 1%	2 3%	1 1%	1 1%	- -	- -	- -	4 1%	2 2%	1 1%	1 1%	- -	1 2%	1 2%	- -	1 3%
Someone else in the family / household made the decision	4 1%	2 1%	1 2%	1 *	2 1%	- -	- -	1 8%	1 *	1 *	- -	1 1%	2 3%	1 2%	- -	2 6%z	- -

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

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	440	259	60*	121	108	3**	-**	9**	321	137	141	61*	55*	43*	47*	44*	23**
Can't get broadband	4 1%	4 1%	-	-	-	-	-	-	4 1%	-	2 1%	-	-	2 4%i	-	-	-
No computer / internet / TV	3 1%	1 *	1 1%	2 1%	-	-	-	-	3 1%	2 2%	-	1 1%	-	-	-	-	-
They don't offer broadband at all	3 1%	3 1%	-	1 *	2 2%	-	-	-	1 *	1 *	1 *	-	2 4%z	-	1 1%	1 3%	-
Unaware of other deals / suppliers	2 1%	1 *	1 1%	1 1%	1 1%	-	-	-	2 1%	1 1%	-	-	1 1%	2%	-	-	1 3%
It's not convenient / I just go along with what is easiest	2 *	-	1 2%a	1 1%	-	-	-	-	2 1%	2 2%	-	-	-	-	-	-	-
They don't supply fixed broadband in my area	2 *	2 1%	-	-	1 1%	-	-	-	1 *	-	1 1%	-	-	1 2%	-	1 2%	-
Other	17 4%	12 4%	3 5%	2 1%	5 5%	-	-	-	12 4%	4 3%	7 5%	2 4%	2 3%	1 2%	2 5%	1 2%	2 7%
None of these	44 10%	29 11%	4 6%	11 9%	14 13%	-	-	2 21%	29 9%	9 7%	17 12%	7 11%	8 15%	2 5%	8 18%	4 9%	1 6%
Don't know	18 4%h	14 5%	2 3%	2 2%	8 8%h	1 28%	-	-	9 3%	3 2%	4 3%	2 4%	3 5%	5 11%zj	2 4%	3 8%	3 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
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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 provider 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	482	66	55	61	358	475	201	265	373	417	127	294	202	92	248	37
Weighted Base	440	60*	46*	56*	326	435	189	239	342	383	127	284	201	96*	234	38*
Do not use broadband at all	112 25%abcfh klmo	1 2%	-	4 6%	107 33%zabc	111 25%fhklm o	34 18%klmo	73 31%zefhi jklmno	59 17%klmo	102 27%fhklm no	26 20%klmo	19 7%l	6 3%	4 4%	51 22%hklmo	1 3%
Price of fixed broadband	83 19% ^d	16 27%	9 21%	16 29% ^d	53 16%	82 19%	41 22%	44 18%	74 22%zein	67 18%	24 19%	73 26%zeghi n	57 28%zefgh ijmn	19 19%	39 17%	5 14%
I've been offered better deals	48 11%	9 14%	6 13%	10 17%	31 10%	48 11%	34 18%zeghin	22 9%	44 13%zeg	43 11%	21 17%zegi	40 14%zeg	31 15%zeg	19 20%zeghi n	30 13%	5 14%
Have alternative access to fixed broadband	32 7%	5 8%	6 12% ^c	2 3%	24 7%	32 7%	15 8%	17 7%	28 8%	27 7%	7 5%	29 10%zeij	20 10% ^j	12 12% ^j	23 10% ⁱ	2 4%
I don't want it / need it	21 5%	1 1%	1 2%	2 4%	17 5%	20 5%	6 3%	11 5%	13 4%	18 5%	5 4%	11 4%	7 4%	2 2%	10 4%	1 2%
I'm waiting for my current subscription to run out	16 4% ^j	3 5%	1 3%	2 3%	11 3%	16 4% ^j	6 3%	9 4% ^j	12 4% ^j	12 3%	1 1%	12 4% ^j	9 5% ^j	8 8%zefhij n	8 3% ^j	3 7% ^j
Use mobile broadband instead of fixed broadband	14 3% ^d	3 5%	3 6%	5 9% ^{zd}	6 2%	14 3%	7 4%	6 3%	13 4% ⁿ	10 3%	3 2%	8 3%	9 5% ⁿ	5 6% ⁿ	5 2%	3 8% ⁿ
Already in contract / happy with current supplier	12 3%	3 4%	4 9% ^{zcd}	1 1%	8 3%	12 3%	5 3%	7 3%	11 3%	12 3%	6 4%	12 4%	7 3%	4 4%	9 4%	1 2%
Cost / it's too expensive / can't afford it	5 1%	1 1%	1 2%	1 1%	4 1%	5 1%	1 1%	3 1%	4 1%	4 1%	2 2%	3 1%	1 *	-	3 1%	-
Someone else in the family / household made the decision	4 1% ^d	2 3%	2 3% ^d	1 2%	1 *	4 1%	2 1%	2 1%	4 1%	4 1%	1 1%	4 1%	3 2%	2 2%	2 1%	1 2%
Can't get broadband	4 1%	-	-	-	4 1%	4 1%	-	3 1%	2 1%	4 1%	-	2 1%	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. * small base

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BASE: All who do not receive broadband as part of their provider 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	440	60*	46*	56*	326	435	189	239	342	383	127	284	201	96*	234	38*
No computer / internet / TV	3 1%	-	-	-	3 1%	2 *	-	*	2 1%	2 *	-	1 *	-	-	-	-
They don't offer broadband at all	3 1%	1 1%	-	1 2%	1 *	3 1%	-	3 1%	2 1%	3 1%	-	2 1%	2 1%	1 1%	1 1%	-
Unaware of other deals / suppliers	2 1%	1 1%	-	1 1%	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	1 1%	2 1%	1 *	1 1%	2 1%	-
It's not convenient / I just go along with what is easiest	2 *	-	-	-	2 1%	2 *	1 1%	2 1%	1 *	-	1 1%	2 1%	2 1%	1 1%	1 *	1 2%
They don't supply fixed broadband in my area	2 *	1 2%	-	-	1 *	2 *	-	-	2 1%	2 1%	2 2%	2 1%	2 1%	1 1%	2 1%	1 3%
Other	17 4%	4 7%	2 5%	2 3%	12 4%	17 4%	9 5%	7 3%	14 4%	16 4%	7 6%	14 5%	10 5%	3 4%	15 6%	5 14%
None of these	44 10%	8 14%	6 12%	3 6%	30 9%	44 10%	18 9%	22 9%	40 12%	39 10%	15 12%	37 13%	25 12%	8 9%	25 11%	7 19%
Don't know	18 4%	3 5%	5 11%	6 11%	10 3%	18 4%	8 4%	6 2%	15 4%	18 5%	7 5%	14 5%	8 4%	5 5%	8 4%	3 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

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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 provider 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	482	258	43	9	3	30	139	214	93	170	1	54	61	26	60	39	20	7
Weighted Base	440	250	39*	7**	2**	25**	116	185	107*	143	1**	43*	49*	23**	57*	40*	24**	9**
Do not use broadband at all	112 25% ^{aho}	8 3%	5 13% ^a	- -	1 32%	8 32%	89 77% ^{zab}	72 39% ^{zhi}	9 8%	31 22% ^h	-	21 48% ^{zno}	19 39% ^{zno}	8 35%	11 19%	3 7%	- -	-
Price of fixed broadband	83 19% ^{gl}	67 27% ^{zf}	8 20% ^f	1 14%	- -	4 17%	3 2%	22 12%	27 25% ^g	33 23% ^g	-	5 12%	5 10%	3 13%	15 26% ^l	8 19%	3 13%	-
I've been offered better deals	48 11% ^f	34 14% ^f	7 17% ^f	1 10%	- -	3 10%	3 3%	17 9%	17 16%	13 9%	-	3 7%	3 6%	2 10%	6 11%	3 9%	6 27%	3 28%
Have alternative access to fixed broadband	32 7% ^f	25 10% ^{zf}	5 12% ^f	2 28%	- -	- -	- -	10 5%	9 9%	13 9%	-	2 5%	1 3%	2 9%	6 10%	10 24% ^{zkl}	3 12%	1 11%
I don't want it / need it	21 5% ^{ai}	6 2%	5 13% ^{za}	- -	- -	3 14%	7 6%	13 7% ^{hi}	1 1%	3 2%	1 100%	1 2%	6 13% ^{zno}	- -	1 1%	- -	- -	-
I'm waiting for my current subscription to run out	16 4% ^f	11 5%	2 5%	- -	- -	2 6%	1 1%	4 2%	4 4%	7 5%	-	2 5%	3 6%	2 7%	1 1%	2 5%	2 10%	-
Use mobile broadband instead of fixed broadband	14 3% ^f	12 5% ^f	2 6% ^f	- -	- -	- -	- -	4 2%	7 7%	4 3%	-	- -	3 6%	1 6%	2 4%	2 5%	2 7%	- -
Already in contract / happy with current supplier	12 3% ^f	8 3%	1 3%	- -	- -	3 11%	1 1%	7 4%	- -	5 4%	-	1 1%	- -	1 5%	2 3%	1 2%	- -	-
Cost / it's too expensive / can't afford it	5 1% ^a	1 *	2 4% ^a	* 5%	- -	- -	2 2%	2 1%	1 1%	2 2%	-	1 3%	- -	1 3%	- -	* 1%	- -	-
Someone else in the family / household made the decision	4 1%	3 1%	- -	1 7%	- -	- -	- -	1 1%	1 1%	2 1%	-	2 3%	1 1%	- -	- -	- -	- -	-
Can't get broadband	4 1%	2 1%	- -	- -	- -	- -	1 1%	2 1%	2 1%	- -	-	- -	- -	- -	- -	- -	- -	2 17%

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
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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 provider 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	440	250	39*	7**	2**	25**	116	185	107*	143	1**	43*	49*	23**	57*	40*	24**	9**	
No computer / internet / TV	3 1%	1 1%	-	-	-	1 5%	* *	3 2%	-	-	-	1 3%	-	-	1 2%	-	-	-	
They don't offer broadband at all	3 1%	2 1%	-	-	-	-	1 1%	1 *	1 1%	1 1%	-	-	-	-	1 1%	1 3%	-	-	
Unaware of other deals / suppliers	2 1%	1 *	-	-	1 49%	-	1 1%	-	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	
It's not convenient / I just go along with what is easiest	2 *	1 *	-	-	-	1 5%	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	
They don't supply fixed broadband in my area	2 *	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	1 3%	-	-	
Other	17 4%g	14 6%z	-	1 11%	-	-	2 1%	3 2%	6 6%	7 5%	-	-	2 3%	2 9%	3 5%	3 6%	3 14%	2 17%	
None of these	44 10%f	37 15%zf	2 5%	1 15%	-	-	3 3%	16 8%	13 12%	15 10%	-	4 8%	5 11%	-	7 12%	7 16%	4 18%	-	
Don't know	18 4%	13 5%	1 2%	1 10%	1 19%	-	3 3%	6 3%	5 5%	5 4%	-	1 1%	1 2%	1 2%	2 4%	-	-	3 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
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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 provider 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)
Unweighted Base	482	402	80	33	48	31	47	31	11	31	84	66	33	37	30	382	308	152	460	311	171	482
Weighted Base	440	385	55*	32**	37*	26**	47*	24**	10**	37**	91*	61*	19*	25*	30*	366	273	145	418	275	165	440
Do not use broadband at all	112 25% bd kqt	105 27% b	7 13%	6 18%	5 13%	7 25%	10 22%	5 22%	4 41%	16 43%	27 29% k	7 11%	7 38% dk	8 32% dk	10 33% dk	86 24% k	86 32% zqr	22 15%	108 26% q	90 33% ztu	22 13%	112 25% t
Price of fixed broadband	83 19% ap s	66 17%	17 31% za	3 8%	6 18%	1 4%	12 25%	1 5%	1 10%	2 6%	18 20%	18 30% zo	3 14%	3 13%	14 47% zcd jlmo	63 17%	44 16%	38 26% zpr	82 20% p	43 16%	40 24% zsu	83 19% s
I've been offered better deals	48 11% f	37 10%	11 19% za	5 16%	5 13% f	5 17%	1 2%	5 21%	- -	2 6%	7 8%	10 17% f	2 12% f	3 13% f	3 10%	39 11% f	26 10%	19 13%	46 11%	25 9%	23 14%	48 11%
Have alternative access to fixed broadband	32 7% bp	32 8% b	-	1 3%	3 10% f	3 11%	-	2 10%	2 22%	5 15%	8 9% f	1 2%	2 11% f	1 3%	2 7%	27 7%	14 5%	16 11% p	29 7% p	19 7%	13 8%	32 7%
I don't want it / need it	21 5% t	17 5%	3 6%	1 2%	1 4%	2 6%	1 3%	1 6%	- 9%	3 9%	5 6%	5 8%	* 2%	1 2%	-	20 5%	18 6% z	3 2%	21 5% q	18 6% ztu	3 2%	21 5% t
I'm waiting for my current subscription to run out	16 4%	14 4%	2 3%	3 10%	1 2%	-	4 8%	1 3%	-	1 2%	3 3%	2 4%	* 2%	1 4%	-	14 4%	10 4%	6 4%	16 4%	8 3%	8 5%	16 4%
Use mobile broadband instead of fixed broadband	14 3%	11 3%	3 6%	1 2%	2 6% j	2 8%	6 13% zjo	-	-	-	-	3 4%	-	1 3%	-	14 4%	9 3%	5 4%	14 3%	7 3%	7 4%	14 3%
Already in contract / happy with current supplier	12 3%	9 2%	3 6%	2 6%	1 4%	-	3 6%	-	-	1 2%	2 3%	1 1%	1 5%	* 2%	1 3%	10 3%	7 3%	5 4%	12 3%	6 2%	6 4%	12 3%
Cost / it's too expensive / can't afford it	5 1%	4 1%	1 2%	2 5%	* 1%	-	1 3%	1 3%	-	-	1 1%	-	-	-	-	5 1%	4 2%	1 1%	5 1%	4 2%	1 1%	5 1%
Someone else in the family / household made the decision	4 1% prs	4 1%	-	2 8%	-	1 2%	-	-	-	-	-	-	-	1 3%	-	3 1%	1 *	-	1 *	1 *	3 2%	4 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; ** very small base (under 30) ineligible for sig testing

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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 provider 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 & 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	440	385	55*	32**	37*	26**	47*	24**	10**	37**	91*	61*	19*	25*	30*	366	273	145	418	275	165	440
Can't get broadband	4 1%	3 1%	1 1%	1 4%	-	-	-	-	-	-	1 1%	2 3%	-	-	-	4 1%	2 1%	2 1%	4 1%	2 1%	2 1%	4 1%
No computer / internet / TV	3 1%	2 1%	1 1%	-	1 2%	-	-	1 3%	-	1 3%	-	-	-	*	-	3 1%	2 1%	1 *	3 1%	2 1%	1 *	3 1%
They don't offer broadband at all	3 1%	3 1%	1 1%	-	-	-	1 3%	-	-	-	1 1%	-	-	1 2%	-	3 1%	3 1%	1 *	3 1%	3 1%	1 *	3 1%
Unaware of other deals / suppliers	2 1%	2 1%	-	-	-	-	-	-	-	1 1%	-	-	1 7%zfk o	-	-	1 *	1 *	1 1%	2 1%	1 *	1 1%	2 1%
It's not convenient / I just go along with what is easiest	2 *r	2 1%	-	-	1 3%zo	-	-	-	-	-	-	-	1 5%zjk o	-	-	1 *	1 *	-	1 *	2 1%	-	2 *
They don't supply fixed broadband in my area	2 *	1 *	1 2%	-	-	-	2 4%zo	-	-	-	-	-	-	-	-	2 1%	2 1%	-	2 *	1 *	1 1%	2 *
Other	17 4%	17 4%	-	1 2%	-	2 10%	1 1%	2 7%	-	1 3%	5 5%	5 9%	-	-	-	17 5%	7 3%	10 7%p	17 4%p	8 3%	8 5%	17 4%
None of these	44 10%r	41 11%	2 4%	4 14%	9 24%zfk jklno	4 17%	3 7%	3 12%	1 13%	5 12%	9 9%	3 5%	-	3 11%	-	41 11%	28 10%	11 7%	39 9%	26 9%	18 11%	44 10%
Don't know	18 4%r	15 4%	3 5%	1 3%	1 2%	-	2 4%	2 8%	1 14%	-	4 4%	4 7%	1 4%	3 11%z	-	15 4%	9 3%	5 4%	15 4%	11 4%	7 4%	18 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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BASE: All who do not receive broadband as part of their provider package

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	482	206	242	391	482	246	46	313	145	51	66	231	15	160	76	233	12	60	59	59	41
Weighted Base	440	186	230	360	440	233	46*	296	137	52*	58*	219	13**	141	67*	209	11**	59*	56*	51*	37*
Do not use broadband at all	112 25%abcef ghikq	55 30%bce fghi	10 4% gi	63 18%be ghi	112 25%bcef ghi	8 3% dhj	3 7% dhj	15 5%e dhj	20 18%beg i	1 2% dhj	44 76%zabcdfgh hi	7 3% zmn	1 6% zmn	56 40%zk zmn	47 71%zkm zmn	75 36%zqrs zmn	- - zmn	6 9% zmn	10 17% zmn	8 16% zmn	10 28%q zmn
Price of fixed broadband	83 19%jmn	34 18%j h	58 25%zcd hj	74 21%j j	83 19%j j	62 26%zac dhj	13 27%j dhj	72 24%zac dhj	24 18% cdj	11 22%j dj	4 7% zmn	58 26%zmn	4 31% zmn	17 12% zmn	5 7% zmn	27 13% zmn	2 20% zmn	20 34%zo zmn	14 25%o zmn	10 20% zmn	6 16% zmn
I've been offered better deals	48 11%jn	19 10%j j	36 16%zcd j	45 13%zd j	48 11%j j	34 14%zdj j	6 14%j j	43 15%zdj cdj	26 19%za cdj	12 23%zac dj	1 1% zmn	33 15%zn	1 4% zmn	12 9% zmn	2 3% zmn	26 12% zmn	2 14% zmn	5 8% zmn	3 6% zmn	9 19%rt zmn	1 4% zmn
Have alternative access to fixed broadband	32 7%jn	14 7%j j	22 10%j j	31 9%zdj j	32 7%j j	23 10%zdj j	2 4% zmn	30 10%zdj zmn	14 10%j zmn	7 13%j zmn	- - zmn	22 10%n	1 8% zmn	9 6% zmn	- - zmn	22 11%z zmn	- - zmn	3 6% zmn	3 6% zmn	2 4% zmn	2 5% zmn
I don't want it / need it	21 5%b	12 6% zmn	6 3% zmn	18 5%b zmn	21 5%b zmn	8 4% zmn	- - zmn	11 4% zmn	4 3% zmn	- - zmn	3 5% zmn	8 4% zmn	- - zmn	10 7% zmn	3 4% zmn	8 4% zmn	- - zmn	1 1% zmn	5 8% zmn	4 8% zmn	3 7% zmn
I'm waiting for my current subscription to run out	16 4%	6 3% zmn	8 3% zmn	13 4% zmn	16 4% zmn	10 4% zmn	2 5% zmn	13 5% zmn	3 2% zmn	4 7% zmn	2 3% zmn	8 4% zmn	2 12% zmn	4 3% zmn	2 2% zmn	4 2% zmn	2 21% zmn	4 6% zmn	- - zmn	3 6% zmn	2 6% zmn
Use mobile broadband instead of fixed broadband	14 3%a	3 1% zmn	12 5%zacd eh	13 4%a zmn	14 3%a zmn	7 3% zmn	1 3% zmn	14 5%zacd e	3 2% zmn	- - zmn	- - zmn	5 2% zmn	2 12% zmn	7 5% zmn	- - zmn	7 3% zmn	3 24% zmn	3 5% zmn	2 3% zmn	- - zmn	- - zmn
Already in contract / happy with current supplier	12 3% m	6 3% zmn	7 3% zmn	11 3% zmn	12 3% zmn	12 5%zcd zmn	1 3% zmn	12 4% zmn	6 4% zmn	2 4% zmn	1 1% zmn	11 5%zm zmn	1 10% zmn	- - zmn	1 1% zmn	5 2% zmn	2 21% zmn	1 2% zmn	2 4% zmn	2 3% zmn	- - zmn
Cost / it's too expensive / can't afford it	5 1%	2 1% zmn	2 1% zmn	4 1% zmn	5 1% zmn	2 1% zmn	- - zmn	3 1% zmn	1 1% zmn	1 1% zmn	1 2% zmn	2 1% zmn	- - zmn	2 1% zmn	1 2% zmn	2 1% zmn	- - zmn	1 1% zmn	- - zmn	2 3% zmn	1 2% zmn
Someone else in the family / household made the decision	4 1%	2 1% zmn	3 1% zmn	4 1% zmn	4 1% zmn	2 1% zmn	- - zmn	4 1% zmn	3 2% zmn	1 1% zmn	- - zmn	2 1% zmn	- - zmn	2 1% zmn	- - zmn	3 1% zmn	- - zmn	1 2% zmn	- - zmn	- - zmn	- - zmn

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/q/r/s/t
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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	440	186	230	360	440	233	46*	296	137	52*	58*	219	13**	141	67*	209	11**	59*	56*	51*	37*
Can't get broadband	4 1% ^c	-	2 1%	2 *	4 1% ^c	-	1 2%	2 1%	-	2 3% ^{ace}	1 2% ^e	-	-	2 1%	2 3% ^k	1 1%	-	1 1%	2 3%	-	-
No computer / internet / TV	3 1%	2 1%	1 *	3 1%	3 1%	1 1%	-	1 1%	-	-	-	1 1%	-	2 1%	-	2 1%	-	-	1 1%	-	-
They don't offer broadband at all	3 1%	1 *	2 1%	2 1%	3 1%	1 *	1 1%	2 1%	-	-	1 2%	1 *	-	1 1%	1 2%	1 1%	-	-	-	-	1 4%
Unaware of other deals / suppliers	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	-	2 1%	1 1%	-	-	2 1%	-	1 *	-	1 1%	-	-	-	-	1 3%
It's not convenient / I just go along with what is easiest	2 *	1 1%	1 *	2 1%	2 *	-	-	1 *	-	-	-	-	-	2 1%	-	1 1%	-	-	-	-	1 3%
They don't supply fixed broadband in my area	2 *	-	2 1%	2 1%	2 *	2 1%	-	2 1%	1 1%	-	-	2 1%	-	-	-	-	-	1 2%	-	1 2%	-
Other	17 4% ^{amo}	2 1%	13 5% ^a	15 4% ^a	17 4% ^a	14 6% ^{zacd}	1 3%	15 5% ^a	10 7% ^{zad}	1 3%	-	14 7% ^{zgm}	-	1 *	2 2%	3 1%	-	4 7% ^o	3 6%	2 5%	4 10% ^o
None of these	44 10% ^{jn}	15 8% ^j	32 14% ^{zad}	42 12% ^{za}	44 10% ^j	33 14% ^{zad}	8 17% ^j	38 13% ^{zad}	12 9% ^j	10 19% ^{zad}	-	32 15% ^{zmn}	1 9%	10 7% ⁿ	-	17 8%	-	5 9%	10 18% ^{zo}	5 10%	5 14%
Don't know	18 4%	10 5%	12 5%	15 4%	18 4%	12 5%	6 12% ^{zcdg}	14 5%	9 7%	1 1%	1 2%	11 5%	1 7%	4 3%	2 3%	5 2%	-	4 7%	1 3%	2 4%	-

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/q/r/s/t
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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 provider package

	TOTAL (z)	Fixed broadband provider					Product bundles				Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	482	58	49	45	46	38	2	480	1	1	58	49	43	46	41
Weighted Base	440	54*	49*	43*	43*	34*	2**	438	1**	1**	54*	49*	41*	43*	38*
Do not use broadband at all	112 25%abcde opqrs	2 4%	2 5%	1 1%	2 5%	- -	- -	112 25%	- -	- -	2 4%	2 5%	1 1%	2 5%	- -
Price of fixed broadband	83 19%	13 24%	15 31%z	15 35%z	11 25%	6 19%	- -	83 19%	- -	- -	13 24%	15 31%z	14 33%z	11 25%	8 21%
I've been offered better deals	48 11%	8 16% <i>c</i>	8 16% <i>c</i>	1 3%	10 23% <i>zc</i>	7 19% <i>c</i>	- -	48 11%	- -	- -	8 16%	8 16%	1 3%	10 23% <i>zq</i>	7 17% <i>q</i>
Have alternative access to fixed broadband	32 7% <i>g</i>	7 13%	8 16% <i>z</i>	4 8%	2 4%	3 9%	1 45%	31 7%	- -	1 100%	7 13%	8 16% <i>z</i>	3 8%	2 4%	4 9%
I don't want it / need it	21 5%	2 3%	- -	2 4%	4 8%	2 5%	- -	21 5%	- -	- -	2 3%	- -	2 4%	4 8%	4 11% <i>p</i>
I'm waiting for my current subscription to run out	16 4%	4 8%	2 5%	- -	2 5%	1 4%	- -	16 4%	- -	- -	4 8%	2 5%	- -	2 5%	1 3%
Use mobile broadband instead of fixed broadband	14 3%	2 5%	1 2%	2 5%	- -	1 4%	- -	14 3%	- -	- -	2 5%	1 2%	2 5%	- -	1 4%
Already in contract / happy with current supplier	12 3%	2 3%	- -	3 8%	3 7%	3 10% <i>zb</i>	- -	12 3%	- -	- -	2 3%	- -	3 9% <i>z</i>	3 7%	3 9% <i>z</i>
Cost / it's too expensive / can't afford it	5 1%	- -	1 2%	- -	* 1%	- -	- -	5 1%	- -	- -	- -	1 2%	- -	* 1%	- -
Someone else in the family / household made the decision	4 1%	1 1%	1 2%	1 2%	- -	- -	- -	4 1%	- -	- -	1 1%	1 2%	1 2%	- -	- -
Can't get broadband	4 1%	- -	- -	- -	- -	- -	- -	4 1%	- -	- -	- -	- -	- -	- -	- -

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

	TOTAL (z)	Fixed broadband provider					Product bundles				Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	440	54*	49*	43*	43*	34*	2**	438	1**	1**	54*	49*	41*	43*	38*
No computer / internet / TV	3 1%	1 1%	-	1 2%	-	-	-	3 1%	-	-	1 1%	-	1 2%	-	-
They don't offer broadband at all	3 1%	-	-	-	-	1 2%	-	3 1%	-	-	-	-	-	-	1 2%
Unaware of other deals / suppliers	2 1%	2 3%z	-	-	-	-	-	2 1%	-	-	2 3%z	-	-	-	-
It's not convenient / I just go along with what is easiest	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-
They don't supply fixed broadband in my area	2 *	-	1 2%	-	1 2%	-	-	2 *	-	-	-	1 2%	-	1 2%	-
Other	17 4%	1 3%	2 5%	4 8%	2 4%	5 15%za	-	17 4%	-	-	1 3%	2 5%	4 9%	2 4%	5 13%z
None of these	44 10%g	6 11%	5 11%	9 20%z	6 14%	4 13%	1 55%	43 10%	1 100%	-	6 11%	5 11%	9 21%z	6 14%	4 11%
Don't know	18 4%	3 5%	2 4%	1 3%	1 1%	-	-	18 4%	-	-	3 5%	2 4%	1 4%	1 1%	-

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

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	482	235	229	135	22	122	84	200	6	8	116	341	172	253
Weighted Base	440	205	204	129	20**	110	75*	179	5**	4**	104*	312	162	230
Do not use broadband at all	112	73	71	-	4	31	23	62	2	2	26	80	21	82
25%cl		35%zc	35%zc	-	20%	28%c	31%c	35%z	38%	56%	25%	26%	13%	36%zl
Price of fixed broadband	83	31	32	37	5	17	17	24	1	2	18	61	42	27
19%agm		15%	16%	29%zabe	26%	16%	23%	14%	14%	35%	18%	20%	26%zm	12%
I've been offered better deals	48	19	17	14	1	15	6	19	-	*	13	35	22	22
11%		9%	8%	11%	5%	13%	8%	10%	-	9%	12%	11%	13%	10%
Have alternative access to fixed broadband	32	12	9	12	1	5	6	12	1	-	12	19	21	9
7%bm		6%	4%	9%	6%	5%	8%	6%	17%	-	12%	6%	13%zm	4%
I don't want it / need it	21	10	8	2	-	7	2	10	-	-	3	17	2	17
5%cl		5%	4%	1%	-	6%c	2%	6%	-	-	3%	5%	1%	7%zl
I'm waiting for my current subscription to run out	16	6	6	6	5	5	4	6	-	-	5	11	7	7
4%		3%	3%	4%	22%	5%	5%	3%	-	-	5%	4%	4%	3%
Use mobile broadband instead of fixed broadband	14	5	7	7	-	2	2	4	-	-	3	11	9	4
3%ml		2%	3%	6%	-	2%	2%	2%	-	-	3%	4%	6%zm	2%
Already in contract / happy with current supplier	12	5	7	5	-	1	-	4	-	-	3	8	2	9
3%		2%	3%e	4%	-	*	-	2%	-	-	3%	2%	1%	4%
Cost / it's too expensive / can't afford it	5	3	4	1	1	2	2	1	-	-	-	5	-	4
1%		1%	2%	1%	4%	2%	2%	1%	-	-	-	2%	-	2%
Someone else in the family / household made the decision	4	2	2	2	-	1	-	2	-	-	-	2	1	2
1%		1%	1%	1%	-	*	-	1%	-	-	-	1%	1%	1%
Can't get broadband	4	1	1	2	-	1	-	-	1	-	-	2	2	1
1%		*	*	1%	-	1%	-	-	17%	-	-	1%	1%	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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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 provider package

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	440	205	204	129	20**	110	75*	179	5**	4**	104*	312	162	230
No computer / internet / TV	3 1%	2 1%	3 2%	-	-	1 1%	1 2%	2 1%	-	-	1 1%	2 1%	-	3 1%
They don't offer broadband at all	3 1%	1 *	1 *	1 *	1 3%	-	2 3%ab	-	1 13%	-	3 3%zk	-	3 2%	1 *
Unaware of other deals / suppliers	2 1%	2 1%	2 1%	1 1%	-	1 1%	1 1%	2 1%	-	-	1 1%	2 1%	1 *	1 *
It's not convenient / I just go along with what is easiest	2 *	1 1%	2 1%	-	-	-	-	1 1%	-	-	1 1%	1 *	-	2 1%
They don't supply fixed broadband in my area	2 *	1 1%	1 *	-	-	2 2%	-	1 1%	-	-	-	1 *	1 1%	1 *
Other	17 4%	4 2%	8 4%a	12 9%zabf	2 10%	6 5%a	1 2%	4 2%	-	-	5 5%	11 4%	5 3%	12 5%
None of these	44 10%	19 9%	19 9%	26 20%zabef	1 5%	12 11%	7 9%	18 10%	-	-	6 6%	35 11%	18 11%	20 9%
Don't know	18 4%k	9 4%	7 3%	2 2%	-	2 2%	1 2%	7 4%	-	-	4 4%	9 3%	7 4%	7 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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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 provider package

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	482	108	41	36	50	137	36	30	26	179	34	33
Weighted Base	440	94*	36*	33*	42*	122	31*	31**	20**	174	32**	26**
Do not use broadband at all	112 25% ⁱ	37 39% ^z	14 39% ^z	11 35%	10 25%	41 33% ^z	10 34%	11 36%	8 40%	4 2%	1 2%	3 13%
Price of fixed broadband	83 19%	14 15%	4 10%	5 16%	8 19%	17 14%	4 12%	6 20%	5 23%	46 26% ^z	11 35%	4 17%
I've been offered better deals	48 11%	11 12%	3 9%	1 3%	4 10%	13 11%	3 11%	1 2%	-	28 16% ^z	3 10%	2 8%
Have alternative access to fixed broadband	32 7%	5 6%	3 8%	2 7%	2 4%	6 5%	2 8%	1 3%	-	16 9%	4 13%	3 13%
I don't want it / need it	21 5% ⁱ	7 8%	-	2 6%	1 2%	4 3%	3 9%	-	1 6%	2 1%	4 12%	3 11%
I'm waiting for my current subscription to run out	16 4%	1 2%	1 3%	2 5%	2 4%	4 3%	1 4%	-	1 4%	6 3%	3 10%	1 3%
Use mobile broadband instead of fixed broadband	14 3%	1 1%	2 5%	1 3%	2 5%	4 3%	-	1 2%	2 12%	6 4%	1 2%	-
Already in contract / happy with current supplier	12 3%	3 3%	-	1 2%	1 2%	6 5%	-	1 2%	-	8 4%	-	4 16%
Cost / it's too expensive / can't afford it	5 1%	-	-	-	3 6% ^{za}	2 2%	1 4%	-	1 4%	-	2 5%	* 1%
Someone else in the family / household made the decision	4 1%	-	-	-	2 5% ^{za}	-	-	2 5%	1 3%	2 1%	-	1 2%
Can't get broadband	4 1%	1 1%	-	-	-	1 1%	-	-	-	-	-	-

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

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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 provider package

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	440	94*	36*	33*	42*	122	31*	31**	20**	174	32**	26**
No computer / internet / TV	3 1%	2 2%	-	-	-	2 1%	1 5%z	-	-	1 1%	-	-
They don't offer broadband at all	3 1%	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-
Unaware of other deals / suppliers	2 1%	2	-	-	-	2 1%	-	-	-	1 *	-	1 4%
It's not convenient / I just go along with what is easiest	2 *	-	-	1 3%z	-	1 1%	-	1 4%	-	-	-	-
They don't supply fixed broadband in my area	2 *	-	1 3%z	-	-	1 1%	-	-	-	2 1%	-	-
Other	17 4%	2 2%	1 3%	-	2 4%	4 3%	1 2%	3 9%	1 4%	14 8%z	-	1 3%
None of these	44 10%	6 6%	4 11%	4 13%	5 12%	11 9%	2 8%	4 15%	1 4%	29 17%z	3 10%	1 4%
Don't know	18 4%	3 3%	3 7%	2 7%	1 3%	4 3%	2 6%	1 2%	-	11 6%	-	1 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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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 provider package

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	482	124	96	100	51	43	58
Weighted Base	440	103	82*	100*	45*	42*	58*
Do not use broadband at all	112 25% _c	38 37% _{zc}	31 38% _{zcf}	-	12 26% _c	14 34% _c	13 22% _c
Price of fixed broadband	83 19%	19 18%	11 13%	28 28% _{zbd}	5 12%	7 18%	11 20%
I've been offered better deals	48 11%	10 10%	7 9%	9 9%	10 22% _{zabc}	3 7%	8 13%
Have alternative access to fixed broadband	32 7%	4 4%	3 3%	11 12% _b	5 10%	5 12%	4 7%
I don't want it / need it	21 5%	5 5%	5 6%	2 2%	3 6%	1 2%	6 11% _{zc}
I'm waiting for my current subscription to run out	16 4%	3 3%	3 4%	4 4%	3 6%	2 5%	1 1%
Use mobile broadband instead of fixed broadband	14 3%	2 2%	4 4%	7 7%	1 2%	2 4%	- -
Already in contract / happy with current supplier	12 3%	4 4%	3 3%	4 4%	- -	- -	2 3%
Cost / it's too expensive / can't afford it	5 1%	- -	4 5% _{za}	* *	- -	1 2%	- -
Someone else in the family / household made the decision	4 1%	1 1%	2 2%	2 2%	- -	- -	- -
Can't get broadband	4 1%	- -	1 1%	2 2%	1 3%	- -	- -
No computer / internet / TV	3 1%	* *	1 2%	- -	1 3%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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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 provider package

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	440	103	82*	100*	45*	42*	58*
They don't offer broadband at all	3 1%	-	-	1 1%	-	2 5%za	1 1%
Unaware of other deals / suppliers	2 1%	1 1%	-	1 1%	-	1 2%	-
It's not convenient / I just go along with what is easiest	2 *	1 1%	1 1%	-	-	-	-
They don't supply fixed broadband in my area	2 *	1 1%	-	-	1 2%	-	-
Other	17 4%	3 3%	1 2%	8 8%z	2 5%	-	3 5%
None of these	44 10%a	5 5%	5 6%	20 20%zabd	2 4%	4 9%	7 12%
Don't know	18 4%	5 5%	3 3%	2 2%	-	1 2%	3 5%

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Table 122

FXA8 - Which of the following describes how you buy your calls?**BASE: All who use landline to make calls**

	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	555	273	282	2	8	50	70	81	100	138	106	10	120	181	244	124	139	110	182	133	215	176
Weighted Base	541	261	280	2**	7**	59*	65*	91*	102*	125	91*	8**	124*	193	216	154	125	117*	145	118	206	186
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%rs	244 93%	261 93%	2 100%	7 100%	54 91%	60 92%	87 95%	93 91%	118 94%	85 94%	8 100%	114 92%	179 93%	203 94%	152 99%zr	119 96%r	110 94%r	123 85%	95 80%	196 95% s	183 98%zs
I use a calling card when dialing	8 1% n	6 2%	2 1%	-	-	1 3%	2 3% n	1 1%	3 3% n	* *	-	-	3 3% n	4 2%	* *	-	-	3 2%	5 4% zop	8 7% ztu	-	-
I buy calls from a different supplier by dialing a prefix	7 1%	5 2%	2 1%	-	-	1 1%	2 3% m	-	-	4 3% m	-	-	3 2%	-	4 2%	1 *	2 1%	3 2%	2 1%	4 3% u	3 2%	-
Other	5 1%	2 1%	3 1%	-	-	1 1%	-	-	1 1%	2 2%	1 1%	-	1 1%	1 1%	3 1%	1 1%	-	1 1%	2 1%	1 1%	2 1%	1 1%
Don't know	4 1%	1 *	3 1%	-	-	-	1 1%	-	1 1%	1 *	2 2%	-	1 1%	1 1%	2 1%	-	-	-	4 3% zop	3 2%	1 *	1 1%
None of these	14 3% u	4 2%	9 3%	-	-	2 3%	1 1%	3 3%	4 4%	1 1%	3 3%	-	3 2%	7 3%	4 2%	1 1%	4 3%	1 1%	8 6% zoq	8 7% ztu	5 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 123

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	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	555	28	36	131	20	8	140	55	28	25	3	17	260	27	414	141	189	36	29	11	2	14	254	20
Weighted Base	541	37**	41*	144	17**	9**	163	59*	26**	23**	2**	14**	229	24**	394	147	213	35*	27**	9**	2**	11**	224	20**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	36	38	131	16	9	152	53	25	21	2	13	214	24	367	138	201	31	26	7	2	9	209	20
		97%	95%	91%	94%	100%	93%	91%	96%	91%	100%	92%	93%	98%	93%	94%	94%	89%	96%	79%	100%	89%	93%	97%
I use a calling card when dialing	8 1%	-	-	5	1	-	3	1	1	-	-	1	1	1	7	1	4	*	1	-	-	1	1	1
		-	-	3%	6%	-	2%	2%	4%	-	-	6%	*	2%	2%	1%	2%	1%	4%	-	-	7%	*	3%
I buy calls from a different supplier by dialing a prefix	7 1%	-	1	2	-	-	2	1	-	-	-	-	4	-	6	1	2	1	-	-	-	-	4	-
		-	2%	2%	-	-	1%	1%	-	-	-	-	2%	-	2%	*	1%	2%	-	-	-	-	2%	-
Other	5 1%	-	-	1	-	-	1	-	-	*	-	*	3	-	4	1	1	-	-	*	-	*	3	-
		-	-	1%	-	-	1%	-	-	2%	-	3%	1%	-	1%	1%	1%	-	-	5%	-	4%	1%	-
Don't know	4 1%	-	-	1	-	-	-	1	-	1	-	-	2	-	4	1	-	1	-	1	-	-	2	-
		-	-	1%	-	-	-	2%	-	3%	-	-	1%	-	1%	1%	-	4%p	-	8%	-	-	1%	-
None of these	14 3%	1	1	5	-	-	5	2	-	1	-	-	6	-	9	5	6	1	-	1	-	-	6	-
		3%	3%	3%	-	-	3%	4%	-	4%	-	-	3%	-	2%	3%	3%	3%	-	9%	-	-	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 124

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	555	341	70	142	131	5	2	20	408	153	205	74	70	53	59	51	32
Weighted Base	541	338	72*	130	134	6**	3**	21**	389	145	196	81*	72*	46*	62*	52*	28**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93% ^m	311 92%	69 96%	122 95%	123 92%	6 100%	3 100%	21 100%	363 93%	138 95% ^m	183 93% ^m	79 97% ^m	66 91%	39 83%	60 97%	46 88%	24 86%
I use a calling card when dialing	8 1% ^h	6 2%	1 1%	1 1%	5 4% ^{zh}	-	-	-	3 1%	-	1 *	1 1%	3 4% ^{ij}	4 8% ^{zi}	2 2%	2 3%	2 8%
I buy calls from a different supplier by dialing a prefix	7 1%	7 2%	-	-	1 1%	-	-	-	6 2%	-	5 2%	-	2 3%	-	-	2 3%	-
Other	5 1%	3 1%	1 1%	1 1%	* *	-	-	-	5 1%	1 1%	4 2%	-	-	-	* 1%	-	-
Don't know	4 1%	1 *	-	3 2%	1 *	-	-	-	4 1%	2 2%	-	1 2%	-	1 1%	-	-	1 2%
None of these	14 3%	10 3%	1 2%	2 2%	4 3%	-	-	-	10 3%	3 2%	5 3%	-	2 3%	3 7% ^{zk}	-	3 5%	1 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 125

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	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	555	70	59	77	413	549	264	345	465	523	192	411	311	163	357	80
Weighted Base	541	70*	56*	77*	398	535	268	333	456	509	196	417	317	179	359	94*
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	64 92%	48 87%	69 90%	374 94%	500 93%	257 96% ^z ehik	314 94%	428 94%	475 93%	187 95%	389 93%	298 94%	174 97% ^z ehik l	344 96% ^z ehik	91 96%
I use a calling card when dialing	8 1% ^{dn}	2 3%	3 5% ^d	4 5% ^{zd}	3 1%	7 1% ⁿ	2 1%	5 1% ⁿ	8 2% ^j n	8 1% ⁿ	* *	7 2% ^j n	5 2% ⁿ	1 *	1 *	* *
I buy calls from a different supplier by dialing a prefix	7 1% ⁿ	1 1%	1 1%	1 1%	5 1%	7 1% ⁿ	2 1%	5 1% ⁿ	5 1% ⁿ	7 1% ⁿ	1 1%	5 1% ⁿ	3 1%	1 *	1 *	1 2%
Other	5 1%	-	* 1%	-	5 1%	5 1%	2 1%	4 1%	4 1%	5 1%	1 *	4 1%	1 *	-	5 1%	-
Don't know	4 1%	1 1%	1 1%	1 1%	4 1%	4 1%	* *	2 1%	3 1%	4 1%	1 1%	3 1%	2 1%	1 *	1 *	-
None of these	14 3% ^{eg}	2 2%	3 5%	3 4%	10 3%	13 2%	5 2%	5 1%	9 2%	12 2% ^g	5 3%	10 2%	8 3%	4 2%	8 2%	2 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. * small base

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Table 126

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	555	348	71	10	5	27	94	285	127	137	2	47	54	44	82	62	48	12
Weighted Base	541	355	70*	9**	4**	22**	80*	254	158	122	3**	42*	46*	44*	78*	74*	56*	14**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	336 95%	66 94%	8 94%	4 100%	19 85%	71 88%	235 93%	153 97% _l	109 90%	3 100%	38 90%	42 91%	44 100% _k	76 97%	72 98%	55 97%	14 100%
I use a calling card when dialing	8 1%	6 2%	* *	- -	- -	- -	2 3%	2 1%	2 1%	5 4% _{zg}	- -	2 4%	1 1%	- -	- -	- -	- -	- -
I buy calls from a different supplier by dialing a prefix	7 1%	4 1%	1 2%	- -	- -	- -	1 1%	4 2%	1 1%	2 2%	- -	- -	1 1%	- -	1 1%	- -	1 1%	1 4%
Other	5 1%	2 1%	* 1%	- -	- -	2 9%	1 1%	2 1%	1 1%	1 1%	- -	- -	1 2%	- -	- -	- -	- -	- -
Don't know	4 1% _a	1 *	1 1%	1 6%	- -	1 7%	1 1%	4 2%	- -	* *	- -	* 1%	1 3%	- -	- -	- -	- -	- -
None of these	14 3%	8 2%	1 2%	- -	- -	- -	4 5%	8 3%	1 1%	4 3%	- -	2 5%	1 2%	- -	2 2%	1 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 127

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	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	555	480	72	36	37	44	45	43	10	56	103	45	50	55	31	419	317	219	536	329	226	555
Weighted Base	541	487	52*	36**	31*	40*	47*	39*	11**	72*	122*	37*	32*	44*	31*	434	303	218	521	313	228	541
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%bf ko	469 96%zb	34 65%	34 94%	30 95% ^f	38 95% ^f	35 76%	37 95% ^f	9 88%	72 100% ^f ko	113 93% ^f ko	30 80%	32 100% ^f ko	44 100% ^f ko	31 100% ^f ko	397 92% ^f ko	281 93%	205 94%	486 93%	289 92%	215 95%	505 93%
I use a calling card when dialing	8 1%a	-	8 15%za	-	* 1%	-	* 1%	-	-	-	1 1%	6 17%zde fgijlm no	-	-	-	8 2%	6 2%	1 1%	7 1%	7 2%	1 1%	8 1%
I buy calls from a different supplier by dialing a prefix	7 1%a	4 1%	3 5%za	-	1 5%	-	-	-	-	-	4 3%	1 2%	-	1 1%	-	6 1%	4 1%	3 1%	7 1%	5 2%	1 1%	7 1%
Other	5 1%	4 1%	1 2%	1 4%	* 1%	1 2%	-	1 2%	1 12%	-	-	* 1%	-	-	-	5 1%	3 1%	2 1%	5 1%	2 *	3 2%	5 1%
Don't know	4 1%a	1 *	3 6%za	-	-	1 1%	3 5%zjo	1 3%	-	-	-	-	-	-	-	4 1%	3 1%	1 1%	4 1%	4 1%	1 *	4 1%
None of these	14 3%a	10 2%	4 8%za	1 2%	-	1 2%	8 18%zde gijklm no	-	-	-	4 3%	-	-	-	-	14 3%	7 2%	7 3%	14 3%	9 3%	5 2%	14 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 128

FXA8 - Which of the following describes how you buy your calls?

BASE: All who use landline to make calls

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	555	235	317	484	555	419	65	450	210	112	47	401	18	83	53	231	17	83	68	92	59
Weighted Base	541	224	326	476	541	424	65*	451	216	120*	42*	405	18**	71*	47*	218	14**	92*	66*	93*	54*
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%jn	209 93%j	305 94%j	449 94%zdj	505 93%j	403 95%zdgj	61 93%	426 95%zdgj	208 96%zdgj	115 96%j	34 81%	386 95%zn	18 96%	63 89%	38 82%	203 93%	13 95%	85 93%	62 94%	88 94%	49 91%
I use a calling card when dialing	8 1%	5 2%h	6 2%	7 1%	8 1%	5 1%	1 1%	6 1%	- -	- -	1 2%h	5 1%	- -	2 3%	1 2%	4 2%	1 5%	2 2%	* 1%	* 1%	- -
I buy calls from a different supplier by dialing a prefix	7 1%cek	2 1%	3 1%	4 1%	7 1%ce	3 1%	2 2%	4 1%e	3 1%	3 3%e	1 3%	2 *	1 4%	2 3%k	2 4%k	5 2%	1 5%	1 1%	1 1%	- -	- -
Other	5 1%	3 2%	2 1%	4 1%	5 1%	4 1%	2 3%bh	4 1%	1 *	- -	1 2%	4 1%	- -	- -	1 2%	2 1%	- -	* *	* 1%	1 1%	1 3%
Don't know	4 1%	2 1%	2 1%	3 1%	4 1%	2 *	- -	3 1%	1 1%	- -	1 3%	2 *	- -	1 2%	1 3%	1 *	- -	- -	1 2%	2 2%	- -
None of these	14 3%g	4 2%	8 3%	10 2%	14 3%g	7 2%	- -	8 2%	4 2%	3 2%	4 9%zabcdegh	7 2%	- -	2 4%	4 8%zk	4 2%	- -	4 4%	1 1%	2 2%	3 6%

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 129

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	555	135	72	59	84	66	169	259	81	11	25	13	38	97	17	34	19	21	25	22
Weighted Base	541	134	80*	57*	89*	59*	175	230	83*	14**	26**	14**	37*	107*	19**	30**	20**	18**	23**	20**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%g	129 96%	75 94%	53 93%	85 96%	56 95%	169 97%zg	202 88%	82 98%g	13 91%	25 97%	14 100%	34 93%	105 99%zg	18 95%	27 89%	18 90%	16 89%	20 89%	18 89%
I use a calling card when dialing	8 1%	2 1%	2 3%	1 1%	* 1%	1 1%	3 2%	4 2%	2 2%	1 9%	- -	- -	- -	1 1%	- -	- -	- -	1 3%	* 2%	1 3%
I buy calls from a different supplier by dialing a prefix	7 1%	1 1%	- -	1 1%	- -	1 1%	1 1%	5 2%	1 1%	- -	1 3%	- -	- -	1 1%	- -	1 2%	- -	- -	- -	- -
Other	5 1%	1 1%	* *	2 3%	1 1%	- -	- -	4 2%	- -	- -	- -	- -	- -	1 1%	- -	1 4%	* 2%	* 2%	- -	1 8%
Don't know	4 1%	1 *	- -	- -	1 2%	- -	- -	4 2%z	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	1 6%	- -
None of these	14 3%	1 1%	2 3%	1 2%	1 1%	2 4%	2 1%	10 4%zm	- -	- -	- -	- -	2 7%lhm	- -	1 5%	1 3%	2 8%	1 5%	1 3%	- -

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

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Table 130
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	555	555	417	229	40	183	131	508	9	13	108	426	160	341
Weighted Base	541	541	412	229	42*	178	130	505	7**	8**	99*	421	157	327
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	505 93%	388 94%	218 95%	41 97%	166 93%	122 94%	505 100%z	1 18%	- -	90 91%	396 94%	141 90%	310 95%
I use a calling card when dialing	8 1%gm	8 1%	6 1%	4 2%	* 1%	1 *	1 1%	- -	- -	8 100%	4 4%	4 1%	6 4%zm	1 *
I buy calls from a different supplier by dialing a prefix	7 1%g	7 1%	5 1%	1 1%	- -	2 1%	2 1%	1 *	7 100%	- -	3 3%	4 1%	3 2%	3 1%
Other	5 1%g	5 1%	3 1%	3 1%	- -	1 *	2 1%	- -	- -	- -	1 1%	4 1%	1 1%	4 1%
Don't know	4 1%b	4 1%b	1 *	- -	- -	2 1%	- -	- -	- -	- -	1 1%	2 *	2 1%	2 1%
None of these	14 3%g	14 3%	10 2%	5 2%	1 2%	7 4%	4 3%	- -	- -	- -	1 1%	12 3%	4 2%	7 2%

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

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Table 131

FXA8 - Which of the following describes how you buy your calls?**BASE:** All who use landline to make calls

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	555	248	92	96	119	247	63	61	46	328	50	41
Weighted Base	541	231	90*	94*	127*	238	59*	73*	43*	340	49*	35*
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	215 93%	84 93%	88 94%	118 93%	222 93%	56 95%	69 95%	40 95%	327 96%z	46 94%	31 89%
I use a calling card when dialing	8 1%	4 2%	2 2%	1 1%	1 1%	3 1%	1 1%	1 2%	1 2%	4 1%	1 3%	-
I buy calls from a different supplier by dialing a prefix	7 1%	5 2%	1 1%	-	1 1%	3 1%	1 1%	1 1%	-	2 1%	1 1%	-
Other	5 1%	2 1%	-	-	3 2%	-	1 1%	1 2%	1 3%e	3 1%	-	2 5%zi
Don't know	4 1%ⁱ	2 1%	-	1 1%	2 1%	1 *	-	-	1 1%	1 *	-	1 4% ⁱ
None of these	14 3%	4 2%	4 4%	4 4%	2 2%	8 3%	1 2%	1 1%	-	5 2%	1 2%	1 3%

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

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Table 132
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	555	252	96	115	39	31	16
Weighted Base	541	224	92*	126	34*	35**	20**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	209 93%	85 92%	119 94%	32 95%	32 90%	18 88%
I use a calling card when dialing	8 1%	3 1%	2 2%	2 2%	- -	- -	1 3%
I buy calls from a different supplier by dialing a prefix	7 1%	4 2%	1 1%	- -	- -	2 5%	- -
Other	5 1%	2 1%	- -	3 2%	- -	- -	- -
Don't know	4 1%	4 2%	- -	- -	1 2%	- -	- -
None of these	14 3%	3 1%	4 5%	2 2%	1 3%	2 5%	2 9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 133
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	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	508	249	259	2	8	42	62	77	90	129	98	10	104	167	227	122	134	102	150	101	204	172
Weighted Base	505	244	261	2**	7**	54*	60*	87*	93*	118	85*	8**	114*	179	203	152	119	110*	123	95*	196	183
Good/better deal overall	240 48%no	111 46%	129 49%	1 66%	6 88%	29 54%	33 55% n	46 53%	46 49%	48 41%	32 38%	7 83%	62 54% n	91 51% n	80 40%	55 37%	59 50% o	58 53% o	68 55% zo	47 50%	96 49%	77 42%
Easier/more convenient to have both with the same supplier	83 16%	38 15%	45 17%	1 66%	- -	13 25%	13 22%	10 12%	13 14%	22 19%	10 12%	1 15%	27 23% jm	23 13%	32 16%	31 21%	20 17%	18 16%	14 11%	9 10%	31 16%	40 22% zs
Paid for as part of a bundled package	79 16% j	36 15%	43 17%	1 66%	1 13%	13 24% fj	4 7%	18 21% fj	14 15%	21 18%	7 8%	2 25%	17 15% f	32 18% j	28 14% j	27 18%	17 15%	19 18%	15 12%	17 18%	37 19%	20 11%
No reason to change	63 12% gt	31 13%	32 12%	- -	- -	6 10%	5 9%	2 2%	19 19% gm	21 18% g	12 14% g	- -	11 10%	19 11% g	33 16% zg	24 16%	17 14%	10 9%	13 11%	9 10%	15 8%	34 19% zt
Historical reasons/ always used them	57 11% flq t	31 13%	25 10%	- -	- -	2 3%	1 1%	7 8%	7 7%	20 17% zef hlm	20 23% zefg hlm	- -	3 2%	14 8%	40 20% ze fghlm	18 12%	23 19% zqr	5 5%	10 8%	6 7%	15 7%	33 18% zst
Well-known and trusted brand	46 9% t	26 11%	20 8%	1 66%	2 27%	2 3%	3 5%	8 9%	8 8%	17 14% zl	6 7%	3 36%	5 4%	15 9%	23 11%	12 8%	11 9%	9 8%	14 12%	4 4%	10 5%	29 16% zst
Too much hassle to change	43 9%	21 9%	22 9%	- -	1 10%	7 12%	3 5%	7 8%	5 5%	14 6% zhim n	1 16% zhim n	10 8%	12 8%	21 10% i	18 12%	10 8%	8 7%	7 6%	8 9%	13 7%	21 12%	
Reliable service	40 8% bs	27 11% zb	13 5%	- -	- -	2 3%	8 13%	8 10%	7 8%	11 9%	3 4%	- -	10 9%	16 9%	14 7%	16 11%	9 7%	7 7%	8 6%	3 3%	13 6%	23 13% zs
Quality of line / calls	34 7% c	16 7%	18 7%	- -	- -	2 3%	7 12%	3 3%	5 5%	9 8%	8 10%	- -	9 8%	8 4%	18 9%	12 8%	4 4%	2 2%	16 13% zpq	4 5%	12 6%	16 9%
Quality of customer service	33 7% s	18 7%	15 6%	- -	2 27%	2 3%	1 2%	5 5%	7 7%	12 11% l	4 5%	2 21%	3 2%	11 6%	17 8%	8 6%	9 8%	8 7%	7 6%	2 2%	12 6%	20 11% zs
Friends and family use them	30 6%	14 6%	15 6%	- -	1 12%	3 6%	2 3%	5 6%	5 5%	8 7%	6 7%	1 10%	5 5%	10 6%	14 7%	8 5%	8 7%	5 5%	9 7%	3 3%	11 6%	16 9%
Provided free as part of bundled package	24 5% br	17 7% b	7 3%	- -	- -	5 10% j	1 1%	5 6%	6 7%	5 5%	1 1%	- -	6 5% f	12 6%	6 3%	8 6%	4 3%	10 9% r	1 1%	7 7%	9 4%	8 4%
Other suppliers are more expensive	12 2%	9 4%	3 1%	- -	- -	3 6%	4 6% hm	2 2%	- -	3 2%	1 1%	- -	7 6% zhm	2 1%	4 2%	3 2%	2 1%	3 3%	4 3%	3 3%	3 1%	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 - 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 133

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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	505	244	261	2**	7**	54*	60*	87*	93*	118	85*	8**	114*	179	203	152	119	110*	123	95*	196	183
Not aware of other suppliers	9 2%	5 2%	4 1%	-	-	-	2 3%	1 1%	-	1 1%	5 5%zhm	-	2 1%	1 1%	6 3%	3 2%	3 2%	1 *	3 2%	2 2%	4 2%	2 1%
No choice / lack of suppliers in the area	7 1%	6 2%	2 1%	-	-	-	2 3%	1 2%	2 2%	1 *	2 2%	-	2 2%	3 2%	2 1%	-	2 1%	3 3%	3 2%	7 8%ztu	-	-
Other suppliers have worse customer service	7 1%	4 2%	2 1%	-	-	-	3 5%z	-	1 2%	1 1%	2 2%	-	3 2%	1 1%	2 1%	3 2%	3 2%	1 1%	*	1 1%	*	5 3%
Other suppliers have worse line / call quality	6 1%	4 2%	2 1%	-	-	-	4 6%zgimn	-	1 1%	1 1%	1 1%	-	4 3%	1 1%	1 1%	4 2%	1 1%	1 1%	-	1 1%	-	4 2%t
Offer internet calling / VoIP	3 1%	2 1%	1 1%	-	-	1 2%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	1 *	3 2%	1 *	-	-	1 1%	-	2 1%
Other	6 1%b	5 2%	1 *	-	2 27%	-	3 5%zmn	-	-	1 1%	1 1%	2 21%	3 2%	-	1 1%	3 2%	-	2 2%	1 *	1 1%	1 *	5 2%
Don't know	5 1%	3 1%	2 1%	1 34%	-	-	1 2%	-	1 1%	1 1%	1 2%	1 8%	1 1%	1 1%	2 1%	1 1%	3 2%	-	1 1%	1 1%	3 2%	1 1%
None of these	2 *	-	2 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 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 - z/o/p/q/r - z/s/t/u
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Table 134
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	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	508	27	34	115	18	8	128	48	26	22	3	14	241	26	377	131	175	31	27	8	2	11	235	19
Weighted Base	505	36**	38*	131*	16**	9**	152	53*	25**	21**	2**	13**	214	24**	367	138	201	31**	26**	7**	2**	9**	209	20**
Good/better deal overall	240 48%lv	17	16	68	11	5	70	31	16	11	1	8	89	15	170	71	93	18	15	5	-	6	88	14
		47%	42%	52%	66%	58%	46%	58%	63%	52%	26%	63%	42%	62%	46%	51%	46%	58%	59%	72%	-	65%	42%	71%
Easier/more convenient to have both with the same supplier	83 16%	8	4	25	2	3	29	8	5	2	1	3	32	2	60	23	36	4	5	1	1	2	33	-
		23%	10%	19%	13%	29%	19%	15%	19%	11%	44%	26%	15%	9%	16%	17%	18%	13%	20%	14%	60%	20%	16%	-
Paid for as part of a bundled package	79 16%	5	7	24	4	-	22	14	4	5	-	-	30	3	51	29	38	6	3	1	-	-	29	3
		14%	19%	18%	25%	-	15%	26%	16%	26%	-	-	14%	13%	14%	21%	19%	18%	11%	13%	-	-	14%	15%
No reason to change	63 12%cg	3	9	5	-	-	16	2	-	1	-	2	38	5	46	17	19	2	3	-	-	2	34	3
		8%	23% ^c	4%	-	-	10%	3%	-	5%	-	14%	18% ^{zg}	19%	13%	12%	9%	5%	12%	-	-	20%	16% ^z	16%
Historical reasons/ always used them	57 11%	3	4	9	1	1	11	5	2	-	-	1	37	1	46	10	18	1	2	-	-	1	35	-
		8%	11%	7%	6%	11%	7%	9%	7%	-	-	5%	17% ^{zf}	4%	13%	8%	9%	2%	7%	-	-	7%	17% ^{zp}	-
Well-known and trusted brand	46 9%	2	4	12	-	-	15	3	-	-	-	3	23	2	33	13	16	2	2	-	-	3	21	2
		6%	11%	9%	-	-	10%	5%	-	-	-	20%	11%	9%	9%	9%	8%	6%	7%	-	-	27%	10%	11%
Too much hassle to change	43 9%	1	6	7	5	-	10	4	5	-	-	2	21	1	37	7	13	2	4	-	-	2	21	1
		3%	15%	6%	28%	-	7%	7%	18%	-	-	14%	10%	5%	10%	5%	6%	7%	15%	-	-	20%	10%	6%
Reliable service	40 8%	5	1	13	-	1	16	3	1	1	-	2	16	1	33	7	19	1	1	-	-	2	16	1
		14%	4%	10%	-	11%	11%	5%	4%	4%	-	14%	7%	6%	9%	5%	9%	2%	4%	-	-	20%	8%	8%
Quality of line / calls	34 7% ^c	4	3	2	1	1	7	1	2	3	-	1	19	1	28	7	10	-	2	1	-	1	20	1
		10%	7%	1%	8%	11%	4%	3%	9%	14%	-	5%	9%	5%	8%	5%	5%	-	6%	13%	-	7%	10% ^z	6%
Quality of customer service	33 7%	3	2	4	1	1	7	1	2	2	-	-	18	4	22	11	10	2	3	-	-	-	14	3
		8%	5%	3%	7%	7%	5%	2%	7%	7%	-	-	8%	16%	6%	8%	5%	7%	13%	-	-	-	7%	15%
Friends and family use them	30 6%	-	-	10	-	-	7	3	-	2	-	2	15	1	21	9	9	2	-	-	-	2	15	1
		-	-	8%	-	-	5%	6%	-	7%	-	14%	7%	2%	6%	6%	5%	8%	-	-	-	20%	7%	3%
Provided free as part of bundled package	24 5%lv	2	4	9	1	-	14	2	1	1	-	1	5	1	16	7	15	1	1	-	-	1	5	1
		6%	11%	7%	7%	-	9% ^{zl}	3%	4%	3%	-	7%	2%	3%	4%	5%	7% ^v	5%	4%	-	-	9%	2%	4%

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 134

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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)
Weighted Base	505	36**	38*	131*	16**	9**	152	53*	25**	21**	2**	13**	214	24**	367	138	201	31**	26**	7**	2**	9**	209	20**
Other suppliers are more expensive	12 2%	3 8%	-	2 2%	1 6%	-	5 3%	-	1 4%	1 3%	-	1 6%	4 2%	1 5%	11 3%	1 1%	5 3%	1 2%	1 4%	-	-	1 8%	4 2%	1 6%
Not aware of other suppliers	9 2%	-	1 2%	3 2%	-	-	4 2%	-	-	-	-	-	5 2%	-	7 2%	2 1%	4 2%	-	-	-	-	-	5 3%	-
No choice / lack of suppliers in the area	7 1%	-	-	4 3%	-	-	4 3%	-	-	-	-	-	3 1%	-	7 2%	-	4 2%	-	-	-	-	-	3 1%	-
Other suppliers have worse customer service	7 1%	3 8%	-	1 1%	-	-	4 3%	-	-	-	-	-	2 1%	-	6 2%	1 1%	4 2%	-	-	-	-	-	2 1%	-
Other suppliers have worse line / call quality	6 1%	3 8%	1 2%	-	-	-	4 2%	-	-	-	-	-	2 1%	-	5 1%	1 1%	4 2%	-	-	-	-	-	2 1%	-
Offer internet calling / VoIP	3 1%	-	-	1 *	-	-	1 *	-	-	1 5%	-	-	2 1%	-	2 1%	1 1%	1 1%	-	-	-	-	-	2 1%	-
Other	6 1%	3 8%	-	2 1%	-	-	5 3%	-	-	-	-	-	1 1%	-	6 2%	-	5 2%	-	-	-	-	-	1 1%	-
Don't know	5 1%	-	1 4%	-	-	-	1 1%	-	-	-	1 29%	1 10%	2 1%	-	5 1%	1 *	1 1%	-	-	-	1 40%	1 13%	2 1%	-
None of these	2 *	-	-	-	-	1 14%	-	-	1 5%	-	-	-	1 *	-	-	2 1%	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 135
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	508	310	65	131	115	5	2	20	377	143	191	70	61	43	56	42	27
Weighted Base	505	311	69*	122	123*	6**	3**	21**	363	138	183	79*	66*	39*	60*	46*	24**
Good/better deal overall	240 48%hi	156 50%	34 50%	50 41%	71 58%zh	3 49%	3 100%	8 40%	162 45%	52 37%	89 49%	44 56%i	31 48%	24 62%i	39 64%z	20 44%	15 63%
Easier/more convenient to have both with the same supplier	83 16%	52 17%	15 21%	16 13%	23 19%	4 64%	-	3 16%	56 15%	24 17%	30 16%	12 15%	11 17%	6 15%	7 12%	12 27%	4 15%
Paid for as part of a bundled package	79 16%i	56 18%	10 14%	14 11%	19 15%	1 13%	-	7 32%	55 15%	14 10%	30 17%	18 23%i	10 15%	7 19%	10 17%	7 15%	4 17%
No reason to change	63 12%o	34 11%	10 15%	18 15%	10 8%	-	-	1 5%	53 15%z	23 17%	20 11%	13 17%	4 6%	2 5%	7 12%	1 2%	2 8%
Historical reasons/ always used them	57 11%adm	27 9%	8 12%	22 18%za	7 6%	-	-	2 7%	48 13%zd	27 19%zjm	15 8%	10 13%m	5 8%	-	5 8%	2 4%	-
Well-known and trusted brand	46 9%	26 8%	9 14%	9 8%	7 5%	-	-	-	39 11%z	15 11%	22 12%	4 5%	3 4%	1 4%	2 4%	4 9%	* 2%
Too much hassle to change	43 9%	23 7%	7 11%	13 11%	9 8%	-	-	2 7%	32 9%	15 11%	13 7%	7 8%	8 12%	* 1%	3 5%	6 13%	* 2%
Reliable service	40 8%	24 8%	5 7%	11 9%	11 9%	-	1 40%	3 12%	27 8%	12 8%	13 7%	8 10%	6 10%	1 3%	9 16%o	1 2%	1 5%
Quality of line / calls	34 7%l	21 7%	4 5%	10 8%	10 8%	-	1 40%	1 5%	23 6%	12 9%l	12 7%l	6 8%l	-	4 10%l	5 9%	2 4%	3 11%
Quality of customer service	33 7%	21 7%	3 4%	9 7%	6 5%	-	1 40%	1 5%	26 7%	9 6%	16 9%	5 6%	3 4%	1 2%	3 6%	2 4%	1 3%
Friends and family use them	30 6%a	12 4%	5 7%	12 10%za	6 5%	2 30%	2 60%	-	20 5%	13 10%	7 4%	6 7%	3 5%	-	3 6%	3 7%	-
Provided free as part of bundled package	24 5%	16 5%	1 1%	6 5%	6 5%	-	-	2 10%	15 4%	5 4%	8 5%	9 11%zlm	1 1%	-	6 10%	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 135

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	505	311	69*	122	123*	6**	3**	21**	363	138	183	79*	66*	39*	60*	46*	24**
Other suppliers are more expensive	12 2% ^{ch}	10 3%	1 1%	1 1%	6 5% ^h	-	1 40%	1 5%	5 1%	1 1%	5 3%	4 6%	1 2%	1 2%	4 7% ^z	1 3%	1 3%
Not aware of other suppliers	9 2%	4 1%	-	4 4%	2 1%	-	-	1 6%	6 2%	4 3%	2 1%	-	3 4%	-	2 3%	1 3%	-
No choice / lack of suppliers in the area	7 1%	5 2%	-	2 2%	3 2%	-	-	1 4%	4 1%	1 1%	2 1%	1 2%	3 4%	-	1 2%	1 3%	-
Other suppliers have worse customer service	7 1%	5 2%	-	2 1%	3 2%	-	-	-	4 1%	2 1%	1 *	4 5% ^{zj}	-	-	3 5%	-	-
Other suppliers have worse line / call quality	6 1%	6 2%	-	-	4 3%	-	-	-	2 1%	-	2 1%	3 4% ^{zi}	1 1%	-	3 5% ^z	1 2%	-
Offer internet calling / VoIP	3 1%	2 1%	1 2%	-	-	-	-	-	3 1%	1 *	2 1%	-	-	1 2%	-	1 2%	-
Other	6 1%	5 1%	1 1%	1 *	3 2%	-	-	-	3 1%	1 *	3 1%	3 3%	-	-	3 5% ^z	-	-
Don't know	5 1%	1 *	2 3%	2 2%	-	-	-	-	5 1%	3 2%	1 1%	-	-	1 2%	-	1 1%	-
None of these	2 *	2 1%	-	-	-	-	-	1 6%	1 *	-	1 *	-	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 136

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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	508	61	49	67	383	504	252	321	429	479	182	377	289	156	339	76
Weighted Base	505	64*	48*	69*	374	500	257	314	428	475	187	389	298	174	344	91*
Good/better deal overall	240 48% ^d	41 63% ^{zd}	27 56%	34 49%	166 44%	240 48% ^z	127 49%	157 50%	208 49%	226 48%	88 47%	185 48%	150 50%	89 51%	161 47%	40 45%
Easier/more convenient to have both with the same supplier	83 16%	9 14%	9 19%	15 21%	60 16%	83 17%	49 19%	56 18%	76 18%	79 17%	33 18%	71 18%	51 17%	36 21%	58 17%	24 26% ^{zein}
Paid for as part of a bundled package	79 16%	13 20%	8 16%	10 14%	58 15%	79 16%	52 20% ^{zegi}	44 14%	73 17% ^g	78 16%	35 19%	70 18% ^{zeg}	53 18%	35 20% ^g	60 17% ^g	14 16%
No reason to change	63 12% ^{fjm}	6 9%	4 8%	4 5%	53 14%	63 13% ^{fjmn}	21 8%	47 15% ^{fjhjkmn}	48 11% ^{fm}	60 13% ^{fjhjmn}	15 8%	43 11%	36 12% ^{fm}	12 7%	36 10%	10 12%
Historical reasons/ always used them	57 11% ^{em}	3 4%	2 4%	3 5%	50 13% ^z	55 11% ^m	25 10% ^m	43 14% ^{ehjklm}	46 11% ^m	54 11% ^m	16 8%	38 10% ^m	28 10% ^m	9 5%	43 12% ^{km}	13 14% ^m
Well-known and trusted brand	46 9% ^h	4 7%	4 9%	3 4%	39 10%	46 9% ^h	26 10%	29 9%	34 8%	44 9% ^h	18 9%	35 9%	21 7%	16 9%	26 8%	8 8%
Too much hassle to change	43 9%	7 11%	6 12%	2 3%	34 9%	43 9%	19 7%	29 9%	36 8%	41 9%	19 10%	34 9%	21 7%	13 7%	34 10% ^l	7 8%
Reliable service	40 8%	4 6%	2 4%	7 11%	28 8%	40 8%	16 6%	31 10% ⁿ	36 8%	39 8%	12 7%	33 9%	25 8%	17 10%	23 7%	7 8%
Quality of line / calls	34 7% ^{fhk}	4 7%	4 9%	5 7%	24 7%	34 7% ^{fhk}	10 4%	21 7%	25 6%	33 7% ^{fhk}	11 6%	20 5%	19 6%	9 5%	20 6%	3 4%
Quality of customer service	33 7%	3 4%	2 3%	3 5%	27 7%	33 7%	15 6%	23 7%	29 7%	33 7%	10 5%	25 6%	17 6%	10 6%	20 6%	2 3%
Friends and family use them	30 6%	3 5%	2 5%	3 5%	23 6%	30 6%	20 8%	22 7%	27 6%	30 6%	13 7%	26 7%	20 7%	11 6%	23 7%	4 4%
Provided free as part of bundled package	24 5% ^e	3 4%	1 2%	4 6%	17 4%	22 4%	17 7% ^e	14 4%	22 5%	23 5% ^e	17 9% ^{zeghin}	22 6% ^e	21 7% ^{zei}	10 6%	20 6%	8 9%

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 136

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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	505	64*	48*	69*	374	500	257	314	428	475	187	389	298	174	344	91*
Other suppliers are more expensive	12 2% ^d	1 1%	2 4%	4 6% ^d	6 2%	12 2%	7 3%	7 2%	12 3%	11 2%	7 4%	10 3%	9 3%	6 3%	9 3%	7 7% ^z eghikn
Not aware of other suppliers	9 2%	2 2%	-	1 2%	6 2%	9 2%	4 2%	6 2%	6 1%	7 2%	2 1%	6 2%	5 2%	3 2%	6 2%	1 1%
No choice / lack of suppliers in the area	7 1%	-	1 3%	3 4%	5 1%	7 1%	2 1%	5 1%	7 2%	7 2%	3 2%	6 2%	5 2%	3 1%	5 2%	1 1%
Other suppliers have worse customer service	7 1%	-	-	3 4%	4 1%	7 1%	1 *	6 2%	7 2% ^f	7 1%	5 2% ^f	6 2%	5 2%	3 2%	7 2% ^f	5 6% ^z efghiklmn
Other suppliers have worse line / call quality	6 1% ^d	1 1%	1 2%	3 4% ^d	2 1%	6 1%	2 1%	4 1%	6 1%	6 1%	4 2% ^f	5 1%	5 2%	4 3% ^f	5 1%	4 4%
Offer internet calling / VoIP	3 1%	1 2%	1 2%	-	2 1%	3 1%	2 1%	2 1%	3 1%	3 1%	3 2%	3 1%	3 1%	3 1%	3 1%	1 1%
Other	6 1%	-	-	3 4%	3 1%	6 1%	3 1%	3 1%	6 1%	6 1%	4 2%	5 1%	5 2%	3 2%	3 1%	3 4%
Don't know	5 1%	1 1%	-	1 1%	5 1%	5 1%	3 1%	3 1%	5 1%	5 1%	3 1%	5 1%	2 1%	1 *	4 1%	1 2%
None of these	2 *	-	-	-	2 *	2 *	1 *	2 1%	2 *	2 *	1 1%	1 *	2 1%	1 1%	2 1%	-

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Table 137

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	508	324	66	9	5	23	81	262	122	118	2	41	48	44	79	61	46	12
Weighted Base	505	336	66*	8**	4**	19**	71*	235	153	109	3**	38*	42*	44*	76*	72*	55*	14**
Good/better deal overall	240 48%	172 51%f	29 44%	4 51%	3 66%	6 31%	27 38%	106 45%	67 44%	65 60%zgh	-	23 60%	21 51%	21 47%	37 49%	36 50%	22 40%	4 31%
Easier/more convenient to have both with the same supplier	83 16%fi	59 18%f	14 21%f	2 27%	-	2 13%	5 8%	38 16%l	34 22%l	8 7%	-	2 6%	5 11%	12 27%k	14 19%	13 19%	12 22%	1 8%
Paid for as part of a bundled package	79 16%	58 17%	10 15%	1 12%	1 19%	2 12%	7 10%	38 16%	25 17%	12 11%	2 70%	5 14%	6 14%	13 28%z	12 16%	16 23%	12 21%	2 15%
No reason to change	63 12%k	36 11%	9 13%	-	-	2 10%	16 23%za	37 16%z	14 9%	12 11%	-	1 2%	6 15%k	9 21%k	8 10%	5 8%	8 14%	3 21%
Historical reasons/ always used them	57 11%a	30 9%	9 14%	1 7%	-	4 24%	12 18%a	35 15%z	13 9%	8 8%	-	4 10%	6 13%	5 11%	9 12%	8 11%	5 9%	3 21%
Well-known and trusted brand	46 9%	27 8%	9 14%	-	-	-	9 13%	20 9%	20 13%	6 6%	-	4 11%	3 6%	4 8%	5 6%	7 10%	1 2%	3 23%
Too much hassle to change	43 9%	24 7%	9 14%	1 12%	-	2 12%	7 9%	26 11%	11 7%	7 6%	-	3 7%	3 6%	2 4%	8 10%	5 6%	5 9%	3 20%
Reliable service	40 8%	30 9%	4 5%	1 12%	-	2 9%	4 5%	15 6%	20 13%zgi	5 5%	-	1 4%	2 4%	6 14%	6 8%	7 9%	5 9%	3 21%
Quality of line / calls	34 7%	18 5%	1 2%	-	-	4 24%	10 14%zab	23 10%z	8 5%	4 4%	-	2 5%	3 6%	3 7%	6 9%	6 8%	2 3%	-
Quality of customer service	33 7%	17 5%	6 9%	1 7%	1 26%	2 13%	6 9%	13 5%	14 9%	5 5%	1 30%	1 3%	2 5%	5 11%	8 10%	5 7%	2 3%	3 24%
Friends and family use them	30 6%	17 5%	8 12%	-	-	2 13%	2 3%	13 6%	7 5%	9 8%	-	4 11%	3 7%	1 2%	6 8%	6 8%	2 3%	-
Provided free as part of bundled package	24 5%	19 6%	4 5%	-	-	2 8%	-	10 4%	4 3%	10 9%zh	-	1 3%	3 7%	-	4 5%	5 7%	6 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 137

FXA9 - Why do you use the same company for both your line rental and calls?**BASE:** All who use their line rental provider for calls

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	505	336	66*	8**	4**	19**	71*	235	153	109	3**	38*	42*	44*	76*	72*	55*	14**
Other suppliers are more expensive	12 2%	10 3%	1 1%	-	-	-	1 1%	3 1%	5 3%	4 4%	-	* 1%	2 4%	-	2 3%	3 5%	1 2%	-
Not aware of other suppliers	9 2%	4 1%	1 2%	1 7%	-	-	3 4%	4 2%	3 2%	1 1%	-	2 5%	-	-	1 1%	1 1%	2 3%	1 8%
No choice / lack of suppliers in the area	7 1%	5 2%	-	-	-	1 4%	1 2%	4 2%	1 1%	2 2%	-	1 3%	1 2%	-	3 4%	1 2%	-	-
Other suppliers have worse customer service	7 1%	5 2%	1 1%	-	-	-	* 1%	2 1%	4 3%	* *	-	-	* 1%	1 3%	-	4 6%z	-	-
Other suppliers have worse line / call quality	6 1%	4 1%	1 1%	-	-	-	1 1%	2 1%	3 2%	1 1%	-	1 1%	-	-	-	4 6%z	-	-
Offer internet calling / VoIP	3 1%	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	1 1%	2 2%	-	-
Other	6 1%	5 2%	-	-	-	-	1 1%	1 1%	5 3%	-	-	-	-	-	-	5 7%zn	-	-
Don't know	5 1%	3 1%	-	1 9%	1 15%	1 3%	-	1 1%	2 1%	2 2%	-	-	-	-	1 2%	1 2%	-	-
None of these	2 *	1 *	1 1%	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 8%

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 138

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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	508	461	44	34	34	41	31	40	9	56	93	34	50	55	31	372	287	204	491	295	213	508
Weighted Base	505	469	34*	34**	30**	38*	35**	37*	9**	72*	113*	30**	32*	44*	31*	397	281	205	486	289	215	505
Good/better deal overall	240 48%j	221 47%	19 56%	13 39%	16 53%	17 46%	18 51%	20 53%	3 35%	37 51%	41 37%	15 51%	15 48%	25 57%j	20 65%jo	180 45%	133 47%	104 51%	237 49%z	132 46%	109 50%	240 48%
Easier/more convenient to have both with the same supplier	83 16%	80 17%	2 6%	6 17%	5 17%	3 9%	5 13%	6 15%	- -	11 15%	24 21%	5 17%	8 24%n	8 19%	2 6%	65 16%	42 15%	37 18%	79 16%	43 15%	40 19%	83 16%
Paid for as part of a bundled package	79 16%	75 16%	4 13%	4 13%	6 20%	8 21%	14 38%	6 15%	2 18%	11 16%	11 10%	4 12%	2 7%	6 15%	5 16%	66 17%	37 13%	37 18%	75 15%	40 14%	39 18%	79 16%
No reason to change	63 12%	60 13%	3 9%	6 19%	3 9%	4 11%	1 4%	4 10%	- -	10 14%	12 10%	8 26%	9 27%zgj	3 7%	4 13%	47 12%	33 12%	30 15%	63 13%	34 12%	29 13%	63 12%
Historical reasons/ always used them	57 11%	55 12%	1 2%	4 13%	4 14%	2 6%	1 4%	1 4%	2 23%	7 9%	21 19%zgo	2 8%	4 13%	3 8%	3 10%	46 12%	34 12%	19 9%	53 11%	33 12%	23 11%	57 11%
Well-known and trusted brand	46 9%	44 9%	1 1%	2 6%	1 2%	2 5%	1 3%	4 10%	2 25%	14 20%zjm	7 6%	3 10%	7 22%zej	2 3%	2 6%	35 9%	26 9%	18 9%	45 9%	24 8%	22 10%	46 9%
Too much hassle to change	43 9%	40 8%	3 9%	4 13%	2 6%	1 3%	- -	4 11%	- -	9 13%	9 8%	6 19%	5 16%e	2 5%	1 3%	35 9%	20 7%	23 11%	43 9%	24 8%	19 9%	43 9%
Reliable service	40 8%	37 8%	3 8%	2 6%	1 3%	1 3%	1 2%	8 22%zejo	- -	7 9%	8 7%	2 7%	5 15%e	4 9%	2 6%	29 7%	20 7%	20 10%	40 8%	22 8%	18 8%	40 8%
Quality of line / calls	34 7%	32 7%	2 6%	3 10%	1 3%	- -	3 7%	2 4%	- -	7 10%	3 3%	3 12%	5 15%zejo	5 11%ej	2 6%	22 6%	20 7%	15 7%	34 7%	23 8%	11 5%	34 7%
Quality of customer service	33 7%	32 7%	1 2%	3 8%	- -	- -	- -	4 11%e	2 18%	9 13%e	7 6%	3 9%	3 10%e	2 5%	- -	27 7%	19 7%	14 7%	33 7%	20 7%	13 6%	33 7%
Friends and family use them	30 6%r	28 6%	1 4%	3 10%	2 7%	- -	- -	4 11%e	1 9%	6 8%	7 6%	2 7%	3 8%	2 4%	- -	25 6%	17 6%	9 5%	26 5%	16 5%	14 6%	30 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; ** very small base (under 30) ineligible for sig testing

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Table 138

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	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	505	469	34*	34**	30**	38*	35**	37*	9**	72*	113*	30**	32*	44*	31*	397	281	205	486	289	215	505	
Provided free as part of bundled package	24 5%	21 4%	3 8%	-	4 12%	1 2%	1 2%	3 7%	-	1 2%	10 9%	1 3%	2 6%	2 3%	1 3%	19 5%	12 4%	10 5%	22 4%	12 4%	12 6%	24 5%	
Other suppliers are more expensive	12 2%p	11 2%	1 3%	-	1 3%	1 4%	-	3 8%zo	-	2 3%	3 2%	-	1 2%	-	1 3%	10 3%	2 1%	9 4%pr	11 2%p	5 2%	7 3%	12 2%	
Not aware of other suppliers	9 2%	7 2%	2 5%	-	1 4%	1 2%	2 4%	2 4%	-	-	1 1%	-	2 5%i	-	1 3%	6 2%	8 3%	1 1%	9 2%	6 2%	3 1%	9 2%	
No choice / lack of suppliers in the area	7 1%	7 1%	1 2%	-	-	7 19%zgi jlmno	-	-	-	-	-	-	-	-	-	7 2%	6 2%	1 1%	7 2%	6 2%	2 1%	7 1%	
Other suppliers have worse customer service	7 1%	7 1%	-	-	-	-	-	1 2%	-	-	5 5%zo	-	-	* 1%	-	6 2%	2 1%	5 2%	7 1%	4 2%	2 1%	7 1%	
Other suppliers have worse line / call quality	6 1%p	5 1%	1 2%	-	-	1 1%	-	1 2%	-	-	3 2%	-	2 5%zio	-	-	4 1%	1 *	5 3%p	6 1%p	3 1%	2 1%	6 1%	
Offer internet calling / VoIP	3 1%	2 *	1 3%	-	-	-	1 3%	-	-	-	-	-	2 7%zij o	-	-	1 *	1 *	2 1%	3 1%	2 1%	1 *	3 1%	
Other	6 1%	5 1%	1 2%	-	-	-	-	-	-	3 4%	3 3%	-	-	-	-	6 1%	3 1%	3 1%	6 1%	6 2%	-	6 1%	
Don't know	5 1%r	5 1%	-	1 4%	1 3%	1 2%	-	-	-	-	1 1%	-	-	1 3%	-	4 1%	3 1%	1 *	4 1%	3 1%	2 1%	5 1%	
None of these	2 *r	2 *	-	-	-	-	-	-	-	-	-	-	-	2 4%zjo	-	-	-	1 *	1 *	-	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; ** very small base (under 30) ineligible for sig testing

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Table 139

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	508	218	291	450	508	394	59	419	201	108	36	377	17	73	41	211	16	75	62	84	55
Weighted Base	505	209	305	449	505	403	61*	426	208	115*	34*	386	18**	63*	38*	203	13**	85*	62*	88*	49*
Good/better deal overall	240 48%ao	88 42%	153 50%	215 48%a	240 48%a	200 50%a	35 57%a	211 49%a	95 45%	49 43%	14 41%	191 49%	10 56%	24 38%	16 42%	68 34%	8 58%	57 67%zos	40 64%zo	42 48%o	25 50%o
Easier/more convenient to have both with the same supplier	83 16%jn	41 20%j	55 18%j	80 18%zd j	83 16%j	73 18%j	8 14%j	77 18%j	42 20%j	31 27%zbc defgj	- -	71 18%n	2 14%	10 15%n	- -	37 18%	- -	9 11%	11 17%	19 21%	7 14%
Paid for as part of a bundled package	79 16%mo	33 16%	58 19%zdj	76 17%	79 16%	73 18%zd	10 17%	75 17%zd	40 19%j	23 20%j	2 4%	73 19%zm	- -	4 6%	3 8%	17 8%	5 39%	12 14%	11 17%	28 32%zoqt	5 10%
No reason to change	63 12%cghr s	27 13%h	32 10%	48 11%h	63 12%cgh	45 11%h	4 7%	46 11%h	15 7%	10 8%	11 32%zabcde ghi	42 11%	3 19%	6 10%	12 30%zkm	43 21%zqrs	1 8%	6 7%	3 4%	4 5%	6 12%
Historical reasons/ always used them	57 11%bghq r	37 18%zbc deghe	19 6%	49 11%bg h	57 11%bgh	40 10%bh	7 12%	41 10%bh	12 6%	9 8%	4 12%	37 10%	4 21%	12 19%zk	4 11%	45 22%zqrst	- -	- -	- -	7 8%qr	4 8%qr
Well-known and trusted brand	46 9%crs	20 9%	21 7%	34 7%	46 9%c	36 9%c	2 3%	36 8%	18 9%	8 7%	7 20%zbcdfgj	30 8%	6 32%	3 5%	7 18%k	34 17%zqrs	- -	5 6%	1 2%	2 2%	3 7%
Too much hassle to change	43 9%	22 10%	23 7%	39 9%	43 9%	31 8%	2 4%	35 8%	15 7%	13 11%	3 8%	30 8%	1 8%	9 15%	3 7%	26 13%zt	- -	4 5%	5 8%	7 8%	1 2%
Reliable service	40 8%r	16 8%	26 8%	37 8%	40 8%	34 8%	3 5%	35 8%	12 6%	11 9%	2 5%	33 9%	1 8%	4 6%	2 4%	27 13%zqrs	1 8%	4 4%	- -	3 4%	5 10%r
Quality of line / calls	34 7%cekq	15 7%	17 5%	26 6%	34 7%ce	22 5%	3 5%	25 6%	9 4%	6 6%	5 15%bcegh	19 5%	3 18%	7 12%k	5 13%k	24 12%zqs	1 5%	1 1%	3 4%	2 3%	4 8%
Quality of customer service	33 7%bc	17 8%bc	11 4%	25 5%b	33 7%bc	25 6%b	3 5%	26 6%b	15 7%b	5 4%	3 9%	22 6%	3 18%	3 5%	5 14%	20 10%z	1 8%	4 5%	1 2%	2 3%	4 8%
Friends and family use them	30 6%	15 7%	16 5%	27 6%	30 6%	23 6%	5 9%	27 6%	17 8%	10 8%	2 5%	22 6%	1 8%	4 7%	2 4%	14 7%	- -	9 10%	3 4%	3 4%	1 1%
Provided free as part of bundled package	24 5%	8 4%	21 7%zd	23 5%	24 5%	24 6%zd	7 12%zacd gi	24 6%	13 6%	12 10%zac dg	- -	23 6%zm	1 4%	- -	- -	6 3%	1 5%	9 11%zor	1 1%	5 5%	3 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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 139

FXA9 - Why do you use the same company for both your line rental and calls?**BASE:** All who use their line rental provider for calls

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	505	209	305	449	505	403	61*	426	208	115*	34*	386	18**	63*	38*	203	13**	85*	62*	88*	49*
Other suppliers are more expensive	12 2%	4 2%	10 3%	12 3%	12 2%	10 3%	-	11 3%	5 2%	6 5%	-	10 3%	-	1 2%	1 2%	5 3%	-	4 4%	-	2 2%	1 2%
Not aware of other suppliers	9 2%bcegh	2 1%	2 1%	4 1%	9 2%bcegh	4 1%	-	4 1%	2 1%	1 1%	5 14%zabcdegh	4 1%	-	-	5 12%zkm	5 3%	-	3 3%	-	-	1 1%
No choice / lack of suppliers in the area	7 1%	2 1%	5 2%	7 1%	7 1%	6 2%	-	6 1%	3 1%	1 1%	1 2%	6 2%	-	1 1%	1 2%	-	-	-	-	-	7 15%zqqr s
Other suppliers have worse customer service	7 1%	7 3%zcd h	4 1%	7 1%	7 1%	6 1%	1 2%	6 1%	1 1%	1 1%	-	6 2%	-	* 1%	-	4 2%	-	-	-	1 1%	1 3%
Other suppliers have worse line / call quality	6 1%	5 2%	4 1%	6 1%	6 1%	5 1%	-	5 1%	2 1%	2 2%	-	5 1%	-	1 1%	-	4 2%	-	-	-	1 1%	1 1%
Offer internet calling / VoIP	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	-	3 1%	2 1%	3 3%zcd	-	3 1%	-	-	-	2 1%	-	-	-	1 1%	-
Other	6 1%	4 2%	3 1%	4 1%	6 1%	5 1%	-	5 1%	3 1%	1 1%	-	3 1%	2 10%	1 1%	-	4 2%	-	2 2%	-	-	-
Don't know	5 1%	5 2%	1 *	5 1%b	5 1%	4 1%	-	4 1%	3 1%	1 1%	-	4 1%	-	1 2%	-	3 2%	-	1 1%	-	1 1%	-
None of these	2 *	1 *	1 *	2 *	2 *	2 *	-	2 *	1 1%	1 1%	-	2 *	-	-	-	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 140

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	508	129	66	54	79	63	163	222	79	10	24	13	36	94	16	30	17	18	21	20
Weighted Base	505	129	75*	53*	85*	56*	169	202	82*	13**	25**	14**	34*	105*	18**	27**	18**	16**	20**	18**
Good/better deal overall	240 48%ah	47 37%	49 64%za	37 71%zade	41 48%	26 47%	71 42%h	98 49%h	22 27%	5 37%	19 74%	6 47%	18 52%h	56 53%h	10 53%	16 59%	12 68%	10 64%	15 73%	8 45%
Easier/more convenient to have both with the same supplier	83 16%g	32 25%ze	9 12%	8 15%	18 21%	6 11%	35 21%g	14 7%	23 28%zg	2 16%	4 16%	1 11%	5 15%	25 24%g	6 31%	3 10%	1 4%	1 6%	- -	- -
Paid for as part of a bundled package	79 16%g	14 11%	13 18%	8 14%	29 33%zace	7 13%	26 16%	18 9%	10 12%	4 34%	7 27%	1 9%	4 12%	21 20%g	11 63%	2 6%	2 9%	- -	6 29%	1 7%
No reason to change	63 12%bdm	26 20%zbcd	4 5%	3 5%	4 5%	8 15%	30 18%zm	30 15% m	19 24%zm	2 18%	1 4%	2 12%	5 16% m	2 2%	- -	4 16%	1 7%	1 6%	3 14%	3 15%
Historical reasons/ always used them	57 11%bcm	26 20%zbcde	-	1 2%	7 9%b	4 6%b	20 12% m	30 15%zm	17 20%zfm	- -	- -	1 7%	2 6%	3 3%	2 14%	6 22%	-	1 7%	3 16%	2 10%
Well-known and trusted brand	46 9%d	24 19%zbcde	5 7%	1 2%	2 2%	3 6%	21 12%	18 9%	17 20%zfgm	- -	1 4%	1 8%	2 6%	5 5%	1 8%	5 19%	2 12%	- -	- -	1 4%
Too much hassle to change	43 9% m	17 13% c	4 6%	1 2%	5 6%	4 7%	14 8%	26 13%zm	10 12% m	2 13%	1 5%	- -	1 3%	2 2%	2 9%	6 23%	3 14%	- -	2 9%	3 16%
Reliable service	40 8% c	22 17%zcd	5 6%	- -	3 4%	4 8%	18 10%	11 5%	15 18%zfgm	- -	- -	- -	3 8%	7 6%	3 15%	2 8%	1 6%	- -	1 5%	1 5%
Quality of line / calls	34 7% dm	13 10% d	2 2%	3 5%	1 1%	3 6%	9 5%	23 11%zfm	6 7%	- -	1 3%	- -	2 6%	2 1%	1 6%	5 20%	2 9%	2 13%	- -	1 7%
Quality of customer service	33 7%	17 13%zcd	3 5%	- -	2 2%	3 5%	13 8%	12 6%	10 13%z	- -	- -	- -	2 7%	5 5%	3 15%	4 16%	- -	- -	- -	- -
Friends and family use them	30 6%	10 8%	7 9%	3 5%	3 4%	1 1%	7 4%	14 7%	7 8%	- -	- -	- -	1 2%	6 6%	2 10%	2 7%	5 28%	- -	1 3%	- -
Provided free as part of bundled package	24 5%	6 4%	9 12%z	1 2%	4 5%	4 7%	7 4%	8 4%	2 2%	2 16%	1 3%	- -	3 8%	7 6%	1 5%	3 9%	2 14%	- -	2 9%	1 8%

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

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Table 140

FXA9 - Why do you use the same company for both your line rental and calls?**BASE:** All who use their line rental provider for calls

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	505	129	75*	53*	85*	56*	169	202	82*	13**	25**	14**	34*	105*	18**	27**	18**	16**	20**	18**
Other suppliers are more expensive	12 2%g	5 4%	2 3%	-	2 2%	1 2%	7 4%g	2 1%	4 5%g	1 7%	-	1 8%	1 3%	2 2%	1 6%	-	-	-	-	-
Not aware of other suppliers	9 2%	3 2%	1 2%	-	-	-	3 2%	5 2%	3 4%	-	-	-	-	1 1%	-	-	-	-	-	-
No choice / lack of suppliers in the area	7 1%	-	-	-	-	6 11%zabc d	3 1%	4 2%	-	-	-	-	3 7%zfh	1 1%	-	-	-	-	-	3 15%
Other suppliers have worse customer service	7 1%	4 3%	-	-	1 1%	1 3%	5 3%zg	* *	4 5%zg	-	-	-	1 4%g	1 1%	-	-	-	-	-	-
Other suppliers have worse line / call quality	6 1%	4 3%z	-	-	1 1%	-	4 3%	1 *	4 5%zg	-	-	-	-	1 1%	-	-	-	-	-	-
Offer internet calling / VoIP	3 1%	2 2%	-	-	1 1%	-	2 1%	1 *	2 3%	-	-	-	-	-	-	-	-	-	1 5%	-
Other	6 1%	3 2%	2 2%	-	1 1%	-	3 2%	1 1%	3 3%	-	-	-	-	2 2%	-	-	-	-	1 4%	-
Don't know	5 1%	2 2%	1 1%	-	1 1%	-	2 1%	2 1%	1 2%	-	-	1 5%	-	1 1%	-	-	-	-	-	-
None of these	2 *	1 1%	-	1 1%	-	-	1 1%	1 *	1 1%	-	-	-	-	-	-	-	-	1 4%	-	-

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

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Table 141

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	508	508	386	215	38	169	122	508	2	-	94	397	136	323
Weighted Base	505	505	388	218	41*	166	122	505	1**	-.**	90*	396	141	310
Good/better deal overall	240 48%b	240 48%b	170 44%	109 50%b	22 53%	86 52%b	61 50%	240 48%	1 52%	-	47 52%	189 48%	69 49%	146 47%
Easier/more convenient to have both with the same supplier	83 16%l	83 16%	67 17%	40 18%	9 21%	30 18%	32 26%zabce	83 16%	-	-	9 10%	71 18%	14 10%	56 18%l
Paid for as part of a bundled package	79 16%	79 16%	58 15%	38 17%	9 23%	26 16%	19 15%	79 16%	1 48%	-	13 15%	61 15%	18 13%	50 16%
No reason to change	63 12%	63 12%	54 14%	28 13%	3 7%	26 16%	21 17%	63 12%	-	-	10 12%	50 13%	13 9%	47 15%z
Historical reasons/ always used them	57 11%l	57 11%	49 13%	21 10%	5 11%	23 14%	17 14%	57 11%	-	-	11 13%	44 11%	7 5%	45 14%zl
Well-known and trusted brand	46 9%	46 9%	35 9%	22 10%	6 14%	21 13%	15 12%	46 9%	-	-	12 13%	34 9%	8 5%	34 11%
Too much hassle to change	43 9%	43 9%	37 9%	14 6%	1 3%	15 9%	10 8%	43 9%	-	-	11 12%	31 8%	10 7%	31 10%
Reliable service	40 8%	40 8%	32 8%	27 13%zabe	6 14%	13 8%	16 13%	40 8%	-	-	7 8%	33 8%	9 6%	23 7%
Quality of line / calls	34 7%	34 7%	28 7%	15 7%	1 2%	14 9%	15 12%zabc	34 7%	-	-	9 10%	25 6%	10 7%	22 7%
Quality of customer service	33 7%	33 7%	26 7%	18 8%	3 6%	15 9%	13 11%	33 7%	-	-	5 5%	28 7%	4 3%	27 9%zl
Friends and family use them	30 6%	30 6%	23 6%	14 6%	8 21%zabcef	11 6%	7 5%	30 6%	-	-	5 6%	23 6%	4 3%	23 7%
Provided free as part of bundled package	24 5%	24 5%	18 5%	10 5%	2 4%	9 5%	6 5%	24 5%	-	-	5 5%	19 5%	13 9%zm	11 4%

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

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Table 141
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	505	505	388	218	41*	166	122	505	1**	-**	90*	396	141	310
Other suppliers are more expensive	12 2% m	12 2%	9 2%	9 4%	1 2%	6 3%	6 5%	12 2%	-	-	1 1%	11 3%	6 4%	4 1%
Not aware of other suppliers	9 2%	9 2%	6 2%	2 1%	-	2 1%	2 2%	9 2%	-	-	2 2%	7 2%	3 2%	6 2%
No choice / lack of suppliers in the area	7 1%	7 1%	7 2%	6 3%	-	2 1%	1 1%	7 1%	-	-	-	7 2%	3 2%	4 1%
Other suppliers have worse customer service	7 1%	7 1%	7 2%	4 2%	-	2 1%	4 3%	7 1%	-	-	-	7 2%	3 2%	4 1%
Other suppliers have worse line / call quality	6 1%	6 1%	6 1%	4 2%	-	2 1%	5 4% zabe	6 1%	-	-	2 2%	4 1%	4 3%	2 1%
Offer internet calling / VoIP	3 1% k	3 1%	3 1%	2 1%	-	2 1%	2 2%	3 1%	-	-	3 3% zk	1 *	-	3 1%
Other	6 1%	6 1%	6 2%	5 2%	2 4%	2 1%	5 4% zae	6 1%	-	-	-	5 1%	3 2%	3 1%
Don't know	5 1%	5 1%	5 1%	1 1%	-	2 1%	1 1%	5 1%	-	-	-	5 1%	2 2%	3 1%
None of these	2 *	2 *	2 *	1 1%	-	1 1%	-	2 *	-	-	-	2 *	1 1%	1 *

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

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Table 142

FXA9 - Why do you use the same company for both your line rental and calls?**BASE: All who use their line rental provider for calls**

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	508	228	84	89	107	228	58	58	42	311	47	36
Weighted Base	505	215	84*	88*	118*	222	56*	69*	40*	327	46*	31**
Good/better deal overall	240 48%g	115 53%zd	38 45%	41 46%	47 40%	104 47%g	27 48%	21 31%	17 42%	168 51%	19 41%	13 44%
Easier/more convenient to have both with the same supplier	83 16%	33 15%	15 18%	10 11%	25 21%	42 19%	8 14%	9 13%	9 21%	61 19%	6 13%	7 22%
Paid for as part of a bundled package	79 16%	35 16%	11 13%	11 13%	21 18%	39 18%	9 15%	5 8%	5 12%	60 19%	10 21%	3 8%
No reason to change	63 12%	24 11%	20 24%zacd	7 8%	12 10%	27 12%	11 20%	14 20%	2 5%	36 11%	6 13%	4 12%
Historical reasons/ always used them	57 11%i	23 11%	8 9%	19 21%zabd	7 6%	31 14%	4 8%	11 16%	2 6%	27 8%	9 20%i	4 14%
Well-known and trusted brand	46 9%	18 8%	12 14%	9 10%	7 6%	18 8%	3 5%	13 19%zefh	1 3%	29 9%	7 14%	- -
Too much hassle to change	43 9%i	22 10%	11 13%	5 5%	7 6%	21 9%	7 13%	7 10%	2 4%	21 6%	7 16%i	4 12%
Reliable service	40 8%	15 7%	5 6%	12 14%z	8 6%	18 8%	5 9%	6 9%	3 8%	30 9%	2 4%	3 9%
Quality of line / calls	34 7%	19 9%	8 10%	3 3%	5 4%	18 8%	5 9%	3 5%	2 4%	18 5%	1 2%	3 11%
Quality of customer service	33 7%	16 7%	6 7%	4 4%	7 6%	18 8%	2 4%	3 4%	3 6%	17 5%	4 10%	3 11%
Friends and family use them	30 6%e	10 5%	3 4%	2 2%	14 12%zac	7 3%	4 7%	4 6%	8 19%ze	17 5%	4 8%	3 10%
Provided free as part of bundled package	24 5%	7 3%	2 2%	3 4%	11 9%za	9 4%	1 3%	2 2%	6 15%zefg	21 6%	1 3%	2 5%

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

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Table 142

FXA9 - Why do you use the same company for both your line rental and calls?**BASE:** All who use their line rental provider for calls

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	505	215	84*	88*	118*	222	56*	69*	40*	327	46*	31**
Other suppliers are more expensive	12 2%	4 2%	3 4%	2 3%	2 2%	7 3%	1 1%	1 2%	* 1%	10 3%	1 2%	- -
Not aware of other suppliers	9 2%	2 1%	1 2%	2 2%	4 3%	2 1%	1 1%	2 3%	2 4%	3 1%	1 1%	1 2%
No choice / lack of suppliers in the area	7 1%	3 1%	1 1%	- -	3 3%	4 2%	3 5%	- -	1 1%	5 1%	1 2%	1 2%
Other suppliers have worse customer service	7 1%	1 1%	3 3%	3 3%	- -	5 2%	* 1%	1 2%	- -	5 2%	1 2%	- -
Other suppliers have worse line / call quality	6 1%	1 *	4 5%zac	- -	1 *	5 2%	- -	- -	1 1%	4 1%	1 2%	- -
Offer internet calling / VoIP	3 1%	2 1%	1 1%	- -	- -	3 1%	- -	- -	- -	3 1%	1 1%	- -
Other	6 1%	1 1%	5 5%zacd	- -	- -	6 3%z	- -	- -	- -	5 2%	- -	- -
Don't know	5 1%	1 1%	- -	3 3%	1 1%	2 1%	- -	2 3%	1 3%	2 1%	- -	2 7%
None of these	2 *	1 *	- -	- -	1 1%	1 *	- -	1 2%	- -	1 *	1 1%	- -

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

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Table 143
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	508	231	86	107	37	28	13
Weighted Base	505	209	85*	119*	32*	32**	18**
Good/better deal overall	240 48%	106 50%	36 42%	53 44%	18 56%	17 54%	7 40%
Easier/more convenient to have both with the same supplier	83 16%	29 14%	15 18%	25 21%	2 6%	4 12%	5 30%
Paid for as part of a bundled package	79 16%	32 15%	10 11%	22 19%	4 14%	3 11%	8 44%
No reason to change	63 12%	25 12%	7 8%	14 12%	5 16%	8 25%	4 20%
Historical reasons/ always used them	57 11% ^c	24 11%	7 9%	6 5%	5 16% ^c	8 26%	5 26%
Well-known and trusted brand	46 9%	16 8%	3 3%	11 10%	4 13%	6 17%	6 31%
Too much hassle to change	43 9%	16 8%	8 9%	9 8%	1 2%	5 15%	5 26%
Reliable service	40 8% ^b	14 7%	1 1%	18 15% ^{zab}	3 10% ^b	3 11%	- -
Quality of line / calls	34 7%	17 8%	7 8%	6 5%	4 12%	1 2%	- -
Quality of customer service	33 7% ^b	14 7% ^b	1 1%	7 6%	4 13% ^b	6 17%	2 10%
Friends and family use them	30 6%	11 5%	6 7%	6 5%	2 5%	1 4%	1 6%
Provided free as part of bundled package	24 5%	9 4%	2 3%	5 4%	2 6%	1 2%	2 10%
Other suppliers are more expensive	12 2%	4 2%	1 1%	6 5%	2 6%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 143

FXA9 - Why do you use the same company for both your line rental and calls?**BASE:** All who use their line rental provider for calls

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	505	209	85*	119*	32*	32**	18**
Not aware of other suppliers	9 2%	3 2%	1 1%	1 1%	2 8%zac	1 2%	- -
No choice / lack of suppliers in the area	7 1%a	1 *	2 3%	4 3%a	- -	- -	- -
Other suppliers have worse customer service	7 1%	3 1%	- -	4 3%	- -	- -	- -
Other suppliers have worse line / call quality	6 1%	2 1%	1 1%	4 3%	- -	- -	- -
Offer internet calling / VoIP	3 1%	2 1%	1 1%	1 1%	- -	- -	- -
Other	6 1%	1 1%	- -	3 2%	- -	2 6%	- -
Don't know	5 1%	3 1%	1 1%	1 1%	1 2%	- -	- -
None of these	2 *	- -	1 1%	1 1%	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 144
FXA10 - Why do you buy line rental and calls from different companies?
BASE: All who use different providers for calls and line rental

	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	22	16	6	-	-	4	7	1	4	6	-	-	11	5	6	1	2	6	13	18	4	-
Weighted Base	15**	11**	4**	2**	4**	1**	3**	4**	6**	4**	4**	1**	2**	5**	7**	12**	3**	..
Cheaper to buy separately	9 61%	6 55%	3 81%	-	-	1 65%	3 74%	1 100%	2 77%	1 23%	-	-	5 71%	4 83%	1 23%	100%	1 50%	3 66%	4 57%	8 72%	1 20%	-
There was an offer on line rental	2 13%	2 17%	-	-	-	-	-	-	-	2 46%	-	-	-	-	2 46%	-	-	1 23%	1 9%	-	2 58%	-
There was an offer on calls	1 9%	1 12%	-	-	-	-	-	-	-	1 33%	-	-	-	-	1 33%	-	-	-	1 18%	-	1 41%	-
I rarely make calls on a phone line	1 4%	1 5%	-	-	-	-	-	-	-	1 14%	-	-	-	-	1 14%	-	-	-	1 8%	1 5%	-	-
Line rental was bundled with broadband	1 4%	1 5%	-	-	-	1 13%	-	-	-	-	-	-	1 9%	-	-	-	-	1 11%	-	1 5%	-	-
Other	2 10%	1 7%	1 19%	-	-	1 35%	-	-	1 23%	-	-	-	1 12%	1 17%	-	-	1 50%	-	1 10%	2 13%	-	-
Don't know	1 4%	1 5%	-	-	-	1 13%	-	-	-	-	-	-	1 8%	-	-	-	-	-	1 7%	1 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 145

FXA10 - Why do you buy line rental and calls from different companies?**BASE: All who use different providers for calls and line rental**

	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	22	-	1	9	2	-	7	3	2	-	-	2	7	1	19	3	8	2	2	-	-	2	7	1
Weighted Base	15**	-.**	1**	7**	1**	-.**	6**	2**	1**	-.**	-.**	1**	5**	1**	13**	2**	6**	1**	1**	-.**	-.**	1**	5**	1**
Cheaper to buy separately	9 61%	-	-	7	-	-	5	2	-	-	-	1	1	1	8	1	6	1	-	-	-	1	1	1
		-	-	100%	-	-	86%	100%	-	-	-	100%	19%	100%	66%	33%	87%	100%	-	-	-	100%	19%	100%
There was an offer on line rental	2 13%	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	2	-
		-	-	-	-	-	-	-	-	-	-	-	39%	-	10%	32%	-	-	-	-	-	-	39%	-
There was an offer on calls	1 9%	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	-	28%	-	5%	32%	-	-	-	-	-	-	28%	-
I rarely make calls on a phone line	1 4%	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	-	12%	-	5%	-	-	-	-	-	-	-	12%	-
Line rental was bundled with broadband	1 4%	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
		-	-	-	51%	-	-	-	51%	-	-	-	-	-	4%	-	-	-	51%	-	-	-	-	-
Other	2 10%	-	1	-	-	-	1	-	-	-	-	-	1	-	1	1	1	-	-	-	-	-	1	-
		-	100%	-	-	-	14%	-	-	-	-	-	15%	-	6%	35%	13%	-	-	-	-	-	15%	-
Don't know	1 4%	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
		-	-	-	49%	-	-	-	49%	-	-	-	-	-	4%	-	-	-	49%	-	-	-	-	-

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

FXA10 - Why do you buy line rental and calls from different companies?**BASE:** All who use different providers for calls and line rental

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	22	18	2	2	10	-	-	-	12	-	7	2	8	5	2	6	3
Weighted Base	15**	13**	1**	1**	6**	.**	.**	.**	8**	.**	5**	1**	5**	4**	2**	3**	2**
Cheaper to buy separately	9 61%	7 55%	1 100%	1 100%	5 82%	-	-	-	4 45%	-	1 23%	1 100%	4 75%	3 84%	2 100%	3 84%	2 75%
There was an offer on line rental	2 13%	2 15%	-	-	-	-	-	-	2 22%	-	2 36%	-	-	-	-	-	-
There was an offer on calls	1 9%	1 10%	-	-	-	-	-	-	1 15%	-	1 26%	-	-	-	-	-	-
I rarely make calls on a phone line	1 4%	1 5%	-	-	-	-	-	-	1 7%	-	1 11%	-	-	-	-	-	-
Line rental was bundled with broadband	1 4%	1 4%	-	-	1 9%	-	-	-	-	-	-	-	-	1 16%	-	-	1 25%
Other	2 10%	2 12%	-	-	-	-	-	-	2 18%	-	1 16%	-	1 14%	-	-	-	-
Don't know	1 4%	1 4%	-	-	1 9%	-	-	-	-	-	-	-	1 11%	-	-	1 16%	-

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 147

FXA10 - Why do you buy line rental and calls from different companies?**BASE: All who use different providers for calls and line rental**

	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	22	6	5	6	11	21	6	13	19	21	2	18	12	3	5	3
Weighted Base	15**	3**	3**	4**	8**	14**	4**	9**	13**	14**	2**	12**	9**	1**	3**	2**
Cheaper to buy separately	9 61%	2 65%	3 100%	3 74%	3 40%	8 59%	2 57%	5 52%	8 65%	9 60%	* 27%	8 69%	7 79%	1 100%	3 100%	2 100%
There was an offer on line rental	2 13%	-	-	-	2 24%	2 13%	1 30%	2 20%	1 10%	2 13%	1 73%	1 10%	1 14%	-	-	-
There was an offer on calls	1 9%	-	-	-	1 17%	1 9%	-	1 14%	-	1 9%	-	1 6%	-	-	-	-
I rarely make calls on a phone line	1 4%	-	-	-	1 7%	1 4%	-	1 6%	1 5%	1 4%	-	-	-	-	-	-
Line rental was bundled with broadband	1 4%	1 18%	-	1 13%	-	1 4%	-	1 6%	1 4%	1 4%	-	1 5%	1 7%	-	-	-
Other	2 10%	-	-	-	2 20%	2 11%	-	1 8%	2 12%	2 11%	-	1 6%	-	-	-	-
Don't know	1 4%	1 17%	-	1 13%	-	1 4%	1 13%	-	1 4%	1 4%	-	1 4%	-	-	-	-

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 148

FXA10 - Why do you buy line rental and calls from different companies?**BASE:** All who use different providers for calls and line rental

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	22	15	2	-	-	-	5	8	3	11	-	3	2	-	1	-	1	1
Weighted Base	15**	10**	2**	..*	..*	..*	3**	6**	2**	7**	..*	2**	1**	..*	1**	..*	1**	1**
Cheaper to buy separately	9 61%	7	*	-	-	-	1	3	2	4	-	1	-	-	-	-	1	1
		74%	20%	-	-	-	43%	53%	100%	54%	-	59%	-	-	-	-	100%	100%
There was an offer on line rental	2 13%	-	1	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-
		-	80%	-	-	-	19%	22%	-	9%	-	-	-	-	100%	-	-	-
There was an offer on calls	1 9%	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-
		7%	-	-	-	-	19%	-	-	20%	-	-	56%	-	100%	-	-	-
I rarely make calls on a phone line	1 4%	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	17%	10%	-	-	-	-	-	-	-	-	-	-
Line rental was bundled with broadband	1 4%	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
		6%	-	-	-	-	-	-	-	8%	-	-	-	-	-	-	-	-
Other	2 10%	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-
		8%	-	-	-	-	21%	15%	-	10%	-	41%	-	-	-	-	-	-
Don't know	1 4%	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-
		5%	-	-	-	-	-	-	-	8%	-	-	44%	-	-	-	-	-

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 149

FXA10 - Why do you buy line rental and calls from different companies?**BASE: All who use different providers for calls and line rental**

	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	22	5	17	-	3	-	1	-	-	-	7	10	-	1	-	21	14	6	20	17	5	22
Weighted Base	15**	4**	11**	..**	2**	..**	***	..**	..**	..**	5**	7**	..**	1**	..**	14**	10**	4**	14**	12**	3**	15**
Cheaper to buy separately	9	1	8	-	2	-	*	-	-	-	2	4	-	1	-	8	6	3	8	7	2	9
	61%	36%	70%	-	100%	-	100%	-	-	-	33%	65%	-	100%	-	59%	56%	66%	59%	63%	54%	61%
There was an offer on line rental	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	2	1	1	2	1	1	2
	13%	47%	-	-	-	-	-	-	-	-	37%	-	-	-	-	13%	12%	16%	13%	10%	22%	13%
There was an offer on calls	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	1	1	1	1	1
	9%	33%	-	-	-	-	-	-	-	-	26%	-	-	-	-	9%	7%	16%	9%	6%	22%	9%
I rarely make calls on a phone line	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	1	-	1
	4%	-	5%	-	-	-	-	-	-	-	-	8%	-	-	-	4%	6%	-	4%	5%	-	4%
Line rental was bundled with broadband	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	1	-	1
	4%	-	5%	-	-	-	-	-	-	-	-	8%	-	-	-	4%	6%	-	4%	5%	-	4%
Other	2	-	2	-	-	-	-	-	-	-	1	1	-	-	-	2	1	1	2	1	1	2
	10%	-	14%	-	-	-	-	-	-	-	16%	10%	-	-	-	11%	8%	18%	11%	7%	24%	10%
Don't know	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	1	-	1
	4%	-	5%	-	-	-	-	-	-	-	-	8%	-	-	-	4%	5%	-	4%	5%	-	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

FXA10 - Why do you buy line rental and calls from different companies?**BASE:** All who use different providers for calls and line rental

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	22	8	14	16	22	12	3	16	3	4	4	11	1	5	5	13	2	4	2	1	-
Weighted Base	15**	7**	9**	11**	15**	8**	2**	11**	3**	3**	2**	7**	1**	4**	3**	9**	1**	3**	1**	***	-.**
Cheaper to buy separately	9	4	7	8	9	6	1	7	1	2	1	6	-	2	1	5	1	2	1	*	-
	61%	63%	80%	73%	61%	76%	35%	69%	54%	62%	43%	83%	-	54%	31%	51%	100%	54%	100%	100%	-
There was an offer on line rental	2	1	-	1	2	-	-	-	1	1	1	-	-	1	1	2	-	-	-	-	-
	13%	19%	-	11%	13%	-	-	-	46%	38%	30%	-	-	32%	22%	21%	-	-	-	-	-
There was an offer on calls	1	-	-	-	1	1	-	1	-	-	1	-	1	-	1	1	-	-	-	-	-
	9%	-	-	-	9%	9%	-	6%	-	-	30%	-	100%	-	22%	15%	-	-	-	-	-
I rarely make calls on a phone line	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-
	4%	-	-	-	4%	-	-	-	-	-	27%	-	-	-	20%	6%	-	-	-	-	-
Line rental was bundled with broadband	1	-	1	1	1	-	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-
	4%	-	6%	5%	4%	-	27%	5%	-	-	-	-	-	15%	-	6%	-	-	-	-	-
Other	2	1	1	1	2	1	1	2	-	-	-	1	-	-	1	1	-	1	-	-	-
	10%	10%	8%	6%	10%	9%	38%	14%	-	-	-	10%	-	-	28%	8%	-	28%	-	-	-
Don't know	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	4%	8%	6%	5%	4%	7%	-	5%	-	-	-	7%	-	-	-	-	-	18%	-	-	-

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 151
FXA10 - Why do you buy line rental and calls from different companies?
BASE: All who use different providers for calls and line rental

	TOTAL (z)	Fixed broadband provider					Product bundles						Providers for those with no LL & BB bundle (FX02B)			
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	LL, BB and TV Bundle (m)	BT (o)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	22	4	3	2	1	2	5	14	3	1	1	3	1	1	1	1
Weighted Base	15**	3**	2**	1**	***	1**	4**	9**	2**	1**	1**	2**	1**	1**	***	1**
Cheaper to buy separately	9 61%	1 51%	2 75%	1 100%	* 100%	1 100%	3 83%	5 51%	1 67%	1 100%	1 100%	1 65%	- -	1 100%	* 100%	1 100%
There was an offer on line rental	2 13%	- -	- -	- -	- -	- -	- -	2 20%	- -	- -	- -	- -	- -	- -	- -	- -
There was an offer on calls	1 9%	1 24%	- -	- -	- -	- -	- -	1 14%	- -	- -	- -	- -	1 100%	- -	- -	- -
I rarely make calls on a phone line	1 4%	- -	- -	- -	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -
Line rental was bundled with broadband	1 4%	- -	- -	- -	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -
Other	2 10%	1 25%	- -	- -	- -	- -	1 17%	1 9%	1 33%	- -	- -	- -	- -	- -	- -	- -
Don't know	1 4%	- -	1 25%	- -	- -	- -	- -	- -	- -	- -	- -	1 35%	- -	- -	- -	- -

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

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Table 152
FXA10 - Why do you buy line rental and calls from different companies?
BASE: All who use different providers for calls and line rental

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	22	22	16	7	1	4	4	2	9	13	10	11	14	6
Weighted Base	15**	15**	11**	5**	***	3**	3**	1**	7**	8**	6**	8**	9**	5**
Cheaper to buy separately	9 61%	9 61%	6 53%	4 75%	1 100%	1 52%	1 28%	1 100%	3 42%	6 78%	4 61%	5 66%	6 72%	2 40%
There was an offer on line rental	2 13%	2 13%	2 17%	- -	- -	1 48%	2 72%	- -	2 28%	- -	1 10%	1 15%	1 7%	1 27%
There was an offer on calls	1 9%	1 9%	1 12%	1 14%	- -	- -	1 24%	- -	1 19%	- -	1 21%	- -	1 15%	- -
I rarely make calls on a phone line	1 4%	1 4%	1 5%	- -	- -	- -	- -	- -	1 9%	- -	1 9%	- -	1 7%	- -
Line rental was bundled with broadband	1 4%	1 4%	1 5%	- -	- -	- -	- -	- -	- -	1 7%	1 9%	- -	1 6%	- -
Other	2 10%	2 10%	1 8%	- -	- -	- -	- -	- -	1 12%	1 9%	- -	2 19%	- -	2 33%
Don't know	1 4%	1 4%	1 5%	1 11%	- -	- -	- -	- -	- -	1 7%	- -	- -	- -	- -

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

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Table 153

FXA10 - Why do you buy line rental and calls from different companies?**BASE: All who use different providers for calls and line rental**

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	22	13	5	1	3	10	3	2	1	10	2	-
Weighted Base	15**	9**	3**	1**	2**	7**	2**	2**	1**	6**	2**	..**
Cheaper to buy separately	9	5	1	1	1	3	*	2	1	5	1	-
	61%	55%	53%	100%	73%	42%	23%	100%	100%	79%	65%	-
There was an offer on line rental	2	1	1	-	-	1	1	-	-	-	-	-
	13%	14%	22%	-	-	19%	42%	-	-	-	-	-
There was an offer on calls	1	1	1	-	-	1	1	-	-	-	1	-
	9%	8%	22%	-	-	10%	42%	-	-	-	35%	-
I rarely make calls on a phone line	1	1	-	-	-	1	-	-	-	-	-	-
	4%	7%	-	-	-	9%	-	-	-	-	-	-
Line rental was bundled with broadband	1	1	-	-	-	1	-	-	-	-	-	-
	4%	6%	-	-	-	8%	-	-	-	-	-	-
Other	2	1	1	-	-	1	-	-	-	1	-	-
	10%	9%	25%	-	-	12%	-	-	-	12%	-	-
Don't know	1	-	-	-	1	-	1	-	-	1	-	-
	4%	-	-	-	27%	-	36%	-	-	9%	-	-

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

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Table 154

FXA10 - Why do you buy line rental and calls from different companies?**BASE:** All who use different providers for calls and line rental

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	22	11	5	3	-	2	1
Weighted Base	15**	7**	3**	2**	..**	2**	1**
Cheaper to buy separately	9 61%	5 74%	2 71%	2 78%	-	-	-
There was an offer on line rental	2 13%	-	-	-	-	2 100%	-
There was an offer on calls	1 9%	1 10%	-	-	-	1 34%	-
I rarely make calls on a phone line	1 4%	1 8%	-	-	-	-	-
Line rental was bundled with broadband	1 4%	1 8%	-	-	-	-	-
Other	2 10%	-	1 29%	-	-	-	1 100%
Don't know	1 4%	-	-	1 22%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 155

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	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	9	7	2	-	-	1	3	-	-	5	-	-	4	-	5	1	2	3	3	5	4	-
Weighted Base	7**	5**	2**	1**	2**	4**	3**	..	4**	1**	2**	3**	2**	4**	3**	..
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	2 47%	-	-	-	-	-	-	-	2 65%	-	-	-	-	2 65%	-	-	1 47%	1 64%	1 16%	2 58%	-
International numbers	2 30%	1 24%	1 52%	-	-	-	1 66%	-	-	1 16%	-	-	1 48%	-	1 16%	1 100%	1 50%	1 24%	-	1 40%	1 20%	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 13%	1 48%	-	-	-	1 34%	-	-	1 18%	-	-	1 25%	-	1 18%	-	-	1 29%	1 36%	1 21%	1 21%	-
Other	1 12%	1 16%	-	-	-	1 100%	-	-	-	-	-	-	1 27%	-	-	-	1 50%	-	-	1 23%	-	-

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Table 156

FXA11_1 - What type of calls do you use your prefix for?**BASE: All who buy calls from a different supplier by dialling a prefix**

	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	9	-	1	3	-	-	3	1	-	-	-	-	5	-	8	1	3	1	-	-	-	-	5	-	
Weighted Base	7**	-.**	1**	2**	-.**	-.**	2**	1**	-.**	-.**	-.**	-.**	4**	-.**	6**	1**	2**	1**	-.**	-.**	-.**	-.**	4**	-.**	
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	-	-	-	-	-	-	-	-	-	-	-	2	-	2	1	-	-	-	-	-	-	2	-	
		-	-	-	-	-	-	-	-	-	-	-	65%	-	30%	100%	-	-	-	-	-	-	65%	-	
International numbers	2 30%	-	-	1 66%	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-	
		-	-	-	-	-	64%	-	-	-	-	-	16%	-	34%	-	64%	-	-	-	-	-	16%	-	
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	-	-	1 34%	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-	
		-	-	-	-	-	-	100%	-	-	-	-	18%	-	24%	-	-	100%	-	-	-	-	18%	-	
Other	1 12%	-	1 100%	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	
		-	-	-	-	-	36%	-	-	-	-	-	-	-	13%	-	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 157

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
	MAR/ LIVING 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)
Unweighted Base	9	-	-	1	-	-	-	8	-	6	-	3	-	-	2	-
Weighted Base	7**	.**	.**	1**	.**	.**	.**	6**	.**	5**	.**	2**	.**	.**	2**	.**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	-	-	-	-	-	-	2 41%	-	2 54%	-	-	-	-	-	-
International numbers	2 30%	-	-	1 100%	-	-	-	1 21%	-	1 13%	-	1 66%	-	-	1 52%	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	-	-	-	-	-	-	1 24%	-	1 15%	-	1 34%	-	-	1 48%	-
Other	1 12%	-	-	-	-	-	-	1 14%	-	1 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 158

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	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	9	1	1	1	7	9	2	6	6	9	1	6	4	1	2	2
Weighted Base	7**	1**	1**	1**	5**	7**	2**	5**	5**	7**	1**	5**	3**	1**	1**	1**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	- -	- -	- -	2 47%	2 36%	1 66%	2 54%	2 38%	2 36%	1 100%	1 26%	1 38%	- -	- -	- -
International numbers	2 30%	1 100%	1 100%	- -	1 24%	2 30%	1 34%	1 31%	1 30%	2 30%	- -	2 43%	2 62%	1 100%	1 100%	1 100%
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	- -	- -	1 100%	1 13%	1 21%	- -	1 15%	1 16%	1 21%	- -	1 30%	- -	- -	- -	- -
Other	1 12%	- -	- -	- -	1 16%	1 12%	- -	- -	1 17%	1 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 159

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	9	6	1	-	-	-	2	5	1	3	-	-	1	-	1	-	1	1
Weighted Base	7**	4**	1**	..*	..*	..*	1**	4**	1**	2**	..*	..*	1**	..*	1**	..*	1**	1**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	- -	1 100%	- -	- -	- -	1 100%	2 47%	- -	1 30%	- -	- -	- -	- 100%	1 -	- -	- -	- -
International numbers	2 30%	2 48%	- -	- -	- -	- -	- -	1 32%	1 100%	- -	- -	- -	- -	- -	- -	- -	1 100%	1 100%
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 33%	- -	- -	- -	- -	- -	- -	- -	1 70%	- -	- -	1 100%	- -	- -	- -	- -	- -
Other	1 12%	1 19%	- -	- -	- -	- -	- -	1 21%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 160

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	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)
Unweighted Base	9	5	4	-	2	-	-	-	-	5	1	-	1	-	8	5	4	9	7	2	9
Weighted Base	7**	4**	3**	..**	1**	..**	..**	..**	..**	4**	1**	..**	1**	..**	6**	4**	3**	7**	5**	1**	7**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	2 47%	1 21%	- -	- -	- -	- -	- -	- -	2 45%	1 100%	- -	- -	- -	2 40%	2 46%	1 22%	2 36%	2 34%	1 43%	2 36%
International numbers	2 30%	1 36%	1 23%	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	1 100%	- -	1 24%	1 16%	1 51%	2 30%	1 23%	1 57%	2 30%
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 17%	1 27%	- -	- -	- -	- -	- -	- -	1 35%	- -	- -	- -	- -	1 23%	1 17%	1 27%	1 21%	1 27%	- -	1 21%
Other	1 12%	- -	1 29%	- -	- -	- -	- -	- -	- -	1 20%	- -	- -	- -	- -	1 13%	1 21%	- -	1 12%	1 15%	- -	1 12%

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Table 161

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	9	2	4	5	9	4	2	6	3	4	2	3	1	2	3	6	1	1	1	-	-
Weighted Base	7**	2**	3**	4**	7**	3**	2**	4**	3**	3**	1**	2**	1**	2**	2**	5**	1**	1**	1**	-.**	-.**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	1 67%	- -	1 31%	2 36%	- -	- -	- -	1 46%	1 38%	1 100%	- -	- -	1 60%	1 60%	2 54%	- -	- -	- -	- -	- -
International numbers	2 30%	1 33%	2 73%	2 51%	2 30%	1 46%	- -	2 48%	1 54%	2 62%	- -	1 62%	- -	1 40%	- -	1 31%	1 100%	- -	- -	- -	- -
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	- -	1 27%	1 19%	1 21%	1 54%	1 48%	1 33%	- -	- -	- -	1 38%	1 100%	- -	- -	1 15%	- -	- -	1 100%	- -	- -
Other	1 12%	- -	- -	- -	1 12%	- -	1 52%	1 19%	- -	- -	- -	- -	- -	- -	1 40%	- -	- -	1 100%	- -	- -	- -

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 162
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

	TOTAL (z)	Fixed broadband provider			Product bundles					Provid ers for those with no LL & BB bundle (FX02B)
		BT (a)	TalkTalk/ AOL (c)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	TalkTalk/ AOL LL with BB Bundle (i)	LL, BB and TV Bundle (m)	
Unweighted Base	9	2	1	1	2	6	1	1	1	1
Weighted Base	7**	1**	1**	1**	1**	5**	1**	1**	1**	1**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	-	-	-	-	2 51%	-	-	-	-
International numbers	2 30%	1 47%	-	1 100%	1 44%	1 17%	1 100%	-	1 100%	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 53%	1 100%	-	1 56%	1 14%	-	1 100%	-	1 100%
Other	1 12%	-	-	-	-	1 17%	-	-	-	-

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

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Table 163
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	9	9	6	2	-	2	2	2	9	-	4	5	4	4
Weighted Base	7**	7**	5**	1**	..**	2**	2**	1**	7**	..**	3**	4**	3**	3**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	2 36%	2 54%	-	-	1 67%	2 100%	-	2 36%	-	1 45%	1 31%	1 48%	1 36%
International numbers	2 30%	2 30%	1 13%	1 47%	-	1 33%	-	1 100%	2 30%	-	1 30%	1 31%	1 25%	1 41%
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 21%	1 15%	1 53%	-	-	-	-	1 21%	-	1 25%	1 19%	1 27%	-
Other	1 12%	1 12%	1 18%	-	-	-	-	-	1 12%	-	-	1 20%	-	1 23%

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

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Table 164

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	9	6	2	-	1	4	1	1	-	3	1	-
Weighted Base	7**	5**	1**	-.**	1**	3**	1**	1**	-.**	2**	1**	-.**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	2 39%	1 51%	-	-	2 55%	1 100%	-	-	-	-	-
International numbers	2 30%	1 14%	1 49%	-	1 100%	-	-	1 100%	-	1 62%	-	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 31%	-	-	-	1 21%	-	-	-	1 38%	1 100%	-
Other	1 12%	1 17%	-	-	-	1 25%	-	-	-	-	-	-

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

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Table 165

FXA11_1 - What type of calls do you use your prefix for?**BASE:** All who buy calls from a different supplier by dialling a prefix

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	9	6	1	-	-	2	-
Weighted Base	7**	4**	1**	-.**	-.**	2**	-.**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	1 14%	-	-	-	2 100%	-
International numbers	2 30%	2 51%	-	-	-	-	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 35%	-	-	-	-	-
Other	1 12%	-	1 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 166

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

	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	13	9	4	-	-	3	4	1	4	1	-	-	7	5	1	-	-	3	10	13	-	-
Weighted Base	8**	6**	2**	1**	2**	1**	3**	***	3**	4**	***	3**	5**	8**
International numbers	6	4	1	-	-	1	1	1	2	-	-	-	3	3	-	-	-	2	4	6	-	-
	71%	71%	71%	-	-	100%	72%	100%	51%	-	-	-	84%	66%	-	-	-	79%	67%	71%	-	-
Calls to local landline numbers, i.e. calls within your same dialing code	2	2	1	-	-	-	1	-	1	*	-	-	1	1	*	-	-	1	2	2	-	-
	29%	29%	29%	-	-	-	28%	-	49%	100%	-	-	16%	34%	100%	-	-	21%	33%	29%	-	-

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 167
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

	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	13	-	-	6	2	-	4	2	2	-	-	2	2	1	11	2	5	1	2	-	-	2	2	1
Weighted Base	8**	.*	.*	5**	1**	.*	3**	1**	1**	.*	.*	1**	1**	1**	7**	1**	4**	***	1**	.*	.*	1**	1**	1**
International numbers	6	-	-	4	1	-	3	1	1	-	-	1	1	-	4	1	3	*	1	-	-	1	1	-
	71%	-	-	81%	49%	-	75%	100%	49%	-	-	100%	69%	-	65%	100%	79%	100%	49%	-	-	100%	69%	-
Calls to local landline numbers, i.e. calls within your same dialing code	2	-	-	1	1	-	1	-	1	-	-	*	1	1	2	-	1	-	1	-	-	*	1	1
	29%	-	-	19%	51%	-	25%	-	51%	-	-	-	31%	100%	35%	-	21%	-	51%	-	-	-	31%	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 168
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	13	9	2	2	9	-	-	-	4	-	1	2	5	5	2	4	3
Weighted Base	8**	6**	1**	1**	5**	..**	..**	..**	3**	..**	1**	1**	3**	4**	2**	2**	2**
International numbers	6	4	1	1	4	-	-	-	2	-	-	1	2	2	1	1	2
	71%	71%	100%	53%	68%	-	-	-	77%	-	-	100%	89%	60%	43%	82%	75%
Calls to local landline numbers, i.e. calls within your same dialing code	2	2	-	1	2	-	-	-	1	-	1	-	*	1	1	*	1
	29%	29%	-	47%	32%	-	-	-	23%	-	100%	-	11%	40%	57%	18%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 169

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

	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	13	5	4	5	4	12	4	7	13	12	1	12	8	2	3	1
Weighted Base	8**	2**	3**	4**	3**	7**	2**	5**	8**	8**	***	7**	5**	1**	1**	***
International numbers	6 71%	2 76%	3 100%	2 51%	2 77%	5 68%	2 100%	2 50%	6 71%	5 69%	* 100%	6 77%	4 67%	1 100%	1 100%	* 100%
Calls to local landline numbers, i.e. calls within your same dialing code	2 29%	1 24%	-	2 49%	1 23%	2 32%	-	2 50%	2 29%	2 31%	-	2 23%	2 33%	-	-	-

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 170

FXA11_2 - What type of calls do you use your calling card for?**BASE: All who buy calls from a different supplier by using a calling card**

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	13	9	1	-	-	-	3	3	2	8	-	3	1	-	-	-	-	-
Weighted Base	8**	6**	***	..**	..**	..**	2**	2**	2**	5**	..**	2**	1**	..**	..**	..**	..**	..**
International numbers	6 71%	5 90%	-	-	-	-	1 32%	1 65%	1 48%	4 81%	-	2 100%	1 100%	-	-	-	-	-
Calls to local landline numbers, i.e. calls within your same dialing code	2 29%	1 10%	* 100%	-	-	-	1 68%	1 35%	1 52%	1 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 171

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

	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	13	- 13	-	1	-	1	-	-	-	2	9	-	-	-	13	9	2	11	10	3	13
Weighted Base	8**	..** 8**	..**	***	..**	***	..**	..**	..**	1**	6**	..**	..**	..**	8**	6**	1**	7**	7**	1**	8**
International numbers	6	- 6	-	*	-	*	-	-	-	1	4	-	-	-	6	4	1	5	5	1	6
	71%	- 71%	-	100%	-	100%	-	-	-	100%	63%	-	-	-	71%	66%	100%	72%	69%	79%	71%
Calls to local landline numbers, i.e. calls within your same dialing code	2	- 2	-	-	-	-	-	-	-	-	2	-	-	-	2	2	-	2	2	*	2
	29%	- 29%	-	-	-	-	-	-	-	-	37%	-	-	-	29%	34%	-	28%	31%	21%	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; ** very small base (under 30) ineligible for sig testing

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Table 172

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	13	6	10	11	13	8	1	10	-	-	2	8	-	3	2	7	1	3	1	1	-
Weighted Base	8**	5**	6**	7**	8**	5**	1**	6**	-**	-**	1**	5**	-**	2**	1**	4**	1**	2**	***	***	-**
International numbers	6	4	6	6	6	5	-	6	-	-	-	5	-	*	-	2	1	2	*	*	-
	71%	82%	91%	80%	71%	100%	-	91%	-	-	-	100%	-	22%	-	47%	100%	100%	100%	100%	-
Calls to local landline numbers, i.e. calls within your same dialing code	2	1	1	1	2	-	1	1	-	-	1	-	-	1	1	2	-	-	-	-	-
	29%	18%	9%	20%	29%	-	100%	9%	-	-	100%	-	-	78%	100%	53%	-	-	-	-	-

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Table 173
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

	TOTAL (z)	Fixed broadband provider					Product bundles					Providers for those with no LL & BB bundle (FX02B)		
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	LL, BB and TV Bundle (m)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	13	2	3	1	1	1	3	8	2	1	2	1	1	1
Weighted Base	8**	2**	2**	1**	***	1**	3**	4**	2**	1**	1**	1**	***	1**
International numbers	6	2	2	1	*	1	3	2	2	1	1	1	*	1
	71%	100%	100%	100%	100%	100%	100%	47%	100%	100%	100%	100%	100%	100%
Calls to local landline numbers, i.e. calls within your same dialing code	2	-	-	-	-	-	-	2	-	-	-	-	-	-
	29%	-	-	-	-	-	-	53%	-	-	-	-	-	-

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

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Table 174

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
TOTAL (z)	13	10	5	1	2	2	-	-	13	6	6	10	2
Unweighted Base	13	10	5	1	2	2	-	-	13	6	6	10	2
Weighted Base	8**	6**	4**	***	1**	1**	..**	..**	8**	4**	4**	6**	1**
International numbers	6	5	4	*	1	1	-	-	6	2	3	4	1
	71%	81%	100%	100%	100%	100%	-	-	71%	51%	85%	63%	100%
Calls to local landline numbers, i.e. calls within your same dialing code	2	1	-	-	-	-	-	-	2	2	1	2	-
	29%	19%	-	-	-	-	-	-	29%	49%	15%	37%	-

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Table 175

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	13	7	3	1	2	6	2	1	1	7	1	-
Weighted Base	8**	4**	2**	1**	1**	3**	1**	1**	1**	4**	1**	.**
International numbers	6	2	2	1	1	2	1	1	1	4	1	-
	71%	42%	100%	100%	100%	66%	100%	100%	100%	100%	100%	-
Calls to local landline numbers, i.e. calls within your same dialing code	2	2	-	-	-	1	-	-	-	-	-	-
	29%	58%	-	-	-	34%	-	-	-	-	-	-

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

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Table 176

FXA11_2 - What type of calls do you use your calling card for?**BASE:** All who buy calls from a different supplier by using a calling card

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	13	5	4	3	-	-	1
Weighted Base	8**	3**	2**	2**	..**	..**	1**
International numbers	6 71%	1 40%	1 70%	2 100%	-	-	1 100%
Calls to local landline numbers, i.e. calls within your same dialing code	2 29%	2 60%	1 30%	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 177

FXA12 - Which of the following statements best describes how you think about your phone costs?**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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
I think about the costs for line rental and calls together	1030 76% _s	506 76%	523 76%	1 66%	25 71%	143 75%	182 74%	212 80% _{hm}	167 71%	191 79%	109 77%	26 71%	325 74%	379 76% _h	300 78%	309 76%	264 72%	218 77%	240 78%	223 69%	445 80% _{zs}	315 77% _s
I think about the costs for line rental and calls separately	281 21%	137 21%	143 21%	- -	9 27%	39 20%	59 24%	46 17%	56 24%	47 19%	26 18%	9 25%	97 22%	101 20%	72 19%	78 19%	90 25% _z	54 19%	58 19%	74 23%	102 18%	85 21%
Don't know	47 3% _t	22 3%	25 4%	1 34%	1 2%	9 5%	5 2%	6 2%	13 6%	5 2%	7 5%	1 4% _d	14 3%	19 4%	12 3%	17 4%	10 3%	10 4%	10 3%	26 8% _{ztu}	12 2%	9 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 178

FXA12 - Which of the following statements best describes how you think about your phone costs?

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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
I think about the costs for line rental and calls together	1030 76%	79 75%	111 84% ^c	330 73%	41 73%	17 72%	397 75%	123 77%	58 73%	39 73%	11 73%	29 77%	322 78%	50 75%	725 75%	305 78%	499 75%	67 74%	62 75%	20 74%	6 77%	22 78%	312 77%	41 77%
I think about the costs for line rental and calls separately	281 21%	22 21%	22 16%	112 25% ^z	12 22%	3 14%	122 23%	34 21%	16 20%	12 22%	3 22%	7 18%	74 18%	13 19%	213 22%	67 17%	144 22%	22 24%	16 19%	6 23%	1 16%	5 17%	75 19%	10 19%
Don't know	47 3%	5 5% ^b	- -	12 3%	3 5%	3 14%	14 3%	3 2%	6 8% ^f	3 5%	1 4%	2 5%	15 4%	4 5%	28 3%	19 5%	19 3%	2 2%	5 6%	1 3%	1 8%	1 4%	17 4%	2 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 179

FXA12 - Which of the following statements best describes how you think about your phone costs?**BASE:** All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
I think about the costs for line rental and calls together	1030 76%	672 76%	163 75%	193 75%	301 75%	12 85%	6 85%	56 83%	685 76%	241 77%	375 77%	164 74%	157 75%	92 74%	151 76%	114 70%	56 83% ^o
I think about the costs for line rental and calls separately	281 21%	174 20%	50 23%	57 22%	88 22%	2 15%	1 15%	10 15%	181 20%	64 21%	95 20%	51 23%	44 21%	23 19%	46 23%	38 23%	9 13%
Don't know	47 3%	33 4%	5 2%	9 3%	15 4%	- -	- -	1 2%	31 3%	7 2%	15 3%	8 3%	9 4%	9 7% ^{zi}	2 1%	11 7% ^{zn}	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 180

FXA12 - Which of the following statements best describes how you think about your phone costs?**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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
I think about the costs for line rental and calls together	1030 76%a	149 68%	109 73%	176 81%a	709 76%a	1019 76%	572 77%	591 76%	935 77%ze	955 76%	410 76%	868 77%ze	669 76%	401 78%	700 77%	244 80%
I think about the costs for line rental and calls separately	281 21%hk	59 27%zcd	32 22%	37 17%	187 20%	277 21%hk	142 19%	164 21%	238 20%	252 20%	104 19%	218 19%	181 21%	100 20%	181 20%	55 18%
Don't know	47 3% _m	11 5%	7 5%	6 3%	32 3%	47 3% _m	26 3% _m	21 3%	41 3% _m	43 3% _m	25 5% _{gmo}	37 3% _m	32 4% _{mo}	10 2%	34 4% _{mo}	4 1%

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Table 181

FXA12 - Which of the following statements best describes how you think about your phone costs?**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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
I think about the costs for line rental and calls together	1030 76%	792 76%	103 81%	12 70%	7 86%	32 79%	85 70%	396 76%	349 77%	276 76%	3 55%	75 74%	76 75%	93 81%	152 79%	144 74%	138 81%	40 79%
I think about the costs for line rental and calls separately	281 21%	220 21%	21 17%	3 19%	1 9%	6 15%	29 24%	104 20%	94 21%	78 22%	1 15%	24 24%	23 23%	20 17%	38 20%	47 24%	25 15%	8 17%
Don't know	47 3%	32 3%	3 3%	2 12%	* 5%	3 7%	7 6%	22 4%	13 3%	10 3%	2 30%	2 2%	1 1%	2 2%	2 1%	4 2%	7 4%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 182

FXA12 - Which of the following statements best describes how you think about your phone costs?

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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
I think about the costs for line rental and calls together	1030 76%bk	950 77%zb	75 65%	69 75%	93 83%zfkln	79 78%	74 68%	71 74%	37 74%	101 77%	237 83%zfklnmo	81 67%	42 71%	98 74%	47 70%	843 77%fk	542 75%	442 77%	984 76%	558 75%	472 77%	1030 76%
I think about the costs for line rental and calls separately	281 21%jo	248 20%	32 28%za	16 17%	19 17%	16 15%	26 24%	22 23%	10 20%	26 20%	43 15%	35 29%zdejo	15 26%j	34 25%j	20 30%dejo	211 19%	162 22%	111 19%	272 21%	162 22%	118 19%	281 21%
Don't know	47 3%dpr	39 3%	8 7%za	7 8%djmn	- -	7 7%djmn	9 8%zdjmn	3 3%	3 5%d	4 3%	4 1%	6 5%d	2 3%d	1 1%	- -	44 4%dj	17 2%	23 4%	40 3%	23 3%	24 4%	47 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

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Table 183

FXA12 - Which of the following statements best describes how you think about your phone costs?

BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
I think about the costs for line rental and calls together	1030 76%jn	376 78%j	742 76%j	961 76%j	1030 76%j	869 77%j	145 82%bj	926 76%j	469 78%j	282 78%j	36 61%	844 77%n	25 76%	117 76%	44 65%	368 76%	39 85%	222 75%	130 77%	175 74%	86 79%
I think about the costs for line rental and calls separately	281 21%	90 19%	204 21%	251 20%	281 21%	231 20%	29 17%	245 20%	111 18%	71 20%	22 37% abcde fghi	225 20%	6 19%	26 17%	23 34% zkm	100 21%	7 14%	67 23%	31 18%	53 22%	18 16%
Don't know	47 3%	18 4%	34 3%	44 4%	47 3%	35 3%	2 1%	40 3%	22 4%	8 2%	1 2%	34 3%	2 5%	11 7% zk	1 1%	14 3%	1 1%	7 2%	8 5%	9 4%	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 184

FXA12 - Which of the following statements best describes how you think about your phone costs?**BASE: All landline bill payers**

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
I think about the costs for line rental and calls together	1030 76%grs	251 77%	217 78%	119 77%	168 73%	106 77%	351 78%g	374 72%	160 79%	28 76%	64 77%	35 73%	61 83%	253 79%g	24 70%	48 69%	61 81% _s	39 83% _{rs}	35 64%	27 60%
I think about the costs for line rental and calls separately	281 21%	65 20%	56 20%	31 20%	52 23%	26 19%	87 19%	118 23%	39 19%	9 24%	18 21%	10 22%	11 15%	62 19%	6 18%	18 26%	13 17%	6 13%	18 33% _{zq}	14 31%
Don't know	47 3%	8 2%	6 2%	4 3%	9 4%	6 5%	10 2%	26 5% _{zfm}	4 2%	- -	2 2%	2 5%	2 3%	6 2%	4 12%	4 5%	2 2%	2 4%	2 3%	4 8%

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

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Table 185

FXA12 - Which of the following statements best describes how you think about your phone costs?

BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
I think about the costs for line rental and calls together	1030 76%jl	421 78%	418 78%	531 77%	74 83%	242 81%z	191 80%	396 79%	4 60%	4 49%	- -	1030 100%zj	414 70%	501 82%zl
I think about the costs for line rental and calls separately	281 21%km	99 18%	96 18%	139 20%	15 16%	50 17%	44 18%	90 18%	3 40%	4 44%	281 100%zk	- -	162 27%zm	90 15%
Don't know	47 3%jk	21 4%	19 4%	19 3%	1 1%	6 2%	4 2%	18 4%	- -	1 7%	- -	- -	18 3%	20 3%

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

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Table 186

FXA12 - Which of the following statements best describes how you think about your phone costs?

BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
I think about the costs for line rental and calls together	1030 76%	173 75%	79 87%zac	69 74%	100 79%	239 78%	63 80%	65 78%	51 79%	737 76%	79 78%	53 76%
I think about the costs for line rental and calls separately	281 21%b	48 21%	11 12%	22 24%b	18 14%	56 18%	12 15%	16 20%	12 19%	203 21%	19 19%	10 14%
Don't know	47 3%l	9 4%	1 1%	2 2%	8 7%	13 4%	4 5%	2 2%	1 2%	25 3%	3 3%	7 10%zi

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

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Table 187

FXA12 - Which of the following statements best describes how you think about your phone costs?**BASE: All landline bill payers**

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
I think about the costs for line rental and calls together	1030 76%	168 75%	133 77%	414 76%	92 81%	84 76%	132 75%
I think about the costs for line rental and calls separately	281 21%	51 23%	34 20%	115 21%	20 17%	24 21%	33 19%
Don't know	47 3%	5 2%	6 3%	14 3%	2 1%	3 3%	11 6%zc

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Table 188

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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
[5] Agree strongly	326 24% bij nu	178 27% zb	148 21%	- 37% hij n	13 35% zhi jn	66 35% zhi jn	79 32% zhi jmn	86 33% zhi jmn	52 22% ijn	24 10% jn	5 4%	13 35% ijn	146 33% zhi jn	138 28% zhij n	29 8% j	103 26%	85 23%	71 25%	66 21%	82 25%	146 26% u	77 19%
[4] Agree slightly	268 20% bij nu	148 22% zb	120 17%	- 29% ijn	10 29% ijn	46 24% ijn	63 26% zij n	55 21% ijn	51 22% ijn	33 14% jn	9 7%	10 28% ijn	110 25% zij n	106 21% ijn	42 11% j	98 24% zq	67 18%	48 17%	55 18%	81 25% zt u	106 19%	65 16%
[3] Neither agree nor disagree	152 11% nt	71 11%	81 12%	1 34%	6 19% in	24 13%	33 13%	30 11%	26 11%	19 8%	13 10%	7 19% in	57 13%	56 11%	33 9%	38 9%	41 11%	39 14%	35 11%	44 14% t	46 8%	48 12%
[2] Disagree slightly	154 11%	68 10%	87 13%	- 4%	2 4%	30 16%	23 9%	27 10%	25 11%	34 14%	14 10%	2 4%	53 12% f	52 10%	48 12%	41 10%	41 11%	35 12%	37 12%	44 14%	64 11%	36 9%
[1] Disagree strongly	457 34% ade fgklms	200 30%	256 37% za	1 66%	4 11%	25 13%	47 19%	65 25% el	82 35% def gklm	132 54% zde fghklm	100 71% zde fghikl mn	5 14% d	72 17%	148 30% def gkl	232 60% zde efghi klm	123 31%	131 36%	88 31%	114 37%	71 22%	196 35% s	183 45% zst
MEAN	2.89 bi jnu	3.05 zb	2.74	1.68	3.77 zh ijkmn	3.52 zh ijmn	3.43 zh ijmn	3.26 zh ijmn	2.85 ij	2.11 jn	1.63	3.66 zh ijmn	3.47 zh ijmn	3.07 zh ijn	1.93 j	3.04 r	2.82	2.93	2.74	3.18 z tu	2.90 u	2.55
Agree [NET]	594 44% bij nu	326 49% zb	268 39%	- 66% zhi jmn	23 66% zhi jmn	112 59% zhi jmn	143 58% zhi jmn	141 53% zij n	103 44% ijn	57 24% jn	15 10%	23 63% zhi jn	255 58% zhi jmn	244 49% zhi jn	72 19% j	202 50% z p r	152 42%	120 42%	121 39%	163 51% zu	253 45% u	142 35%
Disagree [NET]	611 45% ade fgklms	268 40%	343 50% za	1 66%	5 15%	55 29%	70 29%	93 35% dk	107 45% def gklm	166 69% zde fghklm	113 80% zde fghikl mn	7 18%	125 29%	200 40% def gkl	280 73% zde efghi klm	165 41%	172 47%	123 44%	151 49% o	116 36%	260 47% s	219 54% 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 189

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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
[5] Agree strongly	326 24%lv	25 24%	47 35%z	141 31%z	22 40%z	3 11%	181 34%zg l	33 21%l	25 31%l	17 32%l	9 60%	12 31%l	35 9%	14 21%l	230 24%	95 24%	212 32%zq v	17 18%v	23 29%v	12 44%	5 60%	10 34%	35 9%	12 22%v
[4] Agree slightly	268 20%lv	24 23%	33 25%	116 26%z	9 15%	11 45%	132 25%zl	41 25%l	19 24%l	12 23%l	2 12%	5 14%	44 11%	12 19%	185 19%	83 21%	161 24%zv	23 26%v	21 25%v	6 22%	1 11%	4 15%	41 10%	10 19%
[3] Neither agree nor disagree	152 11%lv	18 17%	14 10%	55 12%	5 9%	2 10%	58 11%	28 17%zl	7 9%	8 15%	1 9%	8 21%l	32 8%	10 15%	106 11%	47 12%	72 11%	18 20%zp v	8 10%	5 19%	1 17%	5 18%	35 9%	7 14%
[2] Disagree slightly	154 11%	8 7%	14 10%	58 13%	7 12%	1 4%	59 11%	20 13%	8 10%	5 10%	1 7%	3 9%	49 12%	9 13%	108 11%	47 12%	80 12%	6 7%	6 8%	2 6%	1 12%	3 9%	49 12%	7 14%
[1] Disagree strongly	457 34%bc fgip	31 29%c	26 19%	83 18%	13 24%	7 30%	102 19%	38 24%	21 26%	11 20%	2 12%	10 26%	252 61%zf ghikm	21 32%f	337 35%	119 30%	138 21%	26 29%	23 28%	2 9%	- -	7 24%	244 60%zp qrw	17 32%
MEAN	2.89l v	3.05	3.46z	3.38z	3.35	3.03	3.43z glm	3.06l	3.25l	3.37z l	4.00	3.15l	1.94	2.85l	2.86	2.97	3.35z vw	2.98v	3.19v	3.87	4.20	3.27	1.95	2.86v
Agree [NET]	594 44%lv	50 47%	80 60%z	257 57%z	31 55%	13 56%	313 59%zg lm	74 46%l	44 55%l	30 55%l	11 72%	17 45%l	79 19%	27 40%l	416 43%	178 46%	373 56%zq vw	40 44%v	44 54%v	18 66%	6 72%	14 49%	76 19%	22 41%v
Disagree [NET]	611 45%bc fip	39 36%	40 30%	141 31%	20 36%	8 34%	161 30%	59 37%	28 35%	16 30%	3 19%	13 35%	301 73%zf ghikm	30 45%f	445 46%	166 42%	218 33%	32 36%	29 36%	4 15%	1 12%	9 33%	293 72%zp qrw	24 45%

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 190

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/ LIVING 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
[5] Agree strongly	326 24%hij	218 25%	57 26%	51 20%	130 32%zh	2 15%	3 41%	28 41%zh	178 20%	56 18%	99 20%	68 30%zij	70 34%zij	30 24%	64 32%z	59 36%zp	15 22%
[4] Agree slightly	268 20%chi	197 22%zc	41 19%	30 12%	108 27%zgh	4 25%	* 6%	9 13%	150 17%	37 12%	92 19%i	58 26%zi	46 22%i	34 28%zij	58 29%z	38 23%	17 25%
[3] Neither agree nor disagree	152 11%	99 11%	30 14%	24 9%	45 11%	3 20%	1 18%	5 8%	102 11%	32 10%	57 12%	23 10%	22 10%	18 14%	17 8%	19 12%	13 20%zn
[2] Disagree slightly	154 11%	96 11%	27 12%	32 12%	46 11%	4 25%	- -	7 10%	101 11%	37 12%	58 12%	28 12%	20 10%	12 9%	23 12%	18 11%	8 11%
[1] Disagree strongly	457 34%adkl mnop	269 31%	64 30%	122 47%zab	74 18%	2 15%	2 35%	19 28%	365 41%zd	150 48%zjkl m	179 37%klm	47 21%	50 24%	30 24%	37 19%	30 18%	15 22%
MEAN	2.89chi j	3.00zc	2.99c	2.45	3.43zh	3.01	3.17	3.30h	2.64	2.40	2.74i	3.32zij	3.31zij	3.18zij	3.45z	3.47z	3.13
Agree [NET]	594 44%chij	415 47%zc	97 45%c	81 31%	238 59%zh	6 40%	3 47%	36 54%h	329 37%	94 30%	191 39%i	125 56%zij	117 56%zij	64 52%ij	122 61%zp	96 59%z	31 47%
Disagree [NET]	611 45%adkl mno	365 42%	91 42%	154 59%zab	120 30%	6 40%	2 35%	25 38%	466 52%zd	187 60%zjkl m	237 49%zklm	74 33%	71 34%	42 34%	60 30%	48 29%	23 34%

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 191

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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
[5] Agree strongly	326 24% ^d	68 31% ^{zd}	51 34% ^{zd}	70 32% ^{zd}	188 20%	323 24%	204 28% ^{zegik}	177 23%	311 26% ^{zegi}	292 23%	148 27% ^{zegi}	278 25% ⁱ	241 27% ^{zegik}	169 33% ^{zefgh ijkln}	227 25%	104 34% ^{zefghijkln}
[4] Agree slightly	268 20% ^d	60 27% ^{zd}	30 21%	56 25% ^d	156 17%	264 20%	140 19%	152 20%	249 21% ⁿ	247 20%	108 20%	233 21% ⁿ	192 22% ^{zefin}	107 21%	167 18%	67 22%
[3] Neither agree nor disagree	152 11% ^g	29 13%	18 12%	26 12%	103 11%	148 11%	78 11%	74 10%	130 11%	136 11%	53 10%	128 11% ^g	95 11%	61 12%	97 11%	37 12%
[2] Disagree slightly	154 11%	23 11%	20 13%	23 10%	106 11%	153 11%	86 12%	77 10%	134 11%	141 11%	52 10%	130 12%	102 12%	58 11%	107 12% ^o	25 8%
[1] Disagree strongly	457 34% ^{abch klmo}	39 18%	29 20%	45 21%	375 40% ^{zabc}	454 34% ^{hklmo}	233 31% ^{mo}	295 38% ^{zefhi jklmo}	389 32% ^{lmo}	434 35% ^{zefhk lmo}	178 33% ^{lmo}	354 32% ^{lmo}	252 29% ^{mo}	117 23%	316 35% ^{fhklm o}	71 23%
MEAN	2.89 ^{dgi}	3.44 ^{zd}	3.36 ^{zd}	3.37 ^{zd}	2.65	2.89 ^{gi}	3.00 ^{zegi n}	2.79	2.96 ^{zegi n}	2.86	2.99 ^{gin n}	2.96 ^{zegi n}	3.08 ^{zefgh ijkln}	3.30 ^{zefg hijkln}	2.87	3.36 ^{zefghijkln}
Agree [NET]	594 44% ^d	128 58% ^{zd}	81 55% ^{zd}	125 57% ^{zd}	344 37%	588 44%	344 46% ^{zein}	329 42%	560 46% ^{zegin}	539 43%	256 47% ^{zegin}	511 45% ^{zegin}	433 49% ^{zeghi kn}	275 54% ^{zefgh ijkln}	394 43%	171 56% ^{zefghijkln}
Disagree [NET]	611 45% ^{abch klmo}	62 28%	49 33%	68 31%	481 52% ^{zabc}	607 45% ^{hklmo}	319 43% ^{mo}	372 48% ^{zefhj klmo}	524 43% ^{lmo}	575 46% ^{zfhkl mo}	230 43% ^{mo}	484 43% ^{lmo}	353 40% ^{mo}	175 34%	424 46% ^{fhklm o}	95 31%

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 192

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- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
[5] Agree strongly	326 24%bfg	293 28%zbf	17 14%	- -	- -	8 19%f	8 7%	71 14%	152 33%zg	99 27%g	4 57%	28 27%	18 18%	24 21%	36 19%	62 32%zln	59 35%zlmn	18 35%ln
[4] Agree slightly	268 20%fg	221 21%zf	21 16%	6 34%	2 26%	6 16%	12 10%	79 15%	107 23%g	81 22%g	- -	16 16%	16 16%	21 19%	40 21%	36 18%	49 29%zklo	12 23%
[3] Neither agree nor disagree	152 11%	122 12%	11 8%	- -	1 16%	3 9%	15 12%	50 10%	49 11%	50 14%	2 30%	12 12%	7 7%	11 9%	19 10%	27 14%	14 8%	4 8%
[2] Disagree slightly	154 11%	122 12%	15 11%	3 19%	1 13%	1 3%	13 10%	68 13%	44 10%	42 11%	- -	15 15%	13 13%	11 9%	26 14%	25 13%	15 9%	1 3%
[1] Disagree strongly	457 34%ahiop	287 27%	64 50%za	8 47%	4 45%	22 53%za	73 60%za	254 49%zhi	104 23%	94 26%	1 13%	31 31%	46 46%zko p	49 43%op	71 37%op	46 23%	33 20%	16 32%
MEAN	2.89bfgl	3.11zbf	2.32f	2.22	2.23	2.45f	1.92	2.32	3.35zg	3.14z g	3.89	2.94l	2.46	2.66	2.71	3.22zl mn	3.50zkl mn	3.27l
Agree [NET]	594 44%bfgl	513 49%zbf	38 30%f	6 34%	2 26%	14 35%f	20 17%	150 29%	259 57%zgi	180 49%zg	4 57%	44 43%	34 34%	45 39%	76 40%	97 50%l	108 63%zklm no	29 58%ln
Disagree [NET]	611 45%ahiop	408 39%	78 62%za	11 66%	5 58%	23 57%a	85 71%za	321 62%zhi	148 32%	135 37%	1 13%	46 45%p	59 59%zop q	60 52%op	97 51%op	70 36%	48 28%	17 34%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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)	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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
[5] Agree strongly	326 24%b	306 25%b	17 15%	27 30% ^f	39 35% ^{zf} gijkl o	35 34% ^{zf} gijkl o	15 13%	20 21%	17 34% ^{fi} jl	23 17%	57 20%	26 21%	10 17%	36 27% ^f	21 31% ^{fi}	259 24% ^f	171 24%	140 24%	311 24%	177 24%	149 24%	326 24%
[4] Agree slightly	268 20%a s	221 18%	47 40% ^{za}	18 19%	19 17%	20 19%	28 26% ^{hj} l	18 19%	5 10%	23 17%	46 16%	42 34% ^{zc} deg hijlmo	8 13%	27 20%	16 24%	218 20%	119 16%	134 23% ^{zpr}	252 19% ^p	125 17%	143 23% ^{zsu}	268 20% ^s
[3] Neither agree nor disagree	152 11%	136 11%	16 14%	14 15%	11 10%	10 10%	14 13%	6 7%	5 10%	10 8%	32 11%	15 12%	5 9%	16 12%	14 21% ^{zcd} gijlo	117 11%	78 11%	67 12%	145 11%	82 11%	70 11%	152 11%
[2] Disagree slightly	154 11% ^j	141 11%	13 11%	6 6%	10 9%	12 12%	22 20% ^{zc} dijmo	16 16% ^j	4 8%	22 17% ^j	21 7%	17 14%	5 9%	10 7%	10 15%	129 12% ^j	86 12%	63 11%	149 11%	93 13%	61 10%	154 11%
[1] Disagree strongly	457 34% ^{bce} knq	432 35% ^{zb}	22 19%	28 30% ⁿ	32 29% ⁿ	24 24% ⁿ	30 27% ⁿ	36 37% ^{ekn}	19 38% ^{kn}	54 41% ^{ek} n	128 45% ^{zcd} efkmno	23 19%	31 52% ^{zc} defgk mno	45 34% ^{kn}	6 9%	374 34% ^{ekn}	267 37% ^{zqr}	172 30%	439 34% ^q	266 36%	191 31%	457 34%
MEAN	2.89i j/ps	2.86	3.21z a	3.11i jl	3.21z fgijl o	3.27z fgijl o	2.78	2.69	2.95	2.54	2.59	3.25z fgijl o	2.34	2.99i jl	3.54z fghij lmo	2.87ij l	2.78	3.01zpr	2.88p	2.80	3.00s	2.89s
Agree [NET]	594 44% ^a lps	527 43%	64 55% ^{za}	45 49% ^l	58 52% ^{zi} jlo	54 53% ^{zi} jlo	43 39%	38 39%	22 44%	46 35%	103 36%	67 55% ^{zf} gijlo	18 30%	62 47% ^l	37 55% ^{ij} l	477 43% ^{jl}	290 40%	273 47% ^{zpr}	563 43% ^p	302 41%	292 48% ^{zsu}	594 44% ^s
Disagree [NET]	611 45% ^b nqt	573 46% ^{zb}	35 30%	34 37%	42 38%	37 36%	52 48% ^{kn}	51 54% ^{cde} kn	23 46% ⁿ	76 58% ^{zc} dekmo	149 53% ^{zcd} ekmno	40 33%	36 61% ^{zc} dekmo	55 41% ⁿ	16 24%	504 46% ^{dek} n	353 49% ^{zqr}	235 41%	588 45% ^q	359 48% ^{ztu}	252 41%	611 45% ^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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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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
[5] Agree strongly	326 24%ajmn o	68 14%	295 30%zac degj	316 25%za dj	326 24%aj	298 26%zad j	47 26%aj	314 26%zad j	172 29%za cdj	109 30%zac dj	5 9%	295 27%zmn	3 10%	21 14%	6 10%	89 18%	9 20%	89 30%zo	39 23%	66 28%o	26 24%
[4] Agree slightly	268 20%	88 18%	225 23%zac degj	256 20%	268 20%	231 20%	39 22%	249 21%	114 19%	81 22%	10 17%	229 21%	2 6%	27 18%	10 15%	91 19%	11 23%	59 20%	34 20%	50 21%	22 20%
[3] Neither agree nor disagree	152 11%t	45 9%	111 11%	140 11%	152 11%	124 11%	25 14%	139 12%e	63 10%	42 12%	6 10%	117 11%	7 20%	22 15%	6 9%	53 11%	5 10%	41 14%t	15 9%	29 12%	6 5%
[2] Disagree slightly	154 11%	57 12%	116 12%	146 12%	154 11%	129 11%	14 8%	139 11%	71 12%	43 12%	5 8%	126 11%	3 10%	20 13%	5 7%	47 10%	3 7%	27 9%	30 18%zoq	36 15%o	10 9%
[1] Disagree strongly	457 34%bceg hikqs	225 47%zb cdefg hi	234 24%	399 32%bg i	457 34%bce ghi	354 31%bi	51 29%	369 31%bi	182 30%bi	86 24%	33 56%zbcd efgh	336 30%	18 54%	63 41%k	40 59%zkm	202 42%zqrs	18 40%e	79 27%	52 31%	55 23%	45 42%qs
MEAN	2.89ajm no	2.41	3.24za cdeghj	2.96z adj	2.89aj dj	2.99za dj	3.09aj	3.00za cdj	3.04z adj	3.23z acdeg hj	2.14	3.02zmn	2.06	2.51	2.08	2.62	2.78	3.18zot	2.87	3.15zot	2.76
Agree [NET]	594 44%ajmn o	155 32%	520 53%zac degj	573 46%za dj	594 44%aj	529 47%zad j	86 48%aj	563 47%zad j	285 47%za cdj	189 52%za cdegj	15 25%	524 47%zmn	5 15%	49 32%	16 24%	180 37%	20 43%	149 50%zo	73 43%	116 49%o	48 44%
Disagree [NET]	611 45%bcef gikqs	283 59%zb cdefg hi	350 36%	545 43%bg i	611 45%bce fgi	483 43%bi	66 37%	509 42%bi	253 42%bi	129 36%	37 64%zbcd efgh	462 42%	21 65%	83 54%zk	45 67%zk	249 52%zqs	21 46%	106 36%	81 48%q	91 39%	55 51%q

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 195

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)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
[5] Agree strongly	326 24%g	66 21%	89 32%za	36 24%	69 30%za	35 26%	118 26%gh	95 18%	38 19%	12 32%	26 31%g	23 49%zfglm	17 23%	101 31%zgh	5 14%	15 22%	25 33%q	6 13%	11 21%	8 19%
[4] Agree slightly	268 20%	65 20%	53 19%	35 22%	49 21%	30 22%	103 23%	95 18%	45 22%	12 31%	19 22%	9 19%	18 24%	55 17%	5 13%	10 15%	10 13%	12 26%	18 33%zop	8 17%
[3] Neither agree nor disagree	152 11%efl	31 10%	41 15%e	14 9%	28 12%e	7 5%	35 8%	62 12%fl	18 9%	3 7%	7 8%	5 10%	2 3%	48 15%zfl	5 14%	4 6%	12 16%	6 13%	5 10%	3 7%
[2] Disagree slightly	154 11%	30 9%	22 8%	27 18%zab	34 15%b	15 11%	48 11%	61 12%	16 8%	-	18 21%zfthm	7 15%	7 10%	34 11%	7 22%	9 13%	7 9%	5 10%	7 12%	7 16%
[1] Disagree strongly	457 34%bdjkm	132 41%zbcd	76 27%	42 27%	49 22%	51 37%d	145 32%jk	205 39%zfkjkm	87 42%zfkjkm	11 30%	15 18%	3 7%	30 40%jkkm	82 26%k	13 37%	31 44%r	22 29%	18 38%	13 24%	19 42%
MEAN	2.89ag	2.70	3.20za	2.98	3.24za	2.88	3.00gh	2.64	2.67	3.36	3.28gh	3.89zfglm	2.81	3.18zg	2.44	2.58	3.10	2.65	3.16	2.55
Agree [NET]	594 44%g	131 40%	141 51%za	71 46%	118 51%za	65 47%	221 49%zgh	190 37%	83 41%	24 63%	45 53%g	32 68%zfglm	35 47%	156 49%g	9 27%	26 37%	34 46%	18 39%	30 54%	16 36%
Disagree [NET]	611 45%bdkm	161 50%bd	97 35%	69 45%	83 36%	66 48%bd	193 43%k	266 51%zfkjkm	102 50%fkkm	11 30%	32 39%	10 21%	37 49%k	117 36%	20 59%	40 57%zpr	29 39%	22 48%	20 36%	26 58%r

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

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Table 196

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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
[5] Agree strongly	326 24%abefgkm	59 11%	63 12%f	234 34%zabdef	19 21%abef	27 9%	18 8%	56 11%	1 20%	1 13%	93 33%zk	223 22%	326 55%zm	-
[4] Agree slightly	268 20%fm	98 18%	96 18%	130 19%	15 17%	68 23%abf	33 14%	85 17%	1 18%	5 66%	69 25%zk	191 19%	268 45%zm	-
[3] Neither agree nor disagree	152 11%lm	58 11%	54 10%	70 10%	9 10%	29 10%	25 11%	54 11%	1 11%	1 7%	29 10%	115 11%	-	-
[2] Disagree slightly	154 11%l	65 12%	62 12%	73 11%	9 10%	35 12%	32 13%	62 12%	1 21%	* 6%	33 12%	117 11%	-	154 25%zl
[1] Disagree strongly	457 34%cj	262 48%zc	259 48%zc	183 27%	38 42%c	139 47%zc	131 55%zcde	248 49%z	2 30%	1 9%	57 20%	383 37%zj	-	457 75%zl
MEAN	2.89abefgkm	2.31f	2.33f	3.23zabdef	2.65af	2.36f	2.07	2.28	2.75	3.69	3.38zk	2.76	4.55zm	1.25
Agree [NET]	594 44%abefgkm	157 29%f	159 30%f	364 53%zabdef	34 38%f	95 32%f	52 22%	141 28%	3 37%	6 79%	162 58%zk	414 40%	594 100%zm	-
Disagree [NET]	611 45%cj	327 60%zc	321 60%zc	255 37%	47 52%c	174 59%zc	163 68%zabcde	310 61%z	3 51%	1 14%	90 32%	501 49%zj	-	611 100%zl

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

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Table 197

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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
[5] Agree strongly	326 24%abcdfgjk	23 10%	5 5%	5 6%	26 21%abc	29 10%	5 6%	10 12%	18 28%efg	278 29%zjk	14 14%	5 7%
[4] Agree slightly	268 20%ae	31 13%	16 18%	18 20%	33 26%a	46 15%	17 22%	17 21%	15 24%	194 20%	19 19%	17 25%
[3] Neither agree nor disagree	152 11%j	23 10%	5 5%	8 8%	23 18%zb	30 10%	8 11%	9 11%	7 11%	112 12%	5 5%	6 9%
[2] Disagree slightly	154 11%	30 13%	12 14%	8 8%	14 11%	36 12%	10 13%	8 9%	8 12%	108 11%	15 15%	6 8%
[1] Disagree strongly	457 34%di	124 54%zd	52 58%zd	54 58%zd	31 24%	166 54%zh	38 49%zh	39 47%zh	16 25%	271 28%	48 47%zi	35 50%zi
MEAN	2.89abcdfgjk	2.12	1.98	2.07	3.07abc	2.14	2.25	2.43	3.17efg	3.10zjk	2.38	2.31
Agree [NET]	594 44%abcdfgjk	53 23%	21 23%	24 25%	59 47%abc	75 25%	22 28%	28 33%	33 52%efg	473 49%zjk	34 33%	22 32%
Disagree [NET]	611 45%l	155 67%zd	65 72%zd	62 66%zd	45 36%	202 66%zh	48 61%zh	47 56%h	24 37%	379 39%	63 62%zi	41 59%zi

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

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Table 198

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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
[5] Agree strongly	326 24%abdef	26 12%	21 12%	221 41%zabdef	15 13%	11 10%	24 13%
[4] Agree slightly	268 20%	38 17%	37 22%	113 21%	27 24%	17 15%	36 20%
[3] Neither agree nor disagree	152 11%	20 9%	16 9%	52 10%	14 12%	15 13%	30 17%zac
[2] Disagree slightly	154 11%	26 11%	21 12%	58 11%	16 14%	14 12%	20 11%
[1] Disagree strongly	457 34%c	113 51%zcdf	78 45%zc	100 18%	42 37%c	56 50%zc	67 38%c
MEAN	2.89abef	2.28	2.44	3.55zabdef	2.62	2.22	2.60ae
Agree [NET]	594 44%abef	65 29%	58 34%	334 61%zabdef	42 37%	27 24%	60 34%
Disagree [NET]	611 45%c	139 62%zcf	99 57%zc	158 29%	58 51%c	70 62%zcf	87 49%c

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Table 199

FXA14 - Under which circumstances 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	569	308	261	-	29	101	135	124	91	70	19	29	236	215	89	152	164	111	142	165	242	125
Weighted Base	594	326	268	-**	23**	112*	143	141	103*	57*	15**	23**	255	244	72*	202	152	120*	121	163	253	142
If I didn't need to have a landline in order to get Broadband	341 57%in	191 58%	150 56%	-	15 64%	65 58%in	84 59%in	93 66%zin	59 57%n	23 41%	3 20%	15 64%	148 58%in	151 62%in	26 37%	119 59%	88 58%	71 59%	63 52%	83 51%	144 57%	93 65% s
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%p	57 18%	43 16%	-	3 14%	26 23%	23 16%	21 15%	16 15%	10 18%	1 4%	3 14%	50 19%	36 15%	11 15%	42 21%p	12 8%	22 19%p	24 20%p	38 24%zt	34 13%	20 14%
If it was cheaper to use mobiles	100 17%nr	53 16%	47 18%	-	2 8%	14 12%	26 18%	30 21%in	22 21%n	5 9%	1 8%	2 8%	40 16%	52 21%zin	6 9%	47 23%zq r	26 17%	15 12%	12 10%	33 20%	34 14%	27 19%
If the price of making calls on my landline was too high	87 15%	55 17%	32 12%	-	2 9%	14 12%	20 14%	18 13%	16 16%	12 22%	5 36%	2 9%	34 13%	34 14%	18 25%ze glm	30 15%	24 16%	15 12%	18 15%	31 19%	31 12%	20 14%
If it was more convenient/easier to use mobiles	70 12%e	35 11%	35 13%	-	4 16%	5 4%	21 14%el	26 19%zeh	9 8%	5 9%	1 9%	4 16%	25 10%e	35 14%eh	6 9%	33 16%	15 10%	11 9%	11 9%	17 11%	23 9%	25 18%t
If the reliability of connection wasn't good enough	50 8%t	26 8%	23 9%	-	* 1%	8 7%	11 7%	17 12%	7 7%	6 10%	1 8%	* 1%	18 7%	25 10%	7 9%	14 7%	10 7%	13 11%	12 10%	24 15%zt	13 5%	12 8%
If I didn't place a high value on making calls from my landline	33 6%ft	20 6%	13 5%	-	1 5%	5 5%	3 2%	16 12%zfln	6 6%	2 3%	1 4%	1 5%	8 3%	22 9%zfl	2 3%	15 8%	7 4%	4 3%	8 6%	17 10%zt	7 3%	9 7%
If the quality of customer service wasn't good enough	31 5%	22 7%	9 4%	-	* 1%	6 5%	6 4%	11 8%	5 5%	2 4%	1 7%	* 1%	11 4%	16 7%	3 5%	8 4%	7 5%	11 9%	5 4%	17 10%ztu	10 4%	3 2%
I don't use the landline at the moment / don't need it	16 3%	10 3%	6 2%	-	-	4 4%	2 2%	2 2%	6 6%	1 2%	-	-	6 3%	8 3%	1 2%	6 3%	5 3%	5 4%	1 *	3 2%	8 3%	5 3%
If it was more convenient/easier to use VoIP	13 2%	10 3%	3 1%	-	-	1 1%	4 2%	4 3%	4 4%	-	1 4%	-	5 2%	7 3%	1 1%	11 5%zpq	1 1%	-	1 1%	7 4%t	2 1%	4 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 199

FXA14 - Under which circumstances 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	594	326	268	-**	23**	112*	143	141	103*	57*	15**	23**	255	244	72*	202	152	120*	121	163	253	142
If the mobile signal was good / better / more reliable	11 2%bl	10 3%b	1 1%	-	-	1 1%	1 1%	1 1%	5 5%zfl	2 4%l	1 7%	-	1 1%	7 3%g	3 5%fl	7 3%	1 1%	3 3%	1 1%	1 1%	2 1%	8 6%zst
If it wasn't included in the package / part of the deal	4 1%	1 *	3 1%	-	-	-	1 1%	-	2 2%	1 2%	-	-	1 *	2 1%	1 2%	3 2%	-	1 1%	-	2 1%	2 1%	-
If it was cheaper / saved money	4 1%	2 1%	2 1%	-	-	2 2%	1 1%	1 *	-	1 1%	-	-	3 1%	1 *	1 1%	2 1%	2 1%	-	1 1%	2 1%	1 1%	1 1%
If the number of nuisance calls increased	4 1%	-	4 2%a	-	-	-	-	1 1%	2 2%	1 2%l	-	-	-	3 1%	1 2%l	3 1%	1 1%	-	-	-	2 1%	2 1%
I need it for emergencies / medical reasons / linked to alarm	1 *	-	1 1%	-	-	-	-	-	-	1 1%	1 5%	-	-	-	1 2%zlm	-	1 1%	-	-	-	-	1 1%
None / I wouldn't be prepared to give up making calls from the landline	4 1%	1 *	2 1%	-	-	-	2 1%	1 1%	-	-	1 7%	-	2 1%	1 *	1 1%	1 *	1 1%	-	2 1%	1 *	3 1%	-
Other	12 2%t	6 2%	5 2%	-	-	3 3% <i>m</i>	7 5%zgh <i>m</i>	-	-	-	1 7%	-	11 4%zgm	-	1 1%	5 2%	4 3%	3 2%	-	2 1%	1 1%	7 5%zt
Don't know	14 2% <i>m</i>	6 2%	8 3%	-	2 8%	1 1%	5 4%	1 1%	-	3 5% <i>hm</i>	2 11%	2 8%	6 2%	1 1%	5 7%zeg <i>hm</i>	2 1%	4 3%	2 2%	5 5% <i>o</i>	6 4% <i>u</i>	7 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 200

FXA14 - Under which circumstances 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)	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	569	40	63	238	26	10	274	67	36	33	13	21	96	29	413	156	327	40	37	23	7	18	93	24
Weighted Base	594	50*	80*	257	31**	13**	313	74*	44*	30**	11**	17**	79*	27**	416	178	373	40*	44*	18**	6**	14**	76*	22**
If I didn't need to have a landline in order to get Broadband	341 57%lv	38 76%zc	54 67%	144 56%	25 79%	2 14%	186 59%cl	49 67%cl	26 60%	15 52%	9 86%	8 46%	33 42%	14 53%	234 56%	107 60%	226 60%v	22 54%	27 61%	10 54%	5 84%	6 41%	34 45%	11 53%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	6 11%	17 22%	47 18%	5 16%	- -	53 17%	17 23%	5 11%	4 14%	2 14%	3 17%	14 18%	4 14%	71 17%	29 16%	67 18%	5 13%	7 15%	3 18%	1 16%	3 20%	12 16%	3 13%
If it was cheaper to use mobiles	100 17%q	11 21%	17 22%	39 15%	5 17%	3 26%	57 18%	10 13%	9 20%	4 14%	2 17%	1 8%	11 14%	5 19%	69 17%	31 17%	74 20%zq	2 5%	9 20%	1 5%	* 5%	1 10%	10 13%	3 13%
If the price of making calls on my landline was too high	87 15%q	6 11%	17 21%q	28 11%	3 9%	3 21%	43 14%	8 10%	6 13%	5 15%	1 12%	1 4%	18 22%z	7 25%	67 16%	21 12%	54 14%	4 9%	4 9%	4 20%	* 5%	1 5%	18 23%z	4 16%
If it was more convenient/easier to use mobiles	70 12%q	6 12%	16 21%zc	22 8%	2 5%	3 19%	32 10%	12 16%	4 9%	5 15%	4 39%	1 8%	9 11%	3 12%	45 11%	25 14%	51 14%	2 6%	4 9%	1 4%	1 22%	* 3%	9 11%	2 8%
If the reliability of connection wasn't good enough	50 8%	4 9%	8 10%	20 8%	2 5%	1 9%	25 8%	7 10%	3 6%	1 4%	1 9%	2 9%	9 11%	3 10%	36 9%	14 8%	34 9%	2 5%	2 3%	1 4%	1 16%	2 11%	8 10%	2 8%
If I didn't place a high value on making calls from my landline	33 6%	3 7%	7 9%	13 5%	2 5%	2 15%	18 6%	5 7%	4 8%	1 4%	* 3%	1 4%	3 4%	1 4%	24 6%	9 5%	23 6%	- -	4 8%	1 7%	* 5%	1 5%	4 5%	* 2%
If the quality of customer service wasn't good enough	31 5%	3 6%	5 6%	11 4%	1 4%	- -	14 5%	4 6%	1 3%	2 5%	* 3%	2 9%	6 8%	2 6%	23 6%	8 5%	21 6%	- -	1 3%	- -	* 5%	2 11%	6 8%	1 3%
I don't use the landline at the moment / don't need it	16 3%o	- -	1 1%	10 4%	3 11%	- -	10 3%	2 2%	3 7%	- -	- -	- -	1 2%	- -	15 4%	1 *	10 3%	2 4%	3 7%	- -	- -	- -	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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NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 2 (SEPTEMBER 2015)

12 Jan 2016

Table 200

FXA14 - Under which circumstances 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)	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)	
Weighted Base	594	50*	80*	257	31**	13**	313	74*	44*	30**	11**	17**	79*	27**	416	178	373	40*	44*	18**	6**	14**	76*	22**	
If it was more convenient/easier to use VoIP	13 2% ^c	3 6% ^c	6 7% ^{zc}	-	2 5%	1 10%	6 2%	3 4%	3 6%	-	-	-	1 2%	-	10 2%	3 1%	8 2%	-	3 6%	-	-	-	-	1 2%	-
If the mobile signal was good / better / more reliable	11 2%	1 2%	2 2%	2 1%	-	3 24%	3 1%	2 3%	3 7% ^{zf}	-	1 7%	-	2 3%	-	9 2%	3 1%	4 1%	4 9% ^{zp}	2 4%	-	-	-	-	2 3%	-
If it wasn't included in the package / part of the deal	4 1%	-	2 2%	2 1%	-	-	3 1%	1 2%	-	-	-	-	-	-	2 *	2 1%	4 1%	-	-	-	-	-	-	-	-
If it was cheaper / saved money	4 1%	-	2 2%	2 1%	-	-	4 1%	-	-	-	-	-	1 1%	-	3 1%	1 1%	4 1%	-	-	-	-	-	-	1 1%	-
If the number of nuisance calls increased	4 1%	-	1 2%	2 1%	-	-	1 *	2 2%	-	-	-	-	1 1%	-	1 *	3 2%	1 *	2 4% ^{zp}	-	-	-	-	-	1 1%	-
I need it for emergencies / medical reasons / linked to alarm	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2% ^{zf}	-	1 *	1 *	-	-	-	-	-	-	1 2% ^{zp}	-	
None / I wouldn't be prepared to give up making calls from the landline	4 1%	-	-	3 1%	-	-	1 *	2 2%	-	-	-	-	1 1%	-	1 *	2 1%	1 *	2 4% ^{zp}	-	-	-	-	-	1 1%	-
Other	12 2%	-	2 3%	6 2%	-	2 12%	6 2%	2 3%	2 4%	-	-	1 6%	1 1%	-	8 2%	4 2%	8 2%	-	2 4%	-	-	-	1 7%	1 1%	-
Don't know	14 2%	1 1%	-	8 3%	-	-	6 2%	3 4%	-	-	-	-	4 5%	1 5%	11 3%	3 1%	7 2%	2 4%	-	-	-	-	4 5%	1 7%	

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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FXA14 - Under which circumstances 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/ LIVING 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)
Unweighted Base	569	380	107	82	222	6	3	29	323	96	189	112	101	69	107	90	37
Weighted Base	594	415	97*	81*	238	6**	3**	36**	329	94*	191	125*	117*	64*	122*	96*	31*
If I didn't need to have a landline in order to get Broadband	341 57%	241 58%	53 55%	47 58%	138 58%	5 82%	2 54%	27 73%	184 56%	54 58%	107 56%	76 61%	70 60%	32 49%	73 60%	63 65%p	13 42%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	73 17%	13 13%	15 18%	44 18%	2 36%	1 46%	10 28%	47 14%	13 14%	33 17%	19 15%	21 18%	14 22%	24 20%	17 18%	6 19%
If it was cheaper to use mobiles	100 17%	70 17%	17 18%	12 15%	38 16%	* 7%	- -	10 28%	56 17%	18 19%	36 19%	17 14%	22 19%	7 10%	20 17%	17 18%	3 9%
If the price of making calls on my landline was too high	87 15%	65 16%	13 14%	9 11%	31 13%	* 7%	* 12%	5 14%	54 16%	11 12%	29 15%	14 11%	19 16%	14 21%	15 12%	12 12%	7 23%
If it was more convenient/easier to use mobiles	70 12%	53 13%	10 10%	7 8%	33 14%	* 7%	- -	7 19%	34 10%	8 8%	24 12%	13 10%	17 15%	9 13%	18 15%	15 15%	3 10%
If the reliability of connection wasn't good enough	50 8%	37 9%	6 6%	7 8%	23 10%	1 11%	* 12%	5 13%	24 7%	6 6%	16 8%	5 4%	12 10%	12 19% ^{zjk}	12 10%	7 7%	5 16%
If I didn't place a high value on making calls from my landline	33 6%	26 6%	2 2%	6 7%	19 8%	- -	- -	4 10%	14 4%	2 2%	12 6%	4 3%	10 8%	5 8%	12 10%	6 6%	2 6%
If the quality of customer service wasn't good enough	31 5%	23 6%	4 4%	4 5%	11 5%	- -	- -	3 7%	20 6%	7 7%	8 4%	5 4%	7 6%	4 7%	8 6%	3 3%	1 4%
I don't use the landline at the moment / don't need it	16 3%	9 2%	6 7% ^{za}	1 1%	8 3%	- -	- -	1 2%	8 2%	5 6%	3 1%	3 3%	4 3%	- -	7 5%	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
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	594	415	97*	81*	238	6**	3**	36**	329	94*	191	125*	117*	64*	122*	96*	31*
If it was more convenient/easier to use VoIP	13 2%	9 2%	1 1%	3 3%	7 3%	-	-	3 7%	6 2%	3 4%	2 1%	3 2%	3 3%	1 2%	5 4%	2 2%	-
If the mobile signal was good / better / more reliable	11 2%	9 2%	1 1%	1 1%	-	-	-	-	11 3%zd	1 1%	10 5%zkl	-	-	-	-	-	-
If it wasn't included in the package / part of the deal	4 1%	4 1%	-	-	1 1%	-	-	1 3%	3 1%	-	2 1%	-	2 2%	-	1 1%	-	-
If it was cheaper / saved money	4 1%	4 1%	-	1 1%	2 1%	-	-	-	2 1%	1 1%	-	4 3%zj	-	-	2 1%	-	-
If the number of nuisance calls increased	4 1%	4 1%	-	-	-	-	-	-	4 1%	-	4 2%z	-	-	-	-	-	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	-	1 1%	-	-	-	-	1 *	1 1%	-	1 *	-	-	-	-	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	4 1%	-	-	3 1%	-	-	-	1 *	-	1 1%	-	2 2%	1 1%	-	2 2%	1 2%
Other	12 2%h	7 2%	2 2%	2 3%	5 2%	-	-	3 9%	3 1%	3 3%j	-	7 6%zj	2 1%	-	4 3%	2 2%	-
Don't know	14 2%	6 2%	4 4%	3 4%	6 2%	-	-	1 2%	7 2%	4 4%	4 2%	1 1%	2 2%	3 4%	2 1%	2 2%	2 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
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Table 202

FXA14 - Under which circumstances 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	569	123	83	116	335	563	324	316	530	511	222	481	398	248	362	148
Weighted Base	594	128	81*	125*	344	588	344	329	560	539	256	511	433	275	394	171
If I didn't need to have a landline in order to get Broadband	341 57%	75 59%	49 61%	71 56%	191 56%	338 58%	208 61% _i	199 60%	327 58% _i	305 57%	166 65% _z ehik	299 59%	262 61% _z ei	179 65% _z ehik	241 61% _z ei	110 65% _i
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	26 20%	14 17%	21 17%	53 16%	100 17%	52 15%	59 18%	95 17%	93 17%	38 15%	85 17%	79 18%	45 16%	67 17%	33 19%
If it was cheaper to use mobiles	100 17% _a	12 9%	14 17%	28 22% _a	59 17% _a	99 17%	62 18%	47 14%	94 17%	91 17%	48 19%	88 17%	75 17%	45 16%	73 19% _g	36 21% _g
If the price of making calls on my landline was too high	87 15%	19 14%	9 11%	19 16%	54 16%	85 14%	56 16%	46 14%	78 14%	82 15% _h	39 15%	73 14%	60 14%	45 16%	53 14%	25 15%
If it was more convenient/easier to use mobiles	70 12%	13 10%	6 7%	24 19% _z bd	34 10%	70 12%	46 13%	35 11%	68 12%	65 12%	38 15%	65 13%	61 14% _z eg	38 14%	53 13%	28 16% _g
If the reliability of connection wasn't good enough	50 8%	10 7%	8 9%	14 11%	26 7%	50 8%	28 8%	29 9%	48 9%	50 9% _n	26 10% _n	47 9% _n	38 9%	20 7%	27 7%	13 7%
If I didn't place a high value on making calls from my landline	33 6%	6 5%	4 5%	13 10% _z d	14 4%	33 6%	24 7% _n	18 6%	32 6%	33 6%	19 8% _n	31 6%	29 7% _n	13 5%	18 5%	12 7%
If the quality of customer service wasn't good enough	31 5%	6 4%	1 1%	7 5%	19 6%	31 5%	19 6%	18 5%	29 5%	31 6%	13 5%	27 5%	22 5%	13 5%	18 5%	11 7%
I don't use the landline at the moment / don't need it	16 3% _k	5 4%	1 1%	2 2%	8 2%	16 3% _k	6 2%	7 2%	16 3% _k	16 3% _k	6 2%	7 1%	13 3% _k	7 3% _k	14 4% _f k	7 4% _k

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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	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	594	128	81*	125*	344	588	344	329	560	539	256	511	433	275	394	171
If it was more convenient/easier to use VoIP	13 2%	1 1%	1 1%	6 5%z	6 2%	13 2%	8 2%	8 2%	13 2%	13 2%	12 5%zefhik	13 3%	13 3%	8 3%	11 3%	9 5%zeighik
If the mobile signal was good / better / more reliable	11 2%	- -	- -	- -	11 3%z	11 2%	5 2%	8 3%	11 2%	11 2%	2 1%	11 2%	9 2%	4 2%	9 2%	8 5%zeihjklmn
If it wasn't included in the package / part of the deal	4 1%	- -	- -	1 1%	3 1%	4 1%	2 1%	3 1%	4 1%	4 1%	1 *	4 1%	2 1%	4 2%ln	1 *	1 1%
If it was cheaper / saved money	4 1%	2 1%	- -	- -	2 1%	4 1%	3 1%	3 1%	4 1%	4 1%	4 1%	4 1%	4 1%	2 1%	4 1%	3 2%
If the number of nuisance calls increased	4 1%	- -	- -	- -	4 1%	4 1%	3 1%	1 *	4 1%	4 1%	3 1%	4 1%	3 1%	2 1%	4 1%	2 1%
I need it for emergencies / medical reasons / linked to alarm	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
None / I wouldn't be prepared to give up making calls from the landline	4 1%	2 1%	1 2%	1 1%	1 *	4 1%	2 1%	1 *	3 *	4 1%	1 1%	3 *	4 1%	1 1%	3 1%	1 *
Other	12 2%	3 2%	- -	4 3%	6 2%	12 2%	6 2%	7 2%	12 2%	11 2%	8 3%o	11 2%	8 2%	10 3%zlo	9 2%	- -
Don't know	14 2%l	3 2%	2 2%	4 4%	8 2%	13 2%l	8 2%l	7 2%	12 2%l	11 2%l	3 1%	11 2%l	5 1%	5 2%	8 2%	3 2%

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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	569	479	39	5	2	18	26	162	210	194	2	51	38	45	74	83	87	22
Weighted Base	594	513	38*	6**	2**	14**	20**	150	259	180	4**	44*	34*	45*	76*	97*	108*	29**
If I didn't need to have a landline in order to get Broadband	341 57%	307 60%z	18 48%	2 29%	-	9 65%	5 25%	79 53%	159 61%	99 55%	4 100%	29 67%	18 52%	34 75%z	46 60%	59 61%	67 62%	22 74%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	91 18%	5 14%	-	-	1 6%	3 16%	26 17%	46 18%	29 16%	-	7 17%	3 10%	7 15%	10 13%	17 17%	17 16%	8 28%
If it was cheaper to use mobiles	100 17%	89 17%	2 6%	1 12%	1 69%	5 33%	1 6%	24 16%	51 20%	23 13%	1 26%	5 12%	4 13%	7 15%	13 16%	19 19%	22 21%	7 24%
If the price of making calls on my landline was too high	87 15%	71 14%	4 12%	1 12%	-	3 18%	9 42%	25 17%	37 14%	24 13%	-	5 12%	4 12%	10 22%	10 13%	18 18%	16 15%	3 9%
If it was more convenient/easier to use mobiles	70 12%	63 12%	4 11%	-	-	1 6%	2 10%	19 13%	35 13%	17 9%	-	5 11%	3 8%	5 11%	8 10%	16 16%	12 11%	7 25%
If the reliability of connection wasn't good enough	50 8%	43 8%	4 10%	-	-	1 6%	2 12%	11 8%	18 7%	20 11%	-	4 9%	3 8%	2 4%	5 7%	5 6%	6 5%	6 19%
If I didn't place a high value on making calls from my landline	33 6%	28 6%	1 2%	2 34%	-	1 8%	1 6%	7 4%	16 6%	11 6%	-	2 4%	1 2%	2 4%	4 5%	5 5%	9 9%	3 9%
If the quality of customer service wasn't good enough	31 5%	26 5%	2 6%	-	1 31%	1 6%	1 5%	8 5%	12 5%	11 6%	-	2 5%	1 4%	2 5%	4 6%	5 5%	4 4%	1 4%
I don't use the landline at the moment / don't need it	16 3%	16 3%	-	-	-	-	-	3 2%	9 3%	4 2%	-	1 1%	4 12%zkmnp	-	-	7 8%zn	2 2%	-

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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	594	513	38*	6**	2**	14**	20**	150	259	180	4**	44*	34*	45*	76*	97*	108*	29**
If it was more convenient/easier to use VoIP	13 2%	12 2%	1 2%	-	-	-	-	4 3%	7 3%	2 1%	-	1 2%	-	-	-	5 5%	4 4%	3 9%
If the mobile signal was good / better / more reliable	11 2% ⁱ	11 2%	-	-	-	-	-	7 5% ^{zi}	4 1%	1 *	-	-	-	1 3%	2 3%	3 3%	3 3%	2 6%
If it wasn't included in the package / part of the deal	4 1%	4 1%	-	-	-	-	-	1 1%	3 1%	-	-	-	-	-	-	2 2%	1 1%	-
If it was cheaper / saved money	4 1%	4 1%	-	-	-	-	-	2 2%	-	2 1%	-	1 1%	-	-	-	-	4 3% ^z	-
If the number of nuisance calls increased	4 1%	3 1%	-	1 19%	-	-	-	1 1%	3 1%	-	-	-	-	-	-	2 2%	1 1%	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	1 2% ^a	-	-	-	-	1 1%	-	-	-	-	1 2% ^z	-	-	-	-	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	3 *	-	1 18%	-	-	-	2 2%	-	1 1%	-	-	-	-	1 1%	1 1%	-	-
Other	12 2%	9 2%	2 6%	-	-	-	-	1 1%	7 3%	4 2%	-	1 2%	-	2 4%	3 4%	2 2%	3 3%	-
Don't know	14 2% ^a	9 2%	3 7%	-	-	2 12%	1 4%	5 3%	2 1%	7 4%	-	1 3%	1 4%	-	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 204

FXA14 - Under which circumstances 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)	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	569	482	85	34	65	53	43	34	20	31	83	70	26	73	37	433	300	242	542	309	260	569
Weighted Base	594	527	64*	45**	58*	54*	43*	38*	22**	46**	103*	67*	18**	62*	37*	477	290	273	563	302	292	594
If I didn't need to have a landline in order to get Broadband	341 57%bk	318 60%zb	20 32%	25 55%	40 68%gk	35 65%gk	23 54%	15 40%	17 78%	25 54%	63 61%k	24 35%	13 69%	39 63%gk	22 59%k	267 56%k	168 58%	156 57%	323 57%	170 56%	171 59%	341 57%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	90 17%	10 16%	2 5%	15 25%gj	13 23%j	4 10%	3 7%	3 13%	11 24%	10 10%	17 26%gj	4 20%	11 17%	8 22%	78 16%	48 17%	50 18%	98 17%	52 17%	48 17%	100 17%
If it was cheaper to use mobiles	100 17%	85 16%	15 23%	1 3%	12 21%	11 20%	7 17%	4 11%	3 12%	10 22%	16 16%	12 18%	4 21%	13 21%	5 14%	78 16%	46 16%	46 17%	92 16%	52 17%	48 16%	100 17%
If the price of making calls on my landline was too high	87 15%	74 14%	13 20%	8 16%	8 14%	6 12%	9 21%	6 16%	- -	6 14%	18 18%	10 15%	2 12%	7 12%	5 14%	73 15%	38 13%	48 18%	86 15%	40 13%	47 16%	87 15%
If it was more convenient/easier to use mobiles	70 12%	65 12%	5 7%	3 6%	5 9%	4 8%	4 9%	9 25%zek	4 19%	6 12%	13 12%	6 8%	3 14%	10 16%	5 14%	53 11%	27 9%	37 14%	64 11%	30 10%	40 14%	70 12%
If the reliability of connection wasn't good enough	50 8%a	38 7%	12 19%za	1 2%	3 5%	4 7%	3 7%	3 7%	1 3%	2 4%	12 12%	12 18%zd	2 13%	6 10%	1 3%	40 8%	27 9%	21 8%	48 9%	26 8%	24 8%	50 8%
If I didn't place a high value on making calls from my landline	33 6%	28 5%	5 8%	1 1%	2 3%	6 11%n	2 4%	- -	- -	- -	10 10%	8 12%zgn	1 5%	4 7%	- -	28 6%	18 6%	14 5%	32 6%	16 5%	17 6%	33 6%
If the quality of customer service wasn't good enough	31 5%	24 5%	7 10%za	1 2%	2 3%	3 5%	1 3%	- -	- -	3 8%	7 7%	9 13%zgo	* 2%	3 6%	1 3%	26 6%	16 5%	14 5%	29 5%	13 4%	18 6%	31 5%
I don't use the landline at the moment / don't need it	16 3%	13 3%	- -	4 9%	2 3%	1 2%	- -	- -	- -	4 9%	2 2%	3 4%	- -	- -	- -	16 3%	11 4%	4 2%	16 3%	12 4%	4 1%	16 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 204

FXA14 - Under which circumstances 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)
Weighted Base	594	527	64*	45**	58*	54*	43*	38*	22**	46**	103*	67*	18**	62*	37*	477	290	273	563	302	292	594
If it was more convenient/easier to use VoIP	13 2%	12 2%	1 1%	- -	2 4%	- -	- -	- -	- -	- -	7 6%zo	2 2%	1 8%	1 2%	- -	10 2%	6 2%	7 2%	13 2%	8 3%	5 2%	13 2%
If the mobile signal was good / better / more reliable	11 2%	11 2%	- -	- -	1 2%	- -	- -	5 12%zefj kno	- -	3 6%	1 1%	- -	1 3%	1 2%	- -	9 2%	6 2%	5 2%	11 2%	7 2%	5 2%	11 2%
If it wasn't included in the package / part of the deal	4 1%	4 1%	- -	2 4%	- -	1 2%	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	4 1%	- -	4 2%	4 1%	- -	4 1%	4 1%
If it was cheaper / saved money	4 1%	4 1%	- -	- -	2 3%z	- -	- -	1 2%	- -	1 3%	- -	- -	- -	1 1%	- -	4 1%	1 *	4 1%	4 1%	1 *	3 1%	4 1%
If the number of nuisance calls increased	4 1%r	3 1%	1 2%	- -	- -	- -	- -	1 3%o	- -	- -	1 1%	- -	- -	2 3%	- -	2 1%	- -	1 *	1 *	- -	4 1%	4 1%
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	1 1%	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 *
None / I wouldn't be prepared to give up making calls from the landline	4 1%	3 1%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	2 2%	- -	- -	1 1%	- -	3 1%	2 1%	2 1%	4 1%	1 *	3 1%	4 1%
Other	12 2%t	12 2%	- -	1 3%	1 2%	1 3%	- -	- -	- -	2 4%	4 4%	- -	- -	1 2%	1 3%	10 2%	4 2%	7 3%	12 2%	10 3%ztu	2 1%	12 2%t
Don't know	14 2%	11 2%	3 4%	- -	1 1%	1 3%	3 6%	1 2%	- -	- -	4 4%	3 4%	- -	2 3%	- -	12 3%	8 3%	5 2%	13 2%	9 3%	5 2%	14 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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Table 205

FXA14 - Under which circumstances 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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	569	151	484	544	569	496	83	532	263	160	17	490	6	54	19	180	20	132	67	114	47
Weighted Base	594	155	520	573	594	529	86*	563	285	189	15**	524	5**	49*	16**	180	20**	149	73*	116*	48*
If I didn't need to have a landline in order to get Broadband	341 57%am	76 42%	305 59%a	334 58%za d	341 57%a	315 60%zad	51 59%	331 59%zad	169 59%a	117 62%a	4 29%	314 60%zm	2 30%	21 43%	5 31%	106 59%	9 46%	95 64%	43 59%	59 51%	27 56%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	32 21%h	84 16%	97 17%	100 17%	89 17%	13 15%	94 17%	39 14%	32 17%	3 20%	88 17%	1 19%	8 17%	3 18%	30 17%	- -	18 12%	18 25%	25 21%	9 18%
If it was cheaper to use mobiles	100 17%	29 19%	92 18%	98 17%	100 17%	90 17%	22 26%zcd eg	97 17%	49 17%	39 20%	1 7%	89 17%	1 16%	9 18%	1 7%	31 17%	4 18%	23 15%	10 14%	26 22%	5 11%
If the price of making calls on my landline was too high	87 15%bceg k	29 18%	66 13%	78 14%	87 15%bce g	70 13%	16 19%	77 14%	47 16%b	31 16%	7 48%	69 13%	1 16%	9 18%	9 53%	31 17%	2 11%	15 10%	5 7%	27 23%zqr	6 12%
If it was more convenient/easier to use mobiles	70 12%r	19 12%	65 12%	69 12%	70 12%	65 12%	14 17%	69 12%	41 14%	30 16%	1 4%	65 12%	1 14%	4 9%	1 4%	23 13%r	- -	16 11%	1 2%	22 19%zr	7 15%r
If the reliability of connection wasn't good enough	50 8%	19 12%	42 8%	48 8%	50 8%	47 9%	8 10%	47 8%	22 8%	17 9%	1 7%	46 9%	1 14%	2 4%	1 7%	18 10%	1 4%	9 6%	6 8%	14 12%	1 3%
If I didn't place a high value on making calls from my landline	33 6%	13 8%	30 6%	32 6%	33 6%	29 6%	7 8%	32 6%	18 6%	16 8%	1 4%	29 6%	- -	3 6%	1 8%	6 3%	- -	11 7%	5 7%	9 8%	2 4%
If the quality of customer service wasn't good enough	31 5%	8 5%	26 5%	29 5%	31 5%	25 5%	6 7%	28 5%	13 4%	9 5%	2 15%	25 5%	- -	3 7%	2 14%	12 7%	- -	3 2%	2 3%	10 9%q	2 4%
I don't use the landline at the moment / don't need it	16 3%	1 1%	16 3%	16 3%	16 3%	15 3%	3 3%	16 3%	7 3%	8 4%	- -	15 3%	- -	1 2%	- -	2 1%	2 11%	1 1%	6 8%zoq	4 3%	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/q/r/s/t
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Table 205

FXA14 - Under which circumstances 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				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	594	155	520	573	594	529	86*	563	285	189	15**	524	5**	49*	16**	180	20**	149	73*	116*	48*
If it was more convenient/easier to use VoIP	13 2%	6 4%	13 2%	13 2%	13 2%	13 2%	1 1%	13 2%	4 2%	9 4%zdh	-	13 2%	-	-	-	5 3%	-	1 1%	-	5 5%	1 2%
If the mobile signal was good / better / more reliable	11 2%	3 2%	10 2%	11 2%	11 2%	10 2%	1 1%	11 2%	3 1%	8 4%zbc deg	-	10 2%	-	2 3%	-	6 3%q	1 6%	-	2 3%	1 1%	1 3%
If it wasn't included in the package / part of the deal	4 1%	2 1%	4 1%	4 1%	4 1%	4 1%	-	4 1%	2 1%	3 2%	-	4 1%	-	-	-	-	1 6%	1 1%	-	-	2 4%zos
If it was cheaper / saved money	4 1%	-	4 1%	4 1%	4 1%	4 1%	2 2%	4 1%	1 *	3 2%	-	4 1%	-	-	-	1 1%	-	-	-	3 3%z	-
If the number of nuisance calls increased	4 1%	1 1%	4 1%	4 1%	4 1%	4 1%	-	4 1%	3 1%	4 2%zd	-	4 1%	-	-	-	1 1%	-	2 1%	1 2%	-	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 1%	1 *	1 *	1 *	1 *	-	1 *b	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 1%
None / I wouldn't be prepared to give up making calls from the landline	4 1%c	-	3 *	3 *	4 1%c	4 1%	-	4 1%c	1 1%	1 1%	-	3 *	1 21%	-	-	-	-	1 1%	1 1%	2 1%	-
Other	12 2%	3 2%	10 2%	12 2%	12 2%	11 2%	-	11 2%	7 3%	8 4%zbc deg	-	11 2%	-	1 2%	-	6 3%	-	2 1%	-	1 1%	1 2%
Don't know	14 2%	4 3%	12 2%	14 2%	14 2%	12 2%	-	12 2%	7 2%	1 1%	-	12 2%	-	1 3%	-	4 2%	-	3 2%	1 2%	2 2%	3 6%

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 206

FXA14 - Under which circumstances 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)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	569	126	124	66	112	66	206	195	80	22	37	31	34	142	9	26	29	18	30	18
Weighted Base	594	131	141	71*	118*	65*	221	190	83*	24**	45**	32**	35*	156	9**	26**	34**	18**	30**	16**
If I didn't need to have a landline in order to get Broadband	341 57%g	89 68%zde	93 66%zde	41 58%	61 52%	31 48%	136 61%g	93 49%	58 70%zg	15 64%	27 62%	17 53%	17 49%	100 64%g	2 19%	16 63%	25 74%	7 38%	13 45%	7 41%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	20 15%	19 13%	17 24%	25 21%	9 13%	48 22%zg	25 13%	17 20%	5 22%	12 27%	5 16%	8 23%	23 15%	2 24%	- -	4 10%	5 27%	6 20%	- -
If it was cheaper to use mobiles	100 17%	22 17%	20 14%	12 16%	26 22%	9 15%	44 20%	27 14%	19 23%	2 8%	9 20%	7 22%	7 20%	26 16%	2 18%	1 4%	6 16%	2 9%	6 22%	2 10%
If the price of making calls on my landline was too high	87 15%	19 14%	13 9%	5 7%	26 22%zbc	8 12%	26 12%	38 20%zfm	14 17%	2 9%	1 2%	6 19%	3 7%	17 11%	3 28%	3 12%	3 9%	2 11%	9 32%	3 19%
If it was more convenient/easier to use mobiles	70 12%c	19 15%c	15 11%	1 2%	22 18%zc	7 10%	28 13%	17 9%	14 17%	3 13%	1 2%	6 19%	4 10%	22 14%	1 10%	4 17%	3 8%	- -	3 11%	2 11%
If the reliability of connection wasn't good enough	50 8%	14 11%	10 7%	6 8%	14 12%	2 4%	22 10%	15 8%	9 10%	4 17%	3 6%	6 17%	1 3%	10 6%	1 10%	3 14%	1 3%	3 14%	4 14%	1 4%
If I didn't place a high value on making calls from my landline	33 6%	4 3%	9 6%	5 7%	9 7%	2 4%	13 6%	8 4%	2 2%	2 8%	4 9%	4 11%	2 5%	12 8%	- -	- -	- -	1 5%	3 9%	1 4%
If the quality of customer service wasn't good enough	31 5%	9 7%	3 2%	1 1%	9 8%	3 4%	10 4%	10 5%	3 3%	- -	1 2%	4 13%	2 6%	8 5%	1 10%	2 8%	* 1%	- -	1 3%	1 4%
I don't use the landline at the moment / don't need it	16 3%g	2 1%	1 1%	6 8%zab	4 3%	3 5%	12 6%zg	1 *	2 2%	- -	6 12%	2 8%	2 7%g	2 1%	- -	- -	- -	- -	- -	- -

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

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Table 206

FXA14 - Under which circumstances 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)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	594	131	141	71*	118*	65*	221	190	83*	24**	45**	32**	35*	156	9**	26**	34**	18**	30**	16**
If it was more convenient/easier to use VoIP	13 2%	5 4%	1 1%	-	5 5%	1 1%	9 4%	2 1%	5 6%zg	-	-	3 8%	1 3%	3 2%	-	-	-	-	2 5%	-
If the mobile signal was good / better / more reliable	11 2%	5 4%b	-	2 3%	1 1%	3 4%b	8 4% m	3 2%	5 6%zm	-	2 4%	-	2 5% m	-	-	-	-	-	1 3%	1 4%
If it wasn't included in the package / part of the deal	4 1%	-	1 1%	-	-	3 5% zad	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
If it was cheaper / saved money	4 1%	1 1%	-	-	3 3% z	-	1 1%	2 1%	1 1%	-	-	-	-	-	1 14%	-	-	-	2 6%	-
If the number of nuisance calls increased	4 1%	1 1%	2 1%	1 2%	-	-	1 1%	1 1%	1 2%	-	-	-	-	2 1%	-	-	-	1 6%	-	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 1%	-	-	-	1 1%	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	-	1 1%	1 1%	2 1%	-	-	3 1%	-	-	-	-	-	1 1%	-	-	-	1 6%	2 6%	-
Other	12 2%	2 2%	2 1%	1 1%	3 2%	3 4%	4 2%	6 3%	2 3%	-	-	1 4%	-	2 1%	-	-	-	1 5%	1 5%	3 17%
Don't know	14 2%	2 1%	4 3%	2 3%	2 2%	2 3%	4 2%	4 2%	2 2%	-	-	-	2 6%	4 2%	2 23%	-	1 2%	1 3%	1 2%	-

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

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Table 207

FXA14 - Under which circumstances 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	569	160	158	339	34	90	51	136	4	10	162	390	569	-
Weighted Base	594	157	159	364	34**	95*	52*	141	3**	6**	162	414	594	-**
If I didn't need to have a landline in order to get Broadband	341	72	77	262	20	43	19	70	1	1	89	243	341	-
	57%abef	46%	48%	72%zabef	60%	45%	37%	50%	25%	9%	55%	59%	57%	-
If it reduced the price of my line rental (and I could still use fixed broadband)	100	40	37	62	7	18	10	37	1	2	26	73	100	-
	17%	25%zc	23%z	17%	20%	19%	20%	26%z	48%	25%	16%	18%	17%	-
If it was cheaper to use mobiles	100	30	31	58	4	22	15	26	-	1	30	68	100	-
	17%	19%	20%	16%	13%	23%	29%zc	19%	-	22%	19%	16%	17%	-
If the price of making calls on my landline was too high	87	33	32	33	3	17	11	31	1	1	28	59	87	-
	15%c	21%zc	20%zc	9%	8%	18%c	22%c	22%z	25%	22%	17%	14%	15%	-
If it was more convenient/easier to use mobiles	70	17	22	47	6	19	17	16	1	-	20	48	70	-
	12%	11%	14%	13%	16%	20%za	32%zabc	12%	27%	-	13%	11%	12%	-
If the reliability of connection wasn't good enough	50	18	18	32	4	16	11	14	1	2	19	29	50	-
	8%	12%	11%	9%	12%	17%zc	21%zc	10%	50%	34%	12%	7%	8%	-
If I didn't place a high value on making calls from my landline	33	12	12	23	1	11	5	10	1	1	10	22	33	-
	6%	7%	8%	6%	4%	11%z	9%	7%	25%	20%	6%	5%	6%	-
If the quality of customer service wasn't good enough	31	9	12	15	6	9	7	7	-	2	10	20	31	-
	5%	6%	8%	4%	17%	9%c	13%zc	5%	-	27%	6%	5%	5%	-
I don't use the landline at the moment / don't need it	16	-	1	14	-	-	-	-	-	-	7	9	16	-
	3%b	-	1%	4%a	-	-	-	-	-	-	4%	2%	3%	-

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

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Table 207

FXA14 - Under which circumstances 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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	594	157	159	364	34**	95*	52*	141	3**	6**	162	414	594	-**
If it was more convenient/easier to use VoIP	13 2%	4 3%	4 3%	10 3%	-	4 4%	4 7%z	4 3%	-	-	2 1%	10 3%	13 2%	-
If the mobile signal was good / better / more reliable	11 2%	3 2%	3 2%	5 1%	1 2%	2 2%	7 13%zabce	3 2%	-	-	2 1%	9 2%	11 2%	-
If it wasn't included in the package / part of the deal	4 1%	-	-	-	-	-	-	-	-	-	-	4 1%	4 1%	-
If it was cheaper / saved money	4 1%	2 1%	-	1 *	-	-	-	2 1%	-	-	-	4 1%	4 1%	-
If the number of nuisance calls increased	4 1%	1 1%	1 1%	-	-	2 2%c	-	1 1%	-	-	2 1%	2 1%	4 1%	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	1 *	1 *	-	1 1%	-	1 *	-	-	-	1 *	1 *	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	1 1%	1 1%	-	-	1 1%	-	1 1%	-	-	-	4 1%	4 1%	-
Other	12 2%	-	1 1%	4 1%	-	3 3%a	1 2%	-	-	-	4 3%	7 2%	12 2%	-
Don't know	14 2%	7 4%	4 2%	6 2%	2 6%	4 5%	1 3%	4 3%	-	1 9%	3 2%	10 2%	14 2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 208

FXA14 - Under which circumstances 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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	569	59	22	23	56	80	23	22	33	437	34	25
Weighted Base	594	53*	21**	24**	59*	75*	22**	28**	33**	473	34*	22**
If I didn't need to have a landline in order to get Broadband	341 57%aej	22 40%	9 45%	11 45%	30 52%	35 46%	9 39%	16 57%	18 53%	294 62%zj	13 38%	9 39%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	14 27%z	8 38%	8 33%	10 17%	20 26%z	2 7%	11 38%	5 15%	84 18%	5 14%	1 3%
If it was cheaper to use mobiles	100 17%	12 23%	6 27%	5 20%	7 12%	19 26%z	3 12%	3 11%	6 18%	84 18%	2 5%	4 17%
If the price of making calls on my landline was too high	87 15%i	13 24%	7 35%	5 20%	8 14%	17 23%z	7 30%	2 8%	6 17%	60 13%	10 31%zi	-
If it was more convenient/easier to use mobiles	70 12%	6 12%	4 20%	3 11%	4 7%	13 17%	3 14%	4 15%	2 5%	60 13%	3 10%	2 11%
If the reliability of connection wasn't good enough	50 8%	6 12%	2 10%	5 23%	4 8%	7 9%	2 9%	5 18%	4 13%	43 9%	3 10%	1 3%
If I didn't place a high value on making calls from my landline	33 6%	3 7%	1 6%	3 11%	4 7%	5 7%	3 12%	4 13%	1 4%	24 5%	2 7%	3 11%
If the quality of customer service wasn't good enough	31 5%	2 4%	1 3%	3 14%	3 5%	5 7%	1 3%	2 7%	4 13%	23 5%	2 5%	1 5%
I don't use the landline at the moment / don't need it	16 3%	-	-	-	-	1 1%	-	-	-	14 3%	1 2%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 208

FXA14 - Under which circumstances 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)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	594	53*	21**	24**	59*	75*	22**	28**	33**	473	34*	22**
If it was more convenient/easier to use VoIP	13 2%	-	4 20%	-	-	4 5%	-	-	-	12 3%	-	1 3%
If the mobile signal was good / better / more reliable	11 2%	1 2%	2 8%	-	-	1 1%	-	2 6%	-	10 2%	-	-
If it wasn't included in the package / part of the deal	4 1%	-	-	-	-	-	-	-	-	4 1%	-	-
If it was cheaper / saved money	4 1%	-	-	-	2 3%	-	-	-	-	4 1%	-	-
If the number of nuisance calls increased	4 1%	-	1 6%	-	-	-	1 6%	-	-	3 1%	-	1 5%
I need it for emergencies / medical reasons / linked to alarm	1 *	1 1%	-	-	-	1 1%	-	-	-	1 *	-	1 4%
None / I wouldn't be prepared to give up making calls from the landline	4 1%	-	-	-	1 2%	1 1%	-	-	-	3 1%	-	1 5%
Other	12 2%	-	-	-	-	-	-	1 5%	-	8 2%	1 4%	1 4%
Don't know	14 2%	1 3%	2 12%	1 3%	2 4%	2 3%	1 3%	-	1 2%	10 2%	1 3%	2 7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 209

FXA14 - Under which circumstances 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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	569	74	61	305	38	28	56
Weighted Base	594	65*	58*	334	42*	27**	60*
If I didn't need to have a landline in order to get Broadband	341 57%abdf	18 28%	22 38%	254 76%zabdf	13 30%	9 33%	20 34%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	14 21%	10 17%	55 16%	10 24%	4 14%	7 12%
If it was cheaper to use mobiles	100 17%f	11 17%	13 22%f	53 16%	11 27%f	5 17%	4 7%
If the price of making calls on my landline was too high	87 15%c	17 27%zc	13 23%c	26 8%	7 17%	8 29%	14 24%c
If it was more convenient/easier to use mobiles	70 12%	5 7%	8 14%	39 12%	10 23%zaf	6 21%	3 5%
If the reliability of connection wasn't good enough	50 8%	7 11%	3 6%	26 8%	6 15%f	6 21%	2 3%
If I didn't place a high value on making calls from my landline	33 6%	- -	5 8%a	21 6%a	4 10%a	2 6%	1 2%
If the quality of customer service wasn't good enough	31 5%	4 6%	5 8%	14 4%	3 8%	3 12%	2 3%
I don't use the landline at the moment / don't need it	16 3%	- -	1 1%	14 4%z	- -	- -	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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Table 209

FXA14 - Under which circumstances 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)	Main reason for having a landline					Other (f)
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	
Weighted Base	594	65*	58*	334	42*	27**	60*
If it was more convenient/easier to use VoIP	13 2%	1 1%	1 1%	9 3%	2 4%	- -	1 2%
If the mobile signal was good / better / more reliable	11 2%	- -	1 2%	4 1%	- -	4 16%	2 3%
If it wasn't included in the package / part of the deal	4 1%	- -	- -	- -	- -	- -	4 7%zac
If it was cheaper / saved money	4 1%	- -	- -	1 *	- -	- -	3 5%zc
If the number of nuisance calls increased	4 1%	- -	1 2%cf	- -	- -	- -	3 5%zc
I need it for emergencies / medical reasons / linked to alarm	1 *	- -	- -	1 *	1 2%	- -	- -
None / I wouldn't be prepared to give up making calls from the landline	4 1%	1 2%cf	- -	- -	- -	- -	2 4%zc
Other	12 2%cf	- -	- -	2 1%	3 8%zac	1 3%	6 9%zabc
Don't know	14 2%	5 8%zcf	1 2%	4 1%	2 5%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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Table 210

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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	631	287	344	1	6	48	72	82	114	179	129	7	120	196	308	135	193	122	181	132	270	213
Weighted Base	611	268	343	1**	5**	55*	70*	93*	107*	166	113	7**	125	200	280	165	172	123	151	116	260	219
I prefer to make calls from my landline	207 34%el	84 31%	123 36%	1 100%	4 67%	9 16%	18 26%	28 31%	37 34%el	63 38%el	47 42%efl	5 73%	27 22%	65 33%e	110 39%ze fl	46 28%	66 38%	41 33%	54 35%	39 34%	89 34%	73 33%
Reliability of connection	191 31%jt	89 33%	102 30%	1 100%	2 33%	12 23%	24 34%	30 33%	40 37%j	56 33%j	25 22%	3 46%	36 29%	71 35%j	81 29%j	48 29%	63 37%	38 31%	42 28%	28 24%	67 26%	91 41%zst
I need the landline in order to access broadband	158 26%jn	77 29%	81 24%	1 100%	4 77%	23 42%zij n	21 31%jn	31 33%jn	27 25%j	40 24%jn	11 9%	5 81%	44 35%zij n	58 29%jn	50 18%j	38 23%	48 28%	37 30%	35 23%	39 34%zt	59 23%	58 27%
No reason to change	109 18%fu	48 18%	61 18%	- -	1 12%	10 18%	6 9%	11 12%	19 18%	27 16%	35 31%zfg hilmn	1 10%	16 13%	31 15%	62 22%zf il	27 17%	31 18%	20 16%	31 20%	17 14%	59 23%zu	29 13%
Price of making calls from landline is low / good value	107 17%fn	42 16%	65 19%	1 100%	3 49%	8 15%	6 8%	23 25%fjl n	28 26%zfj ln	29 18%jn	8 7%	4 59%	14 11%	51 26%zfj ln	37 13%j	21 13%	32 18%	31 25%zo r	23 15%	24 21%	42 16%	39 18%
Historical reasons/always used	89 15%l	37 14%	52 15%	- -	- -	3 5%	7 10%	13 14%	17 16%	28 17%	20 18%l	- -	10 8%	31 15%	48 17%l	30 18%	25 15%	16 13%	18 12%	14 12%	34 13%	38 17%
Less convenient/less easy to use mobiles	41 7%l	19 7%	22 6%	- -	1 16%	- -	1 1%	8 9%l	10 9%l	15 9%fl	7 6%l	1 13%	1 1%	18 9%l	22 8%l	10 6%	13 8%	10 8%	8 6%	4 3%	13 5%	25 11%zst
Quality of customer service	35 6%	16 6%	19 6%	- -	2 33%	2 4%	3 4%	8 8%	2 2%	14 8%h	4 4%	2 27%	5 4%	10 5%h	18 6%	6 4%	13 8%	7 6%	9 6%	4 3%	12 5%	18 8%
Too much hassle to change	33 5%t	10 4%	23 7%	- -	- -	1 2%	3 5%	2 2%	6 6%	9 6%	12 10%zgm	- -	4 4%	8 4%	21 8%z	5 3%	11 7%	6 5%	10 7%	4 4%	9 3%	15 7%
Don't have/use mobile(s)	26 4%lo	13 5%	13 4%	- -	2 33%	- -	- -	1 1%	7 6%fl	7 4%l	9 8%zfg l	2 27%	- -	8 4%l	16 6%fl	1 1%	7 4%	5 4%	13 9%zo	3 3%	7 3%	15 7%
In case of emergencies / needed for medical reasons	18 3%	6 2%	12 4%	- -	1 11%	2 4%	4 6%	2 2%	3 2%	3 2%	3 2%	1 9%	7 5%	5 2%	6 2%	3 2%	7 4%	4 4%	4 2%	2 2%	6 2%	10 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 210

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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)
Weighted Base	611	268	343	1**	5**	55*	70*	93*	107*	166	113	7**	125	200	280	165	172	123	151	116	260	219
Lack of a good / reliable mobile phone signal / reception	16 3%	9 3%	7 2%	-	2 33%	1 2%	1 2%	2 2%	5 5% _{gj}	5 3%	-	2 27%	2 2%	7 3%	5 2%	8 5%	3 2%	3 3%	2 2%	* *	6 2%	10 4% _s
Already have equipment for these calls	16 3%	8 3%	8 2%	-	-	1 3%	-	2 2%	4 4%	5 3%	3 3%	-	1 1%	6 3%	8 3%	6 3%	5 3%	3 2%	2 2%	1 1%	8 3%	6 3%
It would cost more / be more expensive [using a mobile phone]	16 3% _p	6 2%	10 3%	-	-	3 6% _h	2 2%	2 3%	-	6 4% _h	2 2%	-	5 4%	2 1%	9 3%	11 7% _{zpq} r	1 *	2 1%	3 2%	4 3%	4 2%	7 3%
I prefer the landline / I don't want a mobile phone	10 2%	4 1%	6 2%	-	1 11%	-	-	-	1 1%	6 3%	2 2%	1 9%	-	1 1%	8 3% _z	6 4%	2 1%	1 1%	2 1%	-	5 2%	5 2%
I use the landline to stay in touch with friends / family	9 1% _a	1 *	8 2% _a	-	-	1 1%	1 1%	2 2%	3 3%	1 *	2 1%	-	2 1%	5 2%	2 1%	2 1%	2 1%	2 2%	2 2%	4 3%	2 1%	3 1%
Mobile phone might get broken / run out of charge / don't always work	8 1% _a	1 *	8 2%	-	-	2 3% _m	1 1%	-	-	6 3% _{zm}	-	-	3 2%	-	6 2%	5 3% _p	-	3 2%	1 1%	-	3 1%	6 3%
International calls / for calling friends / family abroad	7 1%	4 2%	2 1%	-	-	3 6% _{zhijmn}	1 2%	1 1%	-	1 *	1 1%	-	5 4% _{zin}	1 1%	1 *	2 1%	-	3 2% _p	2 1%	3 2%	2 1%	2 1%
Less convenient/ less easy to use VoIP	7 1%	3 1%	4 1%	-	-	-	2 3%	-	3 3%	2 1%	-	-	2 2%	3 1%	2 1%	2 1%	4 2%	1 1%	1 *	2 2%	3 1%	2 1%
You need a back up / alternative option to the mobile phone	6 1%	5 2%	1 *	-	-	1 2% _n	2 3% _{in}	-	3 3% _{in}	-	-	-	3 2% _n	3 2% _n	-	4 3%	1 *	1 1%	-	1 1%	4 2%	1 1%
Elderly people prefer to use a landline	6 1%	2 1%	4 1%	-	-	-	2 2%	1 1%	2 2%	1 1%	-	-	2 1%	3 1%	1 *	2 1%	4 2%	-	-	3 2%	2 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 210

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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)
Weighted Base	611	268	343	1**	5**	55*	70*	93*	107*	166	113	7**	125	200	280	165	172	123	151	116	260	219
Business reasons / the company would always want a landline	5 1%	3 1%	2 1%	-	-	-	1 2%n	4 4%zin	-	-	-	-	1 1%	4 2%n	-	1 *	1 1%	2 1%	1 1%	-	1 *	4 2%
Security	5 1%	2 1%	2 1%	-	-	-	1 2%	-	-	3 2%	-	-	1 1%	-	3 1%	1 1%	-	3 2%	1 1%	1 1%	2 1%	1 *
I don't want to lose the TV package	4 1%	4 2%b	-	1 100%	2 33%	-	-	-	1 1%	-	-	3 46%	-	1 1%	-	-	2 1%	2 1%	-	-	-	4 2%zt
Mobile phone might get lost / stolen	4 1%	1 *	3 1%	-	-	-	-	-	-	3 2%	2 1%	-	-	-	4 1%	2 1%	-	3 2%	-	-	3 1%	1 *
It is easier / more convenient to use a landline	3 1%	-	3 1%	-	-	-	-	-	-	3 2%z	-	-	-	-	3 1%	2 2%	-	1 1%	-	-	1 *	2 1%
Needed / it's essential	3 *	1 *	2 1%	-	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	2 1%	1 *	1 1%	-	1 1%	-	2 1%	1 1%
I get free / unlimited calls	3 *	-	3 1%	-	-	-	2 2%zn	1 1%	-	-	-	-	2 1%	1 1%	-	-	1 *	1 1%	1 1%	-	3 1%	-
More likely to get hold of people on a landline	2 *	1 *	1 *	-	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 *	2 1%	1 *	2 1%	-	-	1 1%	-	2 1%
Safety fears / mobile phones are not good for you / cause illness	2 *	1 *	1 *	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	1 *	1 1%	-	-	1 1%	-	-	2 1%
I don't like giving my mobile phone number out	2 *	2 1%	-	-	-	-	-	2 2%zn	-	-	-	-	-	2 1%	-	-	-	2 1%	-	-	-	2 1%
Don't have/use VoIP	1 *	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	-	-	-	1 1%	-	1 *	-	1 *	-	1 1%	-
Other	8 1%	4 1%	4 1%	-	-	-	2 2%	-	2 2%	4 2%	1 1%	-	2 1%	2 1%	4 1%	-	3 2%	1 1%	4 3%	1 1%	4 2%	3 1%
Don't know	3 1%	* *	3 1%	-	-	1 1%	* *	1 1%	-	-	1 1%	-	1 1%	1 1%	1 *	-	2 1%	-	1 1%	2 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 211

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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)	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	631	31	37	129	21	8	142	55	29	19	3	15	334	34	469	162	199	34	30	5	1	11	325	26
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**
I prefer to make calls from my landline	207	12	5	42	5	4	42	18	9	6	-	2	118	12	145	61	61	10	8	2	-	1	116	9
	34%bf	31%	14%	30%	22%	52%	26%	30%	31%	34%	-	18%	39%zf	41%	33%	37%	28%	32%	26%	43%	-	8%	40%zp	37%
Reliability of connection	191	10	17	42	10	2	48	22	13	4	1	5	90	9	141	50	65	11	12	2	-	2	90	8
	31%	26%	43%	30%	51%	29%	30%	37%	45%	27%	39%	38%	30%	29%	32%	30%	30%	35%	42%	44%	-	19%	31%	35%
I need the landline in order to access broadband	158	18	12	48	6	2	61	18	8	3	1	5	55	7	111	47	79	9	8	1	-	3	53	5
	26%lv	47%	31%	34%z	29%	23%	38%zl	30%	27%	17%	27%	41%	18%	25%	25%	28%	36%zv	28%	28%	13%	-	34%	18%	21%
No reason to change	109	5	7	21	-	1	24	8	1	3	-	4	67	3	84	26	32	5	1	-	-	4	66	2
	18%	12%	16%	15%	-	11%	15%	14%	3%	16%	-	29%	22%z	11%	19%	15%	15%	15%	3%	-	-	41%	22%zp	7%
Price of making calls from landline is low / good value	107	7	2	30	5	2	24	15	6	4	-	1	51	6	81	26	38	8	6	1	-	-	50	4
	17%b	17%	4%	21%b	23%	22%	15%	25%	23%	26%	-	4%	17%	20%	18%	15%	17%	25%	20%	25%	-	-	17%	15%
Historical reasons/always used	89	5	3	16	2	1	18	6	3	1	-	3	53	5	66	23	24	7	4	1	-	2	48	4
	15%	13%	7%	11%	9%	11%	11%	10%	9%	9%	-	24%	18%z	16%	15%	14%	11%	20%	14%	20%	-	26%	16%	15%
Less convenient/less easy to use mobiles	41	5	3	2	2	2	5	5	4	-	-	1	22	4	33	8	6	4	4	-	-	-	22	5
	7%cp	12%	8%c	1%	10%	19%	3%	8%	13%	-	-	8%	7%	15%	7%	5%	3%	12%	14%	-	-	-	8%p	20%
Quality of customer service	35	2	1	10	-	2	8	5	2	1	-	1	18	1	24	10	14	2	2	-	-	1	16	1
	6%	4%	4%	7%	-	22%	5%	9%	6%	4%	-	6%	6%	2%	5%	6%	6%	6%	6%	-	-	8%	6%	2%
Too much hassle to change	33	1	3	2	-	1	5	1	1	-	-	1	24	2	27	6	6	2	1	-	-	1	23	1
	5%cp	3%	7%	1%	-	11%	3%	2%	3%	-	-	8%	8%z	5%	6%	4%	3%	6%	3%	-	-	11%	8%zp	3%
Don't have/use mobile(s)	26	1	-	6	-	-	4	3	-	-	-	-	19	-	20	6	4	3	-	-	-	-	18	-
	4%	3%	-	4%	-	-	3%	5%	-	-	-	-	6%z	-	5%	3%	2%	11%	-	-	-	-	6%zp	-
In case of emergencies / needed for medical reasons	18	-	1	8	-	-	2	6	-	-	-	1	7	2	15	3	5	4	-	-	-	1	7	1
	3%	-	1%	5%	-	-	1%	10%zfl	-	-	-	5%	2%	7%	3%	2%	2%	14%	-	-	-	7%	2%	4%

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 211

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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)	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)
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**
Lack of a good / reliable mobile phone signal / reception	16 3%	-	1 2%	7 5%	-	-	7 4%	1 1%	-	-	1 35%	-	7 2%	-	10 2%	6 4%	5 2%	1 2%	1 3%	-	1 100%	-	8 3%	-
Already have equipment for these calls	16 3%	2 5%	* 1%	1 1%	2 8%	-	2 2%	1 2%	2 6%	-	-	-	10 3%	* 1%	12 3%	4 2%	3 2%	2 6%	1 3%	-	-	-	10 3%	* 2%
It would cost more / be more expensive [using a mobile phone]	16 3%	-	2 4%	3 2%	1 4%	1 18%	2 1%	3 5%	2 8%	-	-	1 5%	7 2%	1 4%	12 3%	4 2%	5 2%	1 2%	1 5%	-	-	1 7%	7 2%	1 5%
I prefer the landline / I don't want a mobile phone	10 2%	-	1 1%	2 1%	1 6%	-	2 1%	-	1 4%	-	-	-	6 2%	-	7 2%	3 2%	2 1%	-	1 4%	-	-	-	6 2%	-
I use the landline to stay in touch with friends / family	9 1%lv	2 5%	3 7%z	2 1%	-	-	4 2%	3 5%l	-	-	-	1 6%	2 1%	-	4 1%	5 3%	4 2%	1 2%	2 7%	-	-	1 8%	2 1%	-
Mobile phone might get broken / run out of charge / don't always work	8 1%	-	-	2 1%	-	-	2 1%	-	-	1 6%	-	-	6 2%	-	6 1%	2 1%	3 1%	-	-	-	-	-	6 2%	-
International calls / for calling friends / family abroad	7 1%l	-	-	3 2%	1 6%	-	2 1%	2 3%	1 4%	-	-	-	1 *	1 4%	5 1%	2 1%	2 1%	2 6%	1 4%	-	-	-	1 *	1 5%
Less convenient/ less easy to use VoIP	7 1%	1 3%	-	1 1%	-	-	2 1%	-	-	-	-	-	2 1%	2 7%	7 1%	-	2 1%	-	-	-	-	-	2 1%	2 9%
You need a back up / alternative option to the mobile phone	6 1%	1 3%	1 2%	4 3%z	-	-	6 3%zl	1 1%	-	-	-	-	-	-	5 1%	2 1%	6 3%zv	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
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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)	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)	
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**	
Elderly people prefer to use a landline	6 1% ⁿ	-	3 7% ^z	2 1%	-	-	4 2%	1 1%	-	-	-	-	1 *	-	2 *	4 2%	5 2%	-	-	-	-	-	-	1 *	-
Business reasons / the company would always want a landline	5 1%	2 6%	-	1 1%	1 7%	-	2 1%	1 2% ^l	1 5%	-	-	-	-	-	4 1%	1 *	2 1%	2 6%	1 2%	-	-	-	-	-	-
Security	5 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	3 1%	-	2 1%	2 1%	1 1%	-	1 3%	-	-	-	-	2 1%	-
I don't want to lose the TV package	4 1%	-	-	3 2%	-	-	3 2%	-	-	-	-	-	1 *	-	3 1%	1 1%	3 1%	-	-	-	-	-	1 *	-	
Mobile phone might get lost / stolen	4 1%	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	4 1%	-	-	-	-	-	-	-	4 1%	-	
It is easier / more convenient to use a landline	3 1%	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	3 1%	1 1%	-	1 3%	-	-	-	-	3 1%	-	
Needed / it's essential	3 *	-	-	1 1%	-	-	-	1 2%	-	-	-	-	2 1%	-	3 1%	-	-	1 4%	-	-	-	-	2 1%	-	
I get free / unlimited calls	3 *	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 7%	-	-	-	-	1 *	2 1%	3 1%	-	-	-	-	-	-	-	
More likely to get hold of people on a landline	2 *	-	-	1 1%	1 3%	-	-	1 2%	1 2%	-	-	-	1 *	-	1 *	1 1%	-	-	1 2%	-	-	-	2 1%	-	
Safety fears / mobile phones are not good for you / cause illness	2 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 4%	1 *	1 1%	-	1 3%	-	-	-	-	-	1 5%	
I don't like giving my mobile phone number out	2 *	-	-	2 1%	-	-	2 1%	-	-	-	-	-	-	-	2 *	-	2 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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	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)
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**
Don't have/use VoIP	1 *	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Other	8 1%	1	1	2	-	-	3	1	-	-	-	-	3	1	7	1	3	1	-	-	-	-	3	1
		1%	3%	2%	-	-	2%	2%	-	-	-	-	1%	4%	1%	1%	1%	4%	-	-	-	-	1%	5%
Don't know	3 1%	-	-	1	-	-	1	-	-	1	-	-	1	*	2	2	2	-	-	-	-	-	1	*
		-	-	1%	-	-	1%	-	-	4%	-	-	*	1%	*	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
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	631	365	96	168	117	5	2	22	492	201	247	73	66	44	61	43	26
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
I prefer to make calls from my landline	207 34% ^{dimo}	118 32%	27 30%	61 40%	28 23%	4 63%	-	6 24%	170 37% ^{zd}	69 37% ^{lm}	87 37% ^{lm}	30 40% ^{lm}	15 21%	7 16%	19 32% ^o	6 13%	5 23%
Reliability of connection	191 31%	117 32%	30 33%	43 28%	39 32%	1 13%	2 74%	13 50%	141 30%	59 32%	72 30%	24 32%	23 33%	13 31%	19 32%	15 32%	7 33%
I need the landline in order to access broadband	158 26% ^{chi}	109 30% ^{zc}	25 27% ^c	23 15%	46 39% ^{zh}	-	-	4 14%	109 23%	30 16%	61 26% ⁱ	27 37% ^{zi}	23 32% ⁱ	17 40% ⁱ	22 37%	18 38%	10 44%
No reason to change	109 18% ^{am}	54 15%	13 14%	42 27% ^{zab}	17 14%	-	-	4 18%	88 19%	46 25% ^{zjm}	37 15% ^m	12 16% ^m	13 19% ^m	1 2%	8 14%	9 19%	-
Price of making calls from landline is low / good value	107 17%	63 17%	12 14%	30 19%	14 12%	1 13%	-	5 19%	88 19%	31 16%	42 18%	22 30% ^{zijl} m	9 12%	4 8%	9 15%	5 11%	2 9%
Historical reasons/always used	89 15%	44 12%	11 12%	33 22% ^{za}	14 12%	-	-	2 7%	74 16%	31 17%	31 13%	9 13%	13 19%	4 9%	6 10%	7 15%	2 10%
Less convenient/ less easy to use mobiles	41 7%	23 6%	4 4%	14 9%	4 3%	1 18%	-	- -	37 8%	14 8%	21 9%	5 7%	1 1%	- -	3 4%	1 2%	- -
Quality of customer service	35 6%	23 6%	2 2%	10 6%	9 8%	-	-	- -	26 6%	8 4%	14 6%	8 11%	4 6%	1 2%	7 11%	2 4%	1 3%
Too much hassle to change	33 5% ^a	10 3%	8 9% ^a	16 10% ^{za}	4 3%	-	-	1 4%	28 6%	18 10% ^{zl}	11 5%	3 4%	1 1%	-	3 6%	1 2%	-
Don't have/use mobile(s)	26 4% ^d	14 4%	1 1%	11 7% ^b	-	-	-	- -	26 6% ^{zd}	12 6%	11 5%	2 3%	1 2%	-	-	-	-
In case of emergencies / needed for medical reasons	18 3% ^a	6 2%	7 8% ^{za}	5 3%	6 5%	-	-	1 3%	11 2%	5 3%	6 2%	4 6%	1 1%	2 4%	1 2%	3 6%	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 212

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
Lack of a good / reliable mobile phone signal / reception	16 3%	12 3%	2 2%	2 1%	3 3%	- -	- -	2 7%	13 3%	3 2%	9 4%	- -	1 1%	3 6% _{kl}	2 3%	1 2%	1 4%
Already have equipment for these calls	16 3%	8 2%	3 4%	5 3%	1 1%	1 13%	- -	- -	14 3%	7 4%	5 2%	2 2%	3 4%	- -	1 1%	1 1%	- -
It would cost more / be more expensive [using a mobile phone]	16 3% _h	9 2%	3 3%	5 3%	6 5%	1 19%	- -	- -	9 2%	5 2%	5 2%	1 1%	5 8% _{zj}	- -	1 1%	5 11% _{zn}	- -
I prefer the landline / I don't want a mobile phone	10 2%	5 1%	1 1%	4 3%	- -	- -	- -	- -	10 2%	3 2%	4 2%	1 2%	1 1%	- -	1 2%	- -	- -
I use the landline to stay in touch with friends / family	9 1%	7 2%	- -	2 1%	2 1%	- -	- -	2 8%	5 1%	2 1%	2 1%	1 1%	- -	5 11% _{zijkl}	2 3%	- -	- -
Mobile phone might get broken / run out of charge / don't always work	8 1%	4 1%	2 2%	2 2%	1 1%	- -	- -	- -	7 2%	2 1%	3 1%	2 2%	- -	1 2%	- -	- -	1 4%
International calls / for calling friends / family abroad	7 1%	3 1%	4 4% _{zac}	- -	2 2%	1 19%	- -	- -	4 1%	2 1%	3 1%	2 2%	- -	- -	- -	2 4%	- -
Less convenient/ less easy to use VoIP	7 1%	4 1%	- -	3 2%	1 1%	- -	- -	- -	6 1%	3 2%	2 1%	1 1%	- -	1 2%	- -	1 2%	- -
You need a back up / alternative option to the mobile phone	6 1% _h	6 2%	- -	- -	2 2%	2 31%	- -	- -	2 1%	- -	3 1%	1 2%	1 2%	1 2%	1 2%	- -	1 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 212

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
Elderly people prefer to use a landline	6 1%	4 1%	-	2 1%	2 1%	-	-	-	4 1%	1 1%	1 *	1 1%	-	3 6%zij	2 3%	-	-
Business reasons / the company would always want a landline	5 1%	3 1%	1 1%	1 1%	1 1%	-	-	1 4%	3 1%	1 *	3 1%	-	1 1%	-	-	1 2%	-
Security	5 1%	3 1%	-	1 1%	1 1%	-	-	-	3 1%	1 1%	1 *	1 1%	1 2%	-	-	1 3%	-
I don't want to lose the TV package	4 1%	3 1%	1 1%	-	-	-	-	-	4 1%	-	4 2%z	-	-	-	-	-	-
Mobile phone might get lost / stolen	4 1%	2 *	-	2 1%	-	-	-	-	4 1%	2 1%	2 1%	-	-	-	-	-	-
It is easier / more convenient to use a landline	3 1%	2 *	-	2 1%	-	-	-	-	3 1%	2 1%	-	1 1%	1 1%	-	1 1%	-	-
Needed / it's essential	3 *	1 *	1 1%	1 1%	-	-	-	-	3 1%	2 1%	1 *	-	-	-	-	-	-
I get free / unlimited calls	3 *	2 1%	1 1%	-	2 1%	-	-	-	1 *	-	2 1%	-	-	1 2%	1 1%	-	1 4%
More likely to get hold of people on a landline	2 *	2 1%	-	-	-	-	1 26%	-	2 *	-	2 1%	-	-	1 1%	-	-	1 3%
Safety fears / mobile phones are not good for you / cause illness	2 *	1 *	1 1%	-	-	-	-	-	2 *	1 1%	-	-	1 1%	-	1 1%	-	-
I don't like giving my mobile phone number out	2 *	-	2 2%za	-	-	-	-	-	2 *	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 212

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
Don't have/use	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-
VoIP	*	-	-	1%	-	-	-	-	*	1%	-	-	-	-	-	-	-
Other	8	5	2	1	*	-	-	-	7	3	2	1	1	-	*	-	-
	1%	1%	2%	1%	*	-	-	-	2%	2%	1%	2%	2%	-	1%	-	-
Don't know	3	3	*	-	1	-	-	-	3	-	3	-	1	-	-	1	-
	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 213

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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	631	64	53	64	501	626	322	392	539	594	237	482	348	162	425	84
Weighted Base	611	62*	49*	68*	481	607	319	372	524	575	230	484	353	175	424	95*
I prefer to make calls from my landline	207 34%chkm o	16 27%	12 25%	10 15%	176 37%zcd	206 34%hkmo	112 35%kmo	131 35%hkmo	165 32%o	192 33%hkmo	79 34%mo	143 30%	109 31%	46 26%	137 32%o	21 22%
Reliability of connection	191 31%	20 32%	19 38%	22 32%	149 31%	191 31%	102 32%	133 36%zei	175 33%ze	183 32%	72 31%	161 33%	113 32%	60 34%	140 33%	33 35%
I need the landline in order to access broadband	158 26%cd	27 44%zd	19 38%zd	22 32%	108 22%	158 26%	85 27%	99 27%	149 28%zein	152 26%	66 29%	148 31%zein	109 31%zein	55 32%n	105 25%	22 23%
No reason to change	109 18%k	6 10%	8 16%	10 14%	92 19%	108 18%k	55 17%	72 19%km	90 17%	106 18%k	40 17%	77 16%	58 17%	23 13%	77 18%	15 15%
Price of making calls from landline is low / good value	107 17%	8 13%	8 17%	7 11%	90 19%	107 18%	66 21%no	61 16%	93 18%	104 18%o	44 19%o	90 19%o	66 19%o	29 17%	69 16%	9 10%
Historical reasons/always used	89 15%	4 6%	7 15%	10 15%	73 15%	89 15%	52 16%	58 16%	81 16%k	88 15%ze	43 19%zek	67 14%	55 16%	22 12%	72 17%zek	14 14%
Less convenient/ less easy to use mobiles	41 7%	2 3%	1 2%	2 3%	38 8%	41 7%	21 7%	29 8%	37 7%	40 7%	19 8%	37 8%	27 8%	12 7%	36 9%ze	9 9%
Quality of customer service	35 6%n	3 5%	3 6%	4 6%	26 5%	35 6%n	27 8%zegikl n	18 5%	33 6%n	33 6%n	17 7%n	28 6%n	17 5%	8 5%	16 4%	3 3%
Too much hassle to change	33 5%	-	1 2%	3 5%	29 6%	33 6%m	16 5%	27 7%zeim	30 6%m	33 6%am	12 5%	27 6%am	18 5%	4 2%	25 6%am	5 5%
Don't have/use mobile(s)	26 4%fhklm n	-	-	-	26 5%z	26 4%fhklmn	9 3%am	19 5%fhklmn	13 2%	26 5%fhklmn	6 3%	13 3%am	7 2%	1 1%	10 2%	3 3%
In case of emergencies / needed for medical reasons	18 3%	4 6%	5 10%zcd	1 2%	12 2%	18 3%	11 4%	12 3%	16 3%k	17 3%	8 3%	11 2%	12 3%	9 5%ko	12 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. * small base

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Table 213

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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)
Weighted Base	611	62*	49*	68*	481	607	319	372	524	575	230	484	353	175	424	95*
Lack of a good / reliable mobile phone signal / reception	16 3%	2 3%	1 2%	3 4%	13 3%	16 3%	9 3%	9 2%	16 3%	15 3%	9 4%	16 3%	11 3%	8 5%	11 3%	3 3%
Already have equipment for these calls	16 3%	1 1%	1 2%	- -	14 3%	15 3%	8 2%	10 3%	14 3%	15 3%	6 3%	13 3%	10 3%	2 1%	14 3%	3 3%
It would cost more / be more expensive [using a mobile phone]	16 3%	5 8%zd	- -	1 2%	10 2%	15 3%	6 2%	11 3%	15 3%j	16 3%j	3 1%	14 3%j	12 3%j	4 3%	13 3%j	6 6%efj
I prefer the landline / I don't want a mobile phone	10 2%l	- -	- -	1 1%	9 2%	10 2%l	3 1%	4 1%	9 2%l	10 2%l	2 1%	8 2%l	1 *	1 *	8 2%l	- -
I use the landline to stay in touch with friends / family	9 1%	1 1%	1 2%	- -	7 1%	9 1%	7 2%	5 1%	7 1%	8 1%	5 2%	6 1%	6 2%	5 3%	6 2%	6 6%zeghikln
Mobile phone might get broken / run out of charge / don't always work	8 1%	1 2%	1 2%	1 1%	7 2%	8 1%	3 1%	7 2%jn	8 2%n	8 1%	- -	8 2%	4 1%	3 2%	4 1%	- -
International calls / for calling friends / family abroad	7 1%e	2 3%	2 4%	- -	5 1%	6 1%	2 1%	3 1%	7 1%e	7 1%e	2 1%	4 1%	5 1%	3 2%	6 1%	2 2%
Less convenient/ less easy to use VoIP	7 1%f	1 1%	- -	1 1%	6 1%	7 1%f	1 *	5 1%f	6 1%f	7 1%f	2 1%	5 1%f	5 2%f	2 1%	5 1%	2 2%
You need a back up / alternative option to the mobile phone	6 1%	2 3%	1 2%	1 1%	4 1%	6 1%	4 1%	3 1%	6 1%	6 1%	1 1%	6 1%	6 2%	4 2%	5 1%	1 1%
Elderly people prefer to use a landline	6 1%	1 1%	1 2%	- -	4 1%	6 1%	5 1%	4 1%	5 1%	5 1%	3 1%	6 1%	5 1%	5 3%zehi	6 1%	4 4%zeghik

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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	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	611	62*	49*	68*	481	607	319	372	524	575	230	484	353	175	424	95*
Business reasons / the company would always want a landline	5 1%	-	-	1 1%	4 1%	5 1%	2 1%	4 1%	5 1%	5 1%	2 1%	4 1%	3 1%	2 1%	3 1%	1 1%
Security	5 1%	-	1 3%	1 2%	3 1%	5 1%	3 1%	3 1%	5 1%	5 1%	2 1%	3 1%	3 1%	1 1%	3 1%	1 1%
I don't want to lose the TV package	4 1%	-	-	-	4 1%	4 1%	4 1%	-	4 1%	4 1%	2 1%	4 1%	2 1%	1 1%	-	-
Mobile phone might get lost / stolen	4 1%	-	-	-	4 1%	4 1%	2 1%	3 1%	4 1%	4 1%	-	3 1%	-	-	1 *	-
It is easier / more convenient to use a landline	3 1%	-	-	1 1%	3 1%	3 1%	2 1%	3 1%	3 1%	3 1%	1 *	3 1%	2 *	2 1%	3 1%	1 1%
Needed / it's essential	3 *	-	-	-	3 1%	3 *	-	2 *	2 *	3 1%	-	3 1%	1 *	1 1%	1 *	-
I get free / unlimited calls	3 *	1 1%	1 2%	1 1%	1 *	3 *	1 *	3 1%	3 1%	3 *	-	3 1%	1 *	2 1%	2 *	1 1%
More likely to get hold of people on a landline	2 *	1 1%	-	-	2 *	2 *	2 1%	1 *	2 *	2 *	1 *	2 *	1 *	1 *	2 1%	-
Safety fears / mobile phones are not good for you / cause illness	2 *	-	-	1 1%	1 *	2 *	1 *	2 1%	2 *	2 *	1 *	2 *	2 1%	2 1%	2 *	-
I don't like giving my mobile phone number out	2 *	-	-	-	2 *	2 *	2 1%	-	2 *	2 *	-	2 *	2 *	-	2 *	-
Don't have/use VoIP	1 *	-	-	-	1 *	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-
Other	8 1%	*	-	-	7 2%	8 1%	2 1%	4 1%	7 1%	6 1%	1 1%	5 1%	4 1%	-	7 2%	3 3%
Don't know	3 1%	1 1%	-	-	3 1%	3 1%	-	1 *	3 1%	3 1%	1 *	3 1%	2 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 214

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	631	404	79	14	6	27	101	355	120	151	1	54	69	60	101	68	43	15
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
I prefer to make calls from my landline	207 34%a	116 28%	31 39%	6 53%	1 17%	11 50%	42 49%za	122 38%zh	40 27%	44 32%	-	12 26%	23 39%	19 32%	34 35%	28 39%	14 30%	2 10%
Reliability of connection	191 31%	135 33%	26 33%	5 42%	1 24%	5 22%	20 23%	101 32%	51 35%	36 27%	-	11 24%	19 33%	19 32%	31 32%	28 40%	15 32%	6 37%
I need the landline in order to access broadband	158 26%fl	130 32%zf	22 29%f	1 10%	* 9%	4 18%	-	80 25%	40 27%	36 27%	-	8 16%	7 12%	19 32%l	30 31%l	27 38%zkl	13 28%	9 52%
No reason to change	109 18%a	61 15%	15 19%	4 33%	2 36%	4 16%	24 28%za	64 20%	22 15%	22 17%	1 100%	12 26%	13 23%	8 13%	18 19%	9 12%	6 13%	5 26%
Price of making calls from landline is low / good value	107 17%	75 18%	12 15%	3 23%	-	5 23%	12 14%	63 20%	22 15%	19 14%	-	12 25%l	6 10%	16 27%l	18 19%	20 29%zl	7 14%	1 3%
Historical reasons/always used	89 15%	60 15%	9 11%	1 13%	-	5 21%	14 16%	55 17%	20 13%	14 11%	-	7 15%	6 10%	12 20%	15 15%	8 11%	8 16%	4 23%
Less convenient/ less easy to use mobiles	41 7%	32 8%	1 1%	2 21%	1 24%	2 9%	2 3%	23 7%	10 7%	8 6%	-	3 6%	4 6%	7 12%	4 4%	6 9%	3 6%	3 19%
Quality of customer service	35 6%	25 6%	4 6%	-	-	2 10%	3 4%	20 6%	7 5%	6 5%	-	2 4%	2 3%	6 10%	10 11%z	5 6%	3 7%	1 6%
Too much hassle to change	33 5%a	15 4%	7 9%a	* 3%	1 12%	4 16%	6 7%	19 6%	7 4%	8 6%	-	2 4%	2 3%	4 6%	8 8%	2 4%	1 2%	-
Don't have/use mobile(s)	26 4%a	8 2%	3 4%	-	-	1 6%	13 16%zab	15 5%	4 3%	6 5%	-	6 13%znp	3 4%	3 4%	3 3%	3 5%	-	1 7%
In case of emergencies / needed for medical reasons	18 3%	15 4%	1 1%	-	-	1 4%	2 2%	7 2%	3 2%	7 5%	-	4 9%zp	4 6%	1 2%	2 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
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Table 214

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**	
Lack of a good / reliable mobile phone signal / reception	16 3%	14 4%	1 2%	-	-	-	-	10 3%	4 3%	1 1%	-	-	1 2%	2 3%	6 6%	3 4%	2 4%	2 10%	
Already have equipment for these calls	16 3%	11 3%	3 4%	1 5%	-	1 3%	1 1%	11 4%	2 2%	2 1%	-	1 2%	2 3%	1 2%	4 4%	2 3%	1 3%	2 10%	
It would cost more / be more expensive [using a mobile phone]	16 3%	11 3%	3 4%	-	1 23%	-	1 1%	7 2%	6 4%	2 1%	-	1 2%	1 1%	3 5%	2 2%	2 2%	1 2%	-	
I prefer the landline / I don't want a mobile phone	10 2%	4 1%	4 5%za	-	-	-	2 3%	7 2%	3 2%	-	-	-	1 1%	3 4%	2 2%	2 2%	2 5%	-	
I use the landline to stay in touch with friends / family	9 1%	7 2%	-	-	-	-	2 2%	2 1%	5 3%	2 1%	-	1 2%	-	1 1%	1 1%	-	5 10%zln	-	
Mobile phone might get broken / run out of charge / don't always work	8 1%	6 1%	2 2%	-	1 15%	-	-	4 1%	4 3%	-	-	-	1 1%	4 6%z	2 2%	-	-	-	
International calls / for calling friends / family abroad	7 1%g	5 1%	-	-	1 23%	-	1 1%	1 *	2 1%	5 3%zg	-	4 9%zlmn o	-	-	-	-	1 3%	-	
Less convenient/ less easy to use VoIP	7 1%	5 1%	-	-	-	-	1 1%	5 2%	1 1%	-	-	1 2%	-	1 2%	1 1%	-	-	1 6%	
You need a back up / alternative option to the mobile phone	6 1%	6 2%	-	-	-	-	-	1 *	5 3%zg	-	-	-	-	1 1%	1 1%	-	3 6%z	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
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FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
Elderly people prefer to use a landline	6 1%	6 1%	-	-	-	-	-	1 *	5 3%zg	-	-	-	-	1 1%	1 1%	-	2 4%	-
Business reasons / the company would always want a landline	5 1%	2 *	2 3%a	-	-	-	1 1%	1 *	1 1%	2 2%	-	1 3%	-	-	-	1 2%	1 2%	-
Security	5 1%	5 1%	-	-	-	-	-	3 1%	-	1 1%	-	-	-	1 1%	1 1%	-	1 2%	-
I don't want to lose the TV package	4 1%	3 1%	1 2%	-	-	-	-	1 *	3 2%	-	-	-	-	1 2%	-	2 3%	-	-
Mobile phone might get lost / stolen	4 1%	-	3 4%za	-	1 15%	-	-	2 1%	2 1%	-	-	-	1 1%	2 3%	-	-	-	-
It is easier / more convenient to use a landline	3 1%	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	2 2%	-	1 2%	-
Needed / it's essential	3 *	1 *	-	-	-	-	2 2%za	1 *	-	2 1%	-	1 3%	1 2%	-	1 1%	-	-	-
I get free / unlimited calls	3 *	2 *	1 2%	-	-	-	-	1 *	1 1%	1 1%	-	-	1 2%	1 1%	1 1%	-	-	-
More likely to get hold of people on a landline	2 *	2 *	-	-	-	1 3%	-	2 1%	-	-	-	-	-	-	-	2 3%z	-	1 3%
Safety fears / mobile phones are not good for you / cause illness	2 *	2 *	-	-	-	-	-	1 *	-	1 1%	-	-	-	1 2%	-	-	1 2%	-
I don't like giving my mobile phone number out	2 *	2 *	-	-	-	-	-	-	-	2 1%	-	-	-	-	2 2%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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
Don't have/use VoIP	1	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	-
	*	-	-	-	-	-	2%za	*	-	-	-	2%	-	-	1%	-	-	-
Other	8	3	2	-	-	-	3	4	1	3	-	1	-	*	-	3	-	-
	1%	1%	2%	-	-	-	3%	1%	1%	2%	-	2%	-	1%	-	5%zn	-	-
Don't know	3	3	-	-	-	-	-	1	-	2	-	-	-	-	1	-	-	-
	1%	1%	-	-	-	-	-	*	-	2%	-	-	-	-	1%	-	-	-

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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	631	578	50	35	53	44	50	59	25	58	119	41	56	75	16	484	371	239	610	377	254	631
Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
I prefer to make calls from my landline	207 34%	195 34%	10 28%	13 37%	11 27%	15 40%	18 34%	15 29%	4 17%	31 41%	49 33%	15 38%	12 32%	19 34%	6 38%	171 34%	114 32%	84 36%	199 34%	115 32%	92 36%	207 34%
Reliability of connection	191 31%	178 31%	12 33%	9 26%	13 30%	13 35%	10 19%	17 33%	11 50%	22 30%	44 29%	10 24%	20 56% dfgij kmo	17 31%	5 31%	148 29%	114 32%	72 30%	186 32%	111 31%	80 32%	191 31%
I need the landline in order to access broadband	158 26% m	147 26%	11 32%	10 30% m	11 25% m	7 20%	18 34% jm	16 31% m	5 23%	32 43% ze jmo	28 19%	10 26%	13 35% jm	6 10%	2 13%	138 27% jm	84 24%	71 30%	154 26%	83 23%	75 30%	158 26%
No reason to change	109 18%	104 18%	5 14%	8 24%	9 20%	11 30% zfi m	6 11%	10 19%	2 10%	8 11%	33 22%	7 18%	5 13%	6 11%	4 25%	94 19%	69 20%	37 16%	106 18%	71 20%	39 15%	109 18%
Price of making calls from landline is low / good value	107 17% c	99 17%	7 19%	1 4%	5 13%	11 30% zc jo	8 15%	14 27% cj	4 17%	22 29% zc jo	17 12%	7 18%	8 21% c	8 15%	1 6%	90 18% cj	56 16%	47 20%	103 18%	56 16%	50 20%	107 17%
Historical reasons/always used	89 15% fg	86 15%	2 6%	10 28% zfi gjo	7 17% fg	11 30% zfg ijo	2 4%	1 3%	4 15%	9 12%	20 13% g	4 11%	5 15% g	13 23% zfi go	3 19%	68 13% fg	56 16%	30 13%	86 15%	52 14%	37 15%	89 15%
Less convenient/ less easy to use mobiles	41 7%	41 7%	- -	- -	1 4%	1 3%	3 5%	6 12% c	6 27%	5 7%	10 7%	1 3%	4 10% c	4 7%	- -	34 7%	28 8%	10 4%	39 7%	26 7%	15 6%	41 7%
Quality of customer service	35 6%	32 6%	2 6%	2 6%	- -	2 5%	2 3%	6 12% zdj	1 4%	14 19% zdf jkmo	3 2%	1 1%	2 6%	1 3%	1 6%	30 6% j	20 6%	15 7%	35 6%	19 5%	16 6%	35 6%
Too much hassle to change	33 5%	32 6%	1 4%	1 4%	* 1%	2 6%	1 1%	2 3%	2 8%	4 5%	7 5%	4 10%	3 10% d	2 4%	5 31%	23 5%	24 7%	10 4%	33 6%	23 7%	10 4%	33 5%
Don't have/use mobile(s)	26 4%	25 4%	* 1%	2 7%	1 3%	1 4%	1 2%	3 6%	2 9%	6 8% m	5 3%	1 2%	2 5%	- -	1 6%	23 5%	15 4%	11 5%	26 4%	15 4%	11 4%	26 4%

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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 & HUMBER SIDE (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)	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)
Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
In case of emergencies / needed for medical reasons	18 3%	17 3%	1 4%	2 7%	-	3 8%go	* 1%	-	1 4%	1 1%	6 4%	-	* 1%	4 8%zdg o	-	13 3%	14 4%	4 2%	18 3%	13 4%	5 2%	18 3%
Lack of a good / reliable mobile phone signal / reception	16 3%	16 3%	* 1%	-	* 1%	1 3%	-	4 8%zjo	-	6 8%zjo	2 2%	1 2%	1 2%	1 1%	-	15 3%	9 2%	7 3%	15 3%	10 3%	6 2%	16 3%
Already have equipment for these calls	16 3%	14 2%	1 3%	-	1 2%	4 10%zij o	1 1%	2 4%	-	-	2 1%	2 4%	4 10%zij o	2 3%	-	11 2%	7 2%	9 4%	16 3%	8 2%	8 3%	16 3%
It would cost more / be more expensive [using a mobile phone]	16 3%	15 3%	1 2%	-	2 4%	-	-	-	1 3%	5 6%	3 2%	3 8%zgo	-	1 3%	1 6%	14 3%	7 2%	6 2%	13 2%	8 2%	8 3%	16 3%
I prefer the landline / I don't want a mobile phone	10 2%	10 2%	-	-	1 2%	-	2 3%	1 1%	-	4 5%	1 1%	-	1 3%	1 1%	-	8 2%	8 2%	2 1%	10 2%	8 2%	2 1%	10 2%
I use the landline to stay in touch with friends / family	9 1%	9 2%	-	-	3 7%zim o	2 4%	-	2 3%	-	-	2 1%	1 2%	-	-	-	9 2%	3 1%	6 2%	9 1%	2 1%	6 3%	9 1% s
Mobile phone might get broken / run out of charge / don't always work	8 1%	7 1%	1 3%	1 4%j	1 2%	-	3 5%zj	-	-	3 5%j	-	-	-	-	-	8 2%	8 2%zqr	-	8 1%	7 2%	1 1%	8 1%
International calls / for calling friends / family abroad	7 1%	7 1%	-	-	2 4%	2 4%	-	-	-	-	2 1%	1 3%	-	1 1%	-	6 1%	5 1%	2 1%	7 1%	5 1%	2 1%	7 1%
Less convenient/ less easy to use VoIP	7 1%	6 1%	1 2%	1 2%	-	1 2%	1 2%	-	1 3%	3 4%	1 1%	-	-	-	-	7 1%	4 1%	3 1%	7 1%	5 1%	2 1%	7 1%

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Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
You need a back up / alternative option to the mobile phone	6 1%r	6 1%	1 2%	-	-	-	-	2 4%zo	-	-	2 1%	-	1 3%	1 2%	-	4 1%	3 1%	1 *	5 1%	3 1%	3 1%	6 1%
Elderly people prefer to use a landline	6 1%	6 1%	-	-	3 7%zij mo	-	-	2 4%z	-	-	1 1%	-	-	-	-	6 1%	2 1%	4 2%	6 1%	2 1%	4 1%	6 1%
Business reasons / the company would always want a landline	5 1%	5 1%	-	-	-	-	1 2%	1 2%	1 5%	-	-	-	1 2%	1 1%	-	3 1%	2 *	3 1%	5 1%	2 *	3 1%	5 1%
Security	5 1%	5 1%	-	-	-	-	1 3%	-	-	-	2 2%	-	-	1 2%	-	4 1%	3 1%	2 1%	5 1%	3 1%	2 1%	5 1%
I don't want to lose the TV package	4 1%r	4 1%	-	-	-	-	-	-	-	4 5%zjo	-	-	-	-	-	4 1%	2 1%	1 *	3 *	2 *	2 1%	4 1%
Mobile phone might get lost / stolen	4 1%	4 1%	-	-	1 2%	-	2 3%zj	-	-	-	-	2 4%zj	-	-	-	4 1%	4 1%	-	4 1%	4 1%	-	4 1%
It is easier / more convenient to use a landline	3 1%	3 1%	-	-	-	-	-	-	-	2 2%	1 1%	-	-	1 2%	-	3 1%	2 *	2 1%	3 1%	3 1%	1 *	3 1%
Needed / it's essential	3 *	3 1%	-	-	-	-	1 2%	-	-	-	2 1%	-	-	-	-	3 1%	2 1%	1 *	3 1%	3 1%	-	3 *
I get free / unlimited calls	3 *r	3 *	-	-	1 2%	-	-	-	-	-	2 1%	-	-	-	-	3 1%	1 *	1 1%	2 *	2 *	1 *	3 *
More likely to get hold of people on a landline	2 *	2 *	1 2%	-	-	-	-	-	-	1 2%	-	1 1%	1 2%	-	-	2 *	-	2 1%	2 *	1 *	2 1%	2 *
Safety fears / mobile phones are not good for you / cause illness	2 *	2 *	-	-	-	-	-	-	-	-	1 1%	-	-	1 2%	-	1 *	1 *	1 *	2 *	1 *	1 *	2 *

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Table 215

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from 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)
Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
I don't like giving my mobile phone number out	2*	2*	-	-	-	-	-	-	-	2 2%z	-	-	-	-	-	2*	2*	-	2*	2*	-	2*
Don't have/use VoIP	1*	1*	-	1 2%	-	1 2%z	-	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
Other	8 1%	7 1%	1 2%	-	-	-	-	1 1%	-	-	5 3%	1 2%	1 3%	1 1%	-	6 1%	3 1%	5 2%	8 1%	4 1%	4 2%	8 1%
Don't know	3 1%	3 1%	* 1%	-	-	-	-	-	-	-	1 1%	1 3%	-	1 1%	-	3 1%	3 1%	1 *	3 1%	3 1%	1 *	3 1%

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Table 216

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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	631	299	346	560	631	486	65	513	259	127	42	466	20	94	51	263	26	103	77	97	58
Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
I prefer to make calls from my landline	207	106	98	174	207	152	14	158	92	30	20	142	11	32	22	78	8	44	28	31	18
	34%bc	37%bc	28%	32%bi	34%bce	32%bi	22%	31%bi	36%bf	23%	54%zbcdefg	31%	50%	39%	49%zk	31%	38%	41%	35%	34%	32%
Reliability of connection	191	97	106	179	191	161	26	167	80	50	5	154	7	24	5	74	9	37	18	26	23
	31%jn	34%j	30%j	33%zd	31%j	33%j	39%j	33%j	32%j	39%bj	12%	33%n	33%	29%n	12%	30%	44%	35%	23%	28%	41%r
I need the landline in order to access broadband	158	64	115	149	158	150	18	158	65	32	-	141	9	7	-	52	8	36	20	19	21
	26%jmno	23%j	33%zac	27%zad	26%j	31%zac	27%j	31%zac	26%j	25%j	-	31%zmn	43%	9%n	-	21%	36%	34%os	24%	20%	39%zos
No reason to change	109	60	48	94	109	77	6	81	41	23	13	75	2	19	14	58	6	8	10	16	10
	18%begq	21%bc	14%	17%b	18%beg	16%	9%	16%	16%	18%	hi	34%zbcdefg	16%	9%	30%zk	23%zq	27%	8%	12%	17%	18%
Price of making calls from landline is low / good value	107	49	62	96	107	92	11	94	53	25	6	89	3	7	8	25	5	26	15	22	13
	17%mo	17%	18%	18%	17%	19%	17%	19%	21%	19%	17%	19%rn	14%	8%	18%	10%	22%	24%o	18%	24%o	23%o
Historical reasons/always used	89	47	50	83	89	73	11	74	36	24	6	73	-	9	6	38	4	14	7	17	8
	15%	17%	14%	15%	15%	15%	17%	15%	14%	18%	15%	16%	-	11%	14%	15%	20%	13%	8%	18%	14%
Less convenient/less easy to use mobiles	41	25	20	38	41	38	7	39	15	9	*	38	-	1	3	21	-	7	5	4	4
	7%rn	9%	6%	7%	7%	8%b	10%	8%b	6%	7%	1%	8%zm	-	1%	6%	8%	-	7%	6%	5%	7%
Quality of customer service	35	17	18	29	35	31	1	32	19	7	-	25	5	3	1	13	1	8	3	7	2
	6%	6%	5%	5%	6%	6%c	2%	6%c	8%	6%	-	6%	25%	4%	1%	5%	5%	7%	3%	8%	4%
Too much hassle to change	33	19	10	29	33	23	1	23	13	4	3	22	1	7	3	18	-	3	3	8	2
	5%bg	7%bg	3%	5%bg	5%bg	5%b	1%	5%b	5%b	3%	9%	5%	3%	8%	8%	7%	-	3%	3%	8%	3%
Don't have/use mobile(s)	26	8	5	10	26	12	3	12	5	3	12	8	4	2	12	15	2	3	1	2	4
	4%bcegh	3%	2%	2%	4%bcegh	2%c	5%	2%	2%	2%	33%zabcegh	2%	17%	2%	28%zkm	6%	8%	2%	2%	2%	6%

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/q/r/s/t
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Table 216

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
In case of emergencies / needed for medical reasons	18 3%	5 2%	10 3%	15 3%	18 3%	15 3%	1 2%	15 3%	9 4%	7 5%	2 5%	15 3%	- -	1 1%	3 6%	8 3%	- -	3 2%	3 4%	3 3%	1 1%
Lack of a good / reliable mobile phone signal / reception	16 3%	6 2%	14 4% ^c	14 3%	16 3%	15 3%	1 1%	16 3%	7 3%	6 5%	- -	13 3%	2 9%	1 1%	- -	7 3%	- -	2 2%	5 6%	3 3%	- -
Already have equipment for these calls	16 3%	10 4%	7 2%	15 3%	16 3%	14 3%	1 2%	14 3%	6 2%	5 4%	1 4%	14 3%	- -	1 1%	1 3%	5 2%	* 2%	1 1%	3 4%	6 7% ^{zoq}	1 1%
It would cost more / be more expensive [using a mobile phone]	16 3%	5 2%	11 3%	16 3%	16 3%	13 3%	3 5%	15 3%	6 2%	6 5%	- -	13 3%	- -	2 3%	- -	5 2%	- -	1 1%	7 9% ^{zoqt}	2 3%	- -
I prefer the landline / I don't want a mobile phone	10 2%^b	9 3% ^{zbc} degh	2 1%	9 2% ^b	10 2% ^b	7 1% ^b	- -	7 1% ^b	2 1%	2 1%	1 2%	7 1%	- -	3 3%	1 2%	7 3%	- -	2 1%	- -	2 2%	- -
I use the landline to stay in touch with friends / family	9 1%	4 1%	7 2%	8 1%	9 1%	6 1%	2 3%	7 1%	6 3%	4 3%	1 2%	6 1%	- -	2 2%	1 2%	4 1%	- -	2 1%	- -	3 3%	1 1%
Mobile phone might get broken / run out of charge / don't always work	8 1%	6 2%	6 2%	8 2%	8 1%	8 2%	1 2%	8 2%	3 1%	2 1%	- -	8 2%	- -	1 1%	- -	- -	- -	- -	2 2% ^o	2 2% ^o	3 6% ^{zoq}
International calls / for calling friends / family abroad	7 1%^a	1 *	6 2%	7 1% ^a	7 1% ^a	6 1%	- -	6 1%	2 1%	4 3% ^a	- -	6 1%	- -	1 1%	- -	2 1%	- -	1 1%	3 4%	- -	1 2%
Less convenient/ less easy to use VoIP	7 1%	4 2%	3 1%	6 1%	7 1%	5 1%	2 3% ^h	5 1%	- -	1 1%	1 2% ^h	5 1%	- -	1 1%	1 2%	1 1%	- -	4 3%	1 1%	- -	1 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/q/r/s/t
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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
You need a back up / alternative option to the mobile phone	6 1%	1 *	6 2%	6 1%	6 1%	6 1%	- -	6 1%	4 2%	2 2%	- -	6 1%	- -	- -	- -	1 *	- -	1 1%	3 3%	1 1%	- -
Elderly people prefer to use a landline	6 1%	3 1%	6 2%	6 1%	6 1%	6 1%	2 3%	6 1%	4 1%	1 1%	- -	6 1%	- -	- -	- -	- -	- -	1 1%	1 1%	4 4%zo	- -
Business reasons / the company would always want a landline	5 1%	1 *	4 1%	5 1%	5 1%	4 1%	- -	4 1%	2 1%	2 1%	- -	4 1%	- -	1 1%	- -	3 1%	- -	- -	1 1%	- -	1 1%
Security	5 1%	1 *	5 1%	5 1%	5 1%	3 1%	1 1%	5 1%e	2 1%	1 1%	- -	3 1%	- -	1 2%	- -	3 1%	- -	- -	1 2%	- -	- -
I don't want to lose the TV package	4 1%ac	- -	2 1%	2 *	4 1%c	4 1%c	- -	4 1%c	4 2%ac	- -	- -	2 1%	2 9%	- -	- -	1 1%	- -	3 3%z	- -	- -	- -
Mobile phone might get lost / stolen	4 1%	4 1%b	- -	4 1%	4 1%	3 1%	- -	3 1%	2 1%	- -	- -	3 1%	- -	1 1%	- -	2 1%	- -	- -	- -	2 2%	- -
It is easier / more convenient to use a landline	3 1%	2 1%	3 1%	3 1%	3 1%	3 1%	- -	3 1%	2 1%	2 1%	- -	3 1%	- -	- -	- -	1 *	- -	1 1%	2 2%	- -	- -
Needed / it's essential	3 *	1 *	1 *	2 *	3 *	2 *	- -	2 *	- -	- -	1 3%zabcdegh i	2 *	- -	- -	1 3%	2 1%	- -	- -	- -	1 1%	- -
I get free / unlimited calls	3 *	1 *	3 1%	3 1%	3 *	3 1%	- -	3 1%	1 *	1 1%	- -	3 1%	- -	- -	- -	1 *	1 6%	- -	- -	1 1%	- -
More likely to get hold of people on a landline	2 *	2 1%	2 1%	2 *	2 *	2 *	1 1%	2 *	2 1%	2 1%	- -	2 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Safety fears / mobile phones are not good for you / cause illness	2 *	1 *	2 1%	2 *	2 *	2 *	- -	2 *	1 *	- -	- -	2 *	- -	- -	- -	1 *	- -	- -	1 1%	- -	- -

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Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
I don't like giving my mobile phone number out	2 *	2 1%	-	2 *	2 *	2 *	-	2 *	2 1%	-	-	2 *	-	-	-	2 1%	-	-	-	-	-
Don't have/use VoIP	1 *	-	-	-	1 *	-	-	-	-	-	1 4% i	-	-	-	1 3% zk	1 *	-	-	1 1%	-	-
Other	8 1%	4 2%	6 2%	7 1%	8 1%	6 1%	1 2%	6 1%	3 1%	3 2%	1 2%	6 1%	-	1 2%	1 1%	3 1%	-	*	-	3 3%	2 4%
Don't know	3 1%	3 1%	2 1%	3 1%	3 1%	2 *	3 4% zabcd eghi	3 1% e	2 1%	-	-	2 1%	-	1 1%	-	1 1%	-	-	1 2%	-	1 1%

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	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	631	165	95	64	87	70	188	287	103	8	28	10	39	120	19	42	29	22	22	25
Weighted Base	611	161	97*	69*	83*	66*	193	266	102*	11**	32**	10**	37*	117	20**	40*	29**	22**	20**	26**
I prefer to make calls from my landline	207 34%ah	41 25%	37 38%a	23 33%	28 34%	23 35%	57 29%	98 37%h	25 24%	7 60%	11 33%	4 41%	10 28%	44 37%	4 19%	10 25%	8 29%	7 33%	8 39%	13 48%
Reliability of connection	191 31%g	55 34%	35 36%	16 23%	26 31%	27 41%c	61 32%	72 27%	35 34%	2 21%	8 26%	4 42%	11 31%	42 36%	8 40%	13 32%	7 24%	2 10%	5 24%	13 51%
I need the landline in order to access broadband	158 26%g	51 32%	34 35%z	19 28%	18 21%	27 40%zd	73 38%zgh	38 14%	30 29%g	5 49%	13 39%	2 22%	23 63%zftghm	39 33%g	7 34%	10 24%	8 27%	5 24%	3 18%	5 19%
No reason to change	109 18%b	32 20%b	7 7%	8 12%	16 19%b	12 19%b	35 18%	50 19%	16 16%	2 20%	6 17%	3 30%	8 22%	16 14%	5 23%	8 21%	2 7%	1 4%	4 20%	1 5%
Price of making calls from landline is low / good value	107 17%agh	17 10%	25 25%za	14 20%	21 25%a	14 21%	33 17%h	33 12%	9 9%	4 34%	8 26%	3 25%	9 25%gh	29 25%zgh	8 42%	3 8%	5 18%	3 15%	2 10%	3 11%
Historical reasons/always used	89 15%	24 15%	14 14%	7 10%	16 19%	9 14%	24 12%	38 14%	15 15%	- -	3 9%	2 16%	4 11%	19 16%	5 23%	5 12%	5 17%	2 8%	3 15%	5 21%
Less convenient/less easy to use mobiles	41 7% ^m	17 11% ^z	8 8%	3 5%	5 6%	4 6%	22 12%zgm	15 5%	13 13%zgm	4 38%	3 9%	- -	2 6%	3 2%	1 7%	4 11%	3 9%	1 3%	3 13%	1 4%
Quality of customer service	35 6%	11 7%	7 7%	3 4%	7 8%	2 3%	9 5%	12 5%	5 5%	- -	2 6%	1 10%	1 4%	9 8%	3 13%	3 8%	2 7%	1 3%	1 5%	- -
Too much hassle to change	33 5%	11 7%	2 2%	2 3%	7 8%	2 2%	8 4%	18 7%	7 6%	- -	1 4%	- -	1 2%	5 4%	2 11%	4 11%	2 6%	- -	1 5%	1 2%
Don't have/use mobile(s)	26 4%	3 2%	3 3%	- -	2 2%	4 5%	5 3%	18 7%zm	2 2%	- -	- -	- -	3 8%	2 2%	1 6%	- -	2 5%	- -	2 8%	1 2%
In case of emergencies / needed for medical reasons	18 3%	6 4%	3 3%	3 4%	3 4%	- -	3 1%	7 3%	3 3%	- -	- -	- -	- -	7 6%f	- -	2 6%	2 6%	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	611	161	97*	69*	83*	66*	193	266	102*	11**	32**	10**	37*	117	20**	40*	29**	22**	20**	26**
Lack of a good / reliable mobile phone signal / reception	16 3%g	7 4%	2 2%	4 5%	3 3%	-	10 5%zg	1 *	7 7%zg	-	3 10%	-	-	2 2%	1 6%	-	-	-	-	-
Already have equipment for these calls	16 3%	4 3%	1 1%	2 3%	6 7%zb	1 1%	6 3%	4 2%	3 3%	-	1 4%	2 16%	-	4 4%	1 6%	1 2%	-	1 3%	-	* 2%
It would cost more / be more expensive [using a mobile phone]	16 3%	3 2%	1 1%	7 10%zabe	2 3%	-	9 5%g	3 1%	3 3%	-	6 19%	-	-	3 3%	-	-	-	1 4%	-	-
I prefer the landline / I don't want a mobile phone	10 2%	2 1%	2 2%	-	2 2%	1 2%	2 1%	5 2%	2 2%	-	-	-	-	1 1%	2 8%	-	1 3%	-	-	1 4%
I use the landline to stay in touch with friends / family	9 1%	3 2%	1 1%	-	3 3%	-	2 1%	2 1%	2 2%	-	-	-	-	2 2%	2 10%	-	-	-	-	-
Mobile phone might get broken / run out of charge / don't always work	8 1%	-	-	3 5%a	2 2%	2 3%a	3 2%	2 1%	-	-	2 5%	-	2 5%h	3 2%	-	-	-	-	-	1 6%
International calls / for calling friends / family abroad	7 1%	-	2 2%	3 4%za	-	1 2%	2 1%	2 1%	-	-	1 3%	-	1 3%	2 2%	-	-	2 5%	-	-	-
Less convenient/ less easy to use VoIP	7 1%	1 *	4 4%z	-	-	1 1%	4 2%	3 1%	-	3 25%	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
You need a back up / alternative option to the mobile phone	6 1%	1 1%	1 1%	3 4%	1 2%	-	2 1%	-	1 1%	-	1 3%	-	-	3 3%g	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 217

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	611	161	97*	69*	83*	66*	193	266	102*	11**	32**	10**	37*	117	20**	40*	29**	22**	20**	26**
Elderly people prefer to use a landline	6 1%	-	1 1%	1 2%	4 5%za	-	1 1%	1 *	-	-	-	1 10%	-	1 1%	2 10%	-	1 3%	-	-	-
Business reasons / the company would always want a landline	5 1%	3 2%	-	1 2%	-	-	2 1%	2 1%	2 2%	-	-	-	-	-	1 6%	-	-	1 5%	-	-
Security	5 1%	2 1%	-	1 2%	-	-	1 *	4 1%	1 1%	-	-	-	-	-	-	1 2%	-	1 6%	-	-
I don't want to lose the TV package	4 1%	1 1%	3 3%z	-	-	-	-	-	-	-	-	-	-	4 4%zfg	-	-	-	-	-	-
Mobile phone might get lost / stolen	4 1%	2 1%	-	-	2 2%	-	-	2 1%	-	-	-	-	-	2 2%	-	2 4%z	-	-	-	-
It is easier / more convenient to use a landline	3 1%	1 1%	1 1%	2 2%	-	-	2 1%	-	1 1%	-	2 5%	-	-	1 1%	-	-	-	-	-	-
Needed / it's essential	3 *	2 1%	-	-	-	-	2 1%	1 *	2 2%	-	-	-	-	-	-	-	-	-	-	-
I get free / unlimited calls	3 *	1 1%	-	-	1 1%	1 2%	1 *	1 *	1 1%	-	-	-	-	-	1 4%	-	-	-	-	1 5%
More likely to get hold of people on a landline	2 *	2 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-
Safety fears / mobile phones are not good for you / cause illness	2 *	1 1%	-	1 2%	-	-	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
I don't like giving my mobile phone number out	2 *	2 1%	-	-	-	-	2 1%	-	2 2%z	-	-	-	-	-	-	-	-	-	-	-
Don't have/use VoIP	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 217

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	611	161	97*	69*	83*	66*	193	266	102*	11**	32**	10**	37*	117	20**	40*	29**	22**	20**	26**
Other	8	2	1	-	1	2	3	3	1	-	-	-	2	-	1	*	1	-	-	-
	1%	1%	1%	-	2%	3%	2%	1%	1%	-	-	-	5%zm	-	6%	1%	2%	-	-	-
Don't know	3	*	-	1	-	1	2	1	1	-	-	-	1	-	-	-	-	1	-	-
	1%	*	-	2%	-	1%	1%	*	1%	-	-	-	2%	-	-	-	-	6%	-	-

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Table 218

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	631	341	329	260	46	179	165	323	4	2	99	511	-	631
Weighted Base	611	327	321	255	47*	174	163	310	3**	1**	90*	501	-.**	611
I prefer to make calls from my landline	207 34%	137 42%zc	131 41%zc	80 31%	22 47%c	71 41%zc	58 36%	132 43%z	1 36%	-	37 42%	162 32%	-	207 34%
Reliability of connection	191 31%	116 36%z	109 34%	93 36%z	22 47%z	70 40%z	84 52%zabce	108 35%	3 77%	1 61%	25 28%	164 33%	-	191 31%
I need the landline in order to access broadband	158 26%	89 27%	89 28%	119 47%zabef	19 41%za	51 29%	50 31%	89 29%	1 17%	-	21 24%	132 26%	-	158 26%
No reason to change	109 18%c	65 20%c	70 22%zc	32 13%	7 15%	44 26%zc	32 19%c	61 20%	2 47%	* 39%	12 13%	94 19%	-	109 18%
Price of making calls from landline is low / good value	107 17%	74 23%z	67 21%z	55 22%z	15 33%z	43 25%z	44 27%z	73 23%z	-	-	10 11%	95 19%	-	107 17%
Historical reasons/always used	89 15%	61 19%z	51 16%	43 17%	6 14%	37 21%z	31 19%	57 18%z	-	1 61%	8 9%	78 16%	-	89 15%
Less convenient/less easy to use mobiles	41 7%	24 7%	22 7%	19 8%	1 1%	7 4%	9 6%	24 8%	-	-	10 11%	31 6%	-	41 7%
Quality of customer service	35 6%	25 8%z	24 7%	26 10%z	12 25%zabcf	25 14%zab	15 9%z	25 8%z	-	-	5 5%	30 6%	-	35 6%
Too much hassle to change	33 5%	20 6%	19 6%	11 4%	3 7%	16 9%zc	12 8%	20 7%	-	-	5 5%	29 6%	-	33 5%
Don't have/use mobile(s)	26 4%c	18 6%c	20 6%zc	5 2%	4 8%c	12 7%zc	11 6%c	18 6%	-	-	3 3%	23 5%	-	26 4%
In case of emergencies / needed for medical reasons	18 3%c	6 2%	7 2%	3 1%	-	13 8%zabcf	2 1%	6 2%	-	-	2 3%	16 3%	-	18 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	611	327	321	255	47*	174	163	310	3**	1**	90*	501	-**	611
Lack of a good / reliable mobile phone signal / reception	16 3%	7 2%	8 2%	8 3%	2 4%	4 2%	9 5%zab	7 2%	- -	- -	3 3%	11 2%	- -	16 3%
Already have equipment for these calls	16 3%	13 4%	13 4%	9 3%	3 6%	6 3%	8 5%z	13 4%z	- -	- -	1 1%	15 3%	- -	16 3%
It would cost more / be more expensive [using a mobile phone]	16 3%abegk	4 1%	3 1%	6 2%	1 1%	1 *	3 2%	4 1%	- -	- -	6 6%zk	10 2%	- -	16 3%
I prefer the landline / I don't want a mobile phone	10 2%	5 1%	5 1%	2 1%	- -	1 *	3 2%	4 1%	- -	- -	1 1%	9 2%	- -	10 2%
I use the landline to stay in touch with friends / family	9 1%	4 1%	6 2%	6 2%	1 2%	1 *	2 1%	4 1%	- -	- -	2 3%	6 1%	- -	9 1%
Mobile phone might get broken / run out of charge / don't always work	8 1%	7 2%	8 3%z	5 2%	- -	3 2%	5 3%	5 2%	- -	- -	1 1%	8 2%	- -	8 1%
International calls / for calling friends / family abroad	7 1%	2 1%	- -	3 1%	- -	- -	1 *	2 1%	- -	- -	2 2%	5 1%	- -	7 1%
Less convenient/ less easy to use VoIP	7 1%	3 1%	3 1%	2 1%	- -	1 1%	2 1%	2 1%	- -	- -	- -	7 1%	- -	7 1%
You need a back up / alternative option to the mobile phone	6 1%	3 1%	4 1%	4 1%	2 4%	1 1%	1 1%	3 1%	- -	- -	1 1%	5 1%	- -	6 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 218

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	611	327	321	255	47*	174	163	310	3**	1**	90*	501	-**	611
Elderly people prefer to use a landline	6 1%k	3 1%	3 1%	4 1%	- -	1 1%	- -	3 1%	- -	- -	4 4%zk	2 *	- -	6 1%
Business reasons / the company would always want a landline	5 1%	1 *	1 *	1 *	1 3%	1 1%	2 1%	1 *	- -	- -	- -	4 1%	- -	5 1%
Security	5 1%	2 1%	2 1%	- -	- -	2 1%	- -	2 1%	- -	- -	- -	5 1%	- -	5 1%
I don't want to lose the TV package	4 1%	3 1%	4 1%	4 2%	4 9%zabcef	4 2%z	3 2%	3 1%	- -	- -	- -	4 1%	- -	4 1%
Mobile phone might get lost / stolen	4 1%	3 1%	4 1%	- -	- -	- -	- -	3 1%	- -	- -	1 1%	3 1%	- -	4 1%
It is easier / more convenient to use a landline	3 1%	2 1%	2 1%	2 1%	- -	2 1%	3 2%	2 1%	- -	- -	1 1%	2 *	- -	3 1%
Needed / it's essential	3 *	2 1%	2 1%	1 *	- -	- -	- -	1 *	- -	- -	1 1%	2 *	- -	3 *
I get free / unlimited calls	3 *	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 1%	2 *	- -	3 *
More likely to get hold of people on a landline	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	2 *	- -	2 *
Safety fears / mobile phones are not good for you / cause illness	2 *	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	2 *	- -	2 *
I don't like giving my mobile phone number out	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 218

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	611	327	321	255	47*	174	163	310	3**	1**	90*	501	-**	611
Don't have/use VoIP	1*	1*	1*	-	-	1*	1*	1*	-	-	-	1*	-	1*
Other	81%	31%	41%	21%	*1%	11%	21%	31%	-	161%	22%	61%	-	81%
Don't know	31%	1*	21%	21%	13%f	1*	-	1*	-	-	11%	31%	-	31%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 219

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	631	164	65	66	46	206	50	45	28	373	65	48
Weighted Base	611	155	65*	62*	45*	202	48*	47*	24**	379	63*	41*
I prefer to make calls from my landline	207 34% ⁱ	70 45% ^{zd}	34 52% ^{zcd}	21 34%	12 27%	88 44% ^{zg}	23 48% ^{zg}	11 24%	9 36%	116 31%	20 32%	16 40%
Reliability of connection	191 31%	64 42% ^z	20 31%	19 30%	13 30%	69 34%	12 25%	18 38%	10 41%	128 34%	22 35%	12 29%
I need the landline in order to access broadband	158 26%	47 30%	19 29%	12 19%	11 24%	55 27%	18 37%	13 28%	3 14%	119 31% ^z	23 37%	8 20%
No reason to change	109 18% ^j	30 19%	9 15%	14 23%	11 25%	42 21%	14 28%	12 25%	3 13%	60 16%	5 8%	12 29% ^{ij}
Price of making calls from landline is low / good value	107 17% ^c	37 24% ^{zc}	23 35% ^{zc}	5 8%	9 21%	46 23% ^z	12 25%	7 14%	3 12%	71 19%	10 15%	11 28%
Historical reasons/always used	89 15%	31 20% ^z	12 19%	10 16%	7 16%	32 16%	8 16%	10 21%	1 6%	61 16%	4 7%	8 20%
Less convenient/less easy to use mobiles	41 7%	14 9%	4 5%	5 8%	2 4%	15 8%	4 9%	1 2%	1 4%	30 8%	2 4%	5 12%
Quality of customer service	35 6%	14 9% ^z	4 6%	4 6%	3 7%	14 7%	4 8%	3 7%	3 11%	23 6%	5 7%	4 9%
Too much hassle to change	33 5% ⁱ	10 7%	4 6%	3 5%	3 7%	10 5%	5 10%	4 9%	* 1%	14 4%	4 6%	6 14% ^{zi}
Don't have/use mobile(s)	26 4% ⁱ	3 2%	4 6%	6 10% ^{za}	5 12% ^{za}	9 4%	2 4%	6 12% ^z	4 15%	8 2%	2 3%	2 5%
In case of emergencies / needed for medical reasons	18 3%	3 2%	- -	2 3%	2 3%	3 2%	- -	1 2%	3 11%	12 3%	1 1%	2 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 219

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	611	155	65*	62*	45*	202	48*	47*	24**	379	63*	41*
Lack of a good / reliable mobile phone signal / reception	16 3%	2 2%	3 5%	1 1%	-	7 4%	1 2%	-	-	14 4%	1 2%	-
Already have equipment for these calls	16 3%	8 5%z	2 2%	-	3 7%	9 4%	2 5%	2 3%	-	12 3%	1 2%	1 1%
It would cost more / be more expensive [using a mobile phone]	16 3%ae	1 *	2 3%	2 3%	-	1 1%	2 3%	-	-	9 2%	3 5%	1 3%
I prefer the landline / I don't want a mobile phone	10 2%ai	3 2%	-	2 3%	-	3 1%	2 4%	-	-	3 1%	3 4%i	1 2%
I use the landline to stay in touch with friends / family	9 1%	1 1%	1 1%	2 3%	1 2%	3 2%	-	2 3%	1 4%	6 2%	-	-
Mobile phone might get broken / run out of charge / don't always work	8 1%	3 2%	4 6%z	-	-	5 3%	-	3 7%z	-	5 1%	3 4%	-
International calls / for calling friends / family abroad	7 1%	2 1%	-	-	-	-	-	-	-	5 1%	-	1 3%
Less convenient/ less easy to use VoIP	7 1%	2 1%	-	1 1%	-	2 1%	-	1 2%	-	5 1%	-	-
You need a back up / alternative option to the mobile phone	6 1%	1 1%	-	-	2 4%	2 1%	-	-	2 7%	6 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 219

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	611	155	65*	62*	45*	202	48*	47*	24**	379	63*	41*
Elderly people prefer to use a landline	6 1%	-	-	2 3%a	1 2%	2 1%	-	-	1 4%	6 2%	-	-
Business reasons / the company would always want a landline	5 1%	-	-	1 2%	-	-	-	1 3%e	-	2 *	1 2%	1 3%
Security	5 1%	1 1%	-	1 1%	-	-	1 3%e	1 2%	-	3 1%	-	-
I don't want to lose the TV package	4 1%	-	2 3%	-	1 3%	3 2%	1 2%	-	-	4 1%	-	-
Mobile phone might get lost / stolen	4 1%	2 1%	2 3%	-	-	4 2%z	-	-	-	-	3 5%zi	-
It is easier / more convenient to use a landline	3 1%	2 1%	-	-	-	2 1%	-	-	-	3 1%	-	-
Needed / it's essential	3 *	1 1%	-	-	1 3%	2 1%	-	-	-	1 *	-	1 2%
I get free / unlimited calls	3 *	-	1 2%	-	-	-	1 2%e	-	-	2 *	1 2%	-
More likely to get hold of people on a landline	2 *	-	-	-	-	-	-	-	-	2 *	-	1 1%
Safety fears / mobile phones are not good for you / cause illness	2 *	-	-	-	-	-	-	-	-	2 1%	-	-
I don't like giving my mobile phone number out	2 *	-	-	-	-	-	-	-	-	2 *	-	-

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

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Table 219

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	611	155	65*	62*	45*	202	48*	47*	24**	379	63*	41*
Don't have/use VoIP	1*	1	-	1	-	1	-	-	-	-	-	-
Other	8	*	1	1	-	2	1	1	-	4	2	-
	1%	*	2%	2%	-	1%	2%	3%	-	1%	3%	-
Don't know	3	*	-	1	-	2	-	-	-	2	-	-
	1%	*	-	1%	-	1%	-	-	-	1%	-	-

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

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Table 220

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	631	157	101	153	63	67	88
Weighted Base	611	139	99*	158	58*	70*	87*
I prefer to make calls from my landline	207 34%	66 47%zbcdf	30 30%	45 28%	17 30%	23 33%	23 27%
Reliability of connection	191 31%	44 32%	26 26%	43 27%	16 27%	37 53%zabcdf	28 32%
I need the landline in order to access broadband	158 26%bdf	35 25%df	17 17%	76 48%zabdef	7 12%	14 21%	9 11%
No reason to change	109 18%cf	29 21%cf	29 29%zcf	12 8%	20 34%zcf	12 18%cf	8 9%
Price of making calls from landline is low / good value	107 17%	25 18%	11 11%	34 22%	7 11%	15 21%	15 17%
Historical reasons/always used	89 15%	20 14%	16 16%	21 13%	9 15%	12 17%	11 13%
Less convenient/ less easy to use mobiles	41 7%	13 9%	4 4%	7 4%	1 1%	5 7%	12 13%zbcd
Quality of customer service	35 6%b	10 7%b	1 1%	10 6%b	6 10%b	4 6%	4 5%
Too much hassle to change	33 5%	10 7%	5 5%	5 3%	1 2%	5 7%	6 6%
Don't have/use mobile(s)	26 4%cf	5 4%	7 8%cf	2 1%	4 7%cf	5 8%cf	2 2%
In case of emergencies / needed for medical reasons	18 3%	4 3%	1 1%	2 1%	11 18%zabcef	1 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 220

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Main reason for having a landline					Other (f)
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	
Weighted Base	611	139	99*	158	58*	70*	87*
Lack of a good / reliable mobile phone signal / reception	16 3%	3 2%	2 2%	4 2%	- -	5 7%z	4 5%
Already have equipment for these calls	16 3%	6 4%	5 5%	3 2%	- -	1 2%	1 1%
It would cost more / be more expensive [using a mobile phone]	16 3%	2 1%	- -	6 4%	- -	1 1%	7 8%zabd
I prefer the landline / I don't want a mobile phone	10 2%	1 1%	2 2%	2 1%	- -	3 4%	3 3%
I use the landline to stay in touch with friends / family	9 1%	2 1%	3 3%	4 2%	- -	- -	- -
Mobile phone might get broken / run out of charge / don't always work	8 1%	2 1%	2 2%	3 2%	- -	2 3%	- -
International calls / for calling friends / family abroad	7 1%	2 1%	- -	2 1%	- -	1 1%	3 3%
Less convenient/ less easy to use VoIP	7 1%	1 1%	2 2%	- -	- -	1 1%	2 2%
You need a back up / alternative option to the mobile phone	6 1%	- -	1 1%	3 2%	1 2%	- -	1 1%
Elderly people prefer to use a landline	6 1%	1 1%	2 2%	2 1%	- -	- -	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 220

FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?**BASE:** All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	611	139	99*	158	58*	70*	87*
Business reasons / the company would always want a landline	5 1%	- -	- -	- -	- -	2 3%zac	2 3%
Security	5 1%	2 2%	- -	- -	1 2%	- -	1 1%
I don't want to lose the TV package	4 1%	- -	- -	2 1%	- -	2 3%	- -
Mobile phone might get lost / stolen	4 1%	2 1%	2 2%	- -	- -	- -	- -
It is easier / more convenient to use a landline	3 1%	- -	- -	2 1%	- -	1 1%	1 1%
Needed / it's essential	3 *	1 1%	1 1%	- -	- -	- -	1 1%
I get free / unlimited calls	3 *	- -	1 1%	1 1%	- -	- -	1 1%
More likely to get hold of people on a landline	2 *	- -	- -	1 1%	- -	- -	1 1%
Safety fears / mobile phones are not good for you / cause illness	2 *	- -	- -	1 1%	- -	- -	1 1%
I don't like giving my mobile phone number out	2 *	- -	- -	2 1%	- -	- -	- -
Don't have/use VoIP	1 *	1 1%	1 1%	- -	- -	- -	- -
Other	8 1%	1 1%	2 2%	- -	1 1%	1 1%	3 4%c
Don't know	3 1%	* *	- -	2 1%	- -	- -	1 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used. * small base

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Table 221

FXC1 - Approximately how often do you make calls on your home landline?**BASE: All who use landline to make calls**

	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	555	273	282	2	8	50	70	81	100	138	106	10	120	181	244	124	139	110	182	133	215	176
Weighted Base	541	261	280	2**	7**	59*	65*	91*	102*	125	91*	8**	124*	193	216	154	125	117*	145	118	206	186
Every day	231 43% _m	108 41%	123 44%	-	1 22%	17 29%	29 44%	34 37%	36 36%	67 53% _{zeg} hlm	47 52% _{ehl} m	1 17%	46 37%	70 36%	113 53% _{ze} ghlm	62 40%	59 47%	49 42%	62 42%	47 40%	87 42%	79 42%
Every couple of days	90 17%	39 15%	51 18%	-	2 27%	6 10%	12 18%	14 15%	20 19%	24 19%	13 14%	2 21%	18 14%	34 17%	37 17%	27 17%	22 17%	17 15%	24 17%	20 17%	30 14%	35 19%
Several times a week	94 17% _s	45 17%	49 17%	-	1 17%	7 12%	10 15%	16 17%	17 17%	23 19%	19 21%	1 13%	17 13%	33 17%	43 20%	30 20%	18 15%	23 19%	23 16%	12 10%	40 19% _s	38 21% _s
Weekly	58 11% _{in}	31 12%	26 9%	-	- 18% _{in}	11 9%	6 13% _i	12 17% _{zin}	17 4%	4 9%	8 -	- 13% _{in}	17 15% _{zin}	29 6%	12 6%	13 8%	11 9%	16 14%	18 12%	21 18% _{zt}	17 8%	18 10%
Fortnightly	18 3%	9 3%	9 3%	1 66%	- 8%	5 2%	1 1%	1 5%	5 3%	3 2%	2 2%	1 15%	6 5%	6 3%	5 2%	5 3%	6 5%	2 2%	5 4%	5 4%	9 5%	3 2%
Monthly	16 3% _n	11 4%	5 2%	- -	- 8% _{ijn}	5 5% _{jn}	3 5% _n	4 4% _n	4 1%	1 -	- -	- 6% _{ijn}	8 4% _n	8 4% _n	1 *	12 8% _{zpq} r	1 1%	- -	3 2%	4 3%	6 3%	6 3%
Less often	22 4% _n	11 4%	12 4%	-	1 12%	5 9% _n	4 7%	5 5%	3 3%	3 2%	2 2%	1 10%	10 8% _n	7 4%	4 2%	3 2%	8 7%	2 2%	8 6%	5 4%	10 5%	5 3%
Never	13 2% _n	8 3%	5 2%	1 34%	1 22%	4 7% _{hijn}	-	7 7% _{zghi} jmn	-	-	-	2 24%	4 3% _n	7 4% _{in}	-	2 1%	1 1%	8 6% _{zp}	3 2%	5 4%	7 3%	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
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Table 222

FXC1 - Approximately how often do you make calls on your home landline?

BASE: All who use landline to make calls

	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	555	28	36	131	20	8	140	55	28	25	3	17	260	27	414	141	189	36	29	11	2	14	254	20
Weighted Base	541	37**	41*	144	17**	9**	163	59*	26**	23**	2**	14**	229	24**	394	147	213	35*	27**	9**	2**	11**	224	20**
Every day	231 43%cf p	19 51%	15 36%	47 33%	10 58%	4 43%	54 33%	26 45%	14 53%	7 32%	1 26%	6 40%	113 49%zf	9 38%	178 45%	53 36%	72 34%	19 53%p	15 56%	2 18%	- -	3 27%	113 51%zp	7 35%
Every couple of days	90 17%	5 15%	9 21%	22 15%	2 9%	1 11%	31 19%	5 8%	3 10%	3 14%	1 44%	* 2%	41 18%	6 26%	65 16%	25 17%	39 18%	3 9%	2 7%	2 22%	1 60%	* 3%	39 17%	4 20%
Several times a week	94 17%	4 12%	8 20%	25 17%	1 6%	1 10%	24 15%	13 22%	2 7%	2 11%	- -	3 22%	46 20%	3 12%	63 16%	30 21%	38 18%	3 8%	3 12%	2 19%	- -	2 23%	44 20%	2 7%
Weekly	58 11%lv	4 10%	3 8%	19 13%	3 17%	3 36%	23 14%l	3 5%	6 23%	4 18%	- -	3 18%	16 7%	3 12%	44 11%	13 9%	29 13%v	2 5%	5 18%	1 11%	- -	3 24%	16 7%	3 14%
Fortnightly	18 3%	- -	1 3%	4 3%	1 4%	- -	4 2%	1 2%	1 3%	2 9%	- -	- -	9 4%	1 5%	11 3%	6 4%	5 2%	1 3%	1 3%	* 5%	- -	- -	8 3%	3 14%
Monthly	16 3%lv	2 4%	4 9%	6 4%	- -	- -	11 7%zl	- -	- -	1 4%	- -	1 4%	2 1%	2 8%	9 2%	8 5%	11 5%v	- -	- -	1 9%	- -	1 5%	2 1%	2 9%
Less often	22 4%lv	3 9%	1 2%	10 7%	1 5%	- -	10 6%l	4 7%l	1 4%	2 10%	- -	1 9%	4 2%	- -	18 4%	5 3%	11 5%v	4 12%zv	1 3%	2 16%	- -	1 12%	3 1%	- -
Never	13 2%lv	- -	- -	11 8%z	- -	- -	5 3%l	6 10%zl	- -	1 3%	1 29%	1 4%	- -	- -	6 2%	7 4%	8 4%v	3 10%zv	- -	- -	1 40%	1 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 223

FXC1 - Approximately how often do you make calls on your home landline?**BASE:** All who use landline to make calls

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	555	341	70	142	131	5	2	20	408	153	205	74	70	53	59	51	32
Weighted Base	541	338	72*	130	134	6**	3**	21**	389	145	196	81*	72*	46*	62*	52*	28**
Every day	231 43%k	144 43%	28 39%	58 45%	49 36%	1 19%	1 40%	10 47%	175 45%	65 45%	93 47%k	25 30%	27 37%	21 45%	22 36%	20 38%	12 43%
Every couple of days	90 17%	61 18%	13 18%	16 13%	19 14%	1 18%	-	3 14%	69 18%	21 14%	37 19%	16 20%	12 16%	5 10%	10 16%	9 17%	1 3%
Several times a week	94 17%	58 17%	10 14%	25 19%	23 17%	-	-	3 14%	69 18%	27 18%	32 16%	9 11%	16 22%	11 23%	11 18%	6 11%	7 25%
Weekly	58 11%	36 11%	7 10%	15 11%	14 10%	1 13%	2 60%	3 15%	38 10%	17 11%	15 8%	11 14%	9 13%	5 11%	3 5%	8 15%	4 14%
Fortnightly	18 3%	7 2%	4 6%	6 5%	5 4%	1 21%	-	-	13 3%	6 4%	7 3%	2 2%	3 4%	-	2 4%	3 5%	-
Monthly	16 3%h	12 3%	4 5%	1 1%	11 8%zh	2 30%	-	1 6%	3 1%	1 1%	3 1%	10 12%zijm	2 3%	-	8 12%z	3 6%	-
Less often	22 4%h	14 4%	3 4%	5 4%	12 9%zh	-	-	1 4%	11 3%	5 3%	6 3%	5 7%	3 5%	3 6%	5 9%	3 6%	3 10%
Never	13 2%	7 2%	3 4%	3 3%	2 1%	-	-	-	11 3%	4 2%	4 2%	3 4%	-	2 4%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 224

FXC1 - Approximately how often do you make calls on your home landline?

BASE: All who use landline to make calls

	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	555	70	59	77	413	549	264	345	465	523	192	411	311	163	357	80
Weighted Base	541	70*	56*	77*	398	535	268	333	456	509	196	417	317	179	359	94*
Every day	231 43%	25 36%	26 47%	26 34%	176 44%	230 43%	118 44%	141 42%	193 42%	216 42%	90 46%	174 42%	135 43%	68 38%	153 43%	36 39%
Every couple of days	90 17%	7 10%	5 8%	14 18%	71 18%	90 17%	39 15%	59 18%	70 15%	83 16%	30 15%	65 16%	48 15%	28 16%	57 16%	14 15%
Several times a week	94 17%	14 20%	8 14%	10 14%	70 18%	93 17%	41 15%	62 19%	81 18%	90 18%	28 14%	74 18%	57 18%	36 20%	67 19%	17 18%
Weekly	58 11%	5 7%	9 17%a	10 13%	42 11%	57 11%	30 11%	36 11%	52 11%	55 11%	24 12%	49 12%	37 12%	23 13%	36 10%	13 13%
Fortnightly	18 3%e	3 4%	* 1%	2 3%	13 3%	16 3%	6 2%	9 3%	13 3%	16 3%	2 1%	13 3%	8 2%	6 3%	10 3%	3 3%
Monthly	16 3%d	7 10%zd	2 4%	4 5%	5 1%	16 3%	9 3%	14 4%	15 3%	16 3%	8 4%	15 4%	12 4%	10 6%	15 4%z	6 6%
Less often	22 4%d	7 11%zd	3 5%	8 11%zd	11 3%	22 4%	15 5%	12 3%	19 4%	20 4%	10 5%	17 4%	16 5%	7 4%	15 4%	4 4%
Never	13 2%eg	1 2%	2 4%	2 3%	10 3%	10 2%g	9 3%glm	2 1%	12 3%egl	12 2%eg	4 2%g	8 2%	4 1%	1 1%	6 2%g	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 225

FXC1 - Approximately how often do you make calls on your home landline?**BASE: All who use landline to make calls**

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	555	348	71	10	5	27	94	285	127	137	2	47	54	44	82	62	48	12
Weighted Base	541	355	70*	9**	4**	22**	80*	254	158	122	3**	42*	46*	44*	78*	74*	56*	14**
Every day	231 43% _{ikp}	150 42%	34 48%	2 22%	3 75%	8 34%	34 42%	129 51% _{zi}	67 43% _i	31 25%	1 30%	11 27%	16 35%	17 39%	41 53% _{kp}	28 38%	16 28%	7 49%
Every couple of days	90 17%	57 16%	11 16%	1 10%	- -	2 9%	20 25% _z	47 19%	22 14%	21 17%	- -	5 12%	10 21%	10 22%	10 13%	18 25%	11 19%	1 4%
Several times a week	94 17%	64 18%	12 17%	2 21%	- -	4 18%	12 15%	44 18%	28 18%	21 17%	- -	7 17%	7 14%	10 22%	18 22%	8 11%	10 18%	1 7%
Weekly	58 11% _g	34 10%	8 12%	4 48%	1 25%	5 21%	5 6%	20 8%	14 9%	20 16% _{zg}	2 70%	9 21% _{zmn}	7 16% _m	1 2%	6 7%	9 12%	8 14%	2 17%
Fortnightly	18 3% _g	12 3%	2 3%	- -	- -	1 6%	2 3%	4 1%	6 4%	8 7% _{zg}	- -	3 8% _o	3 7% _o	3 8% _o	1 1%	- -	2 3%	- -
Monthly	16 3% _g	14 4%	1 1%	- -	- -	2 7%	- -	2 1%	7 5% _g	7 6% _{zg}	- -	3 8% _n	1 2%	- -	- -	5 7% _n	4 6% _n	3 23%
Less often	22 4% _g	17 5%	2 2%	- -	- -	1 6%	2 3%	6 2%	8 5%	8 7%	- -	2 5%	1 2%	3 8%	2 2%	1 1%	4 8%	- -
Never	13 2% _g	8 2%	1 1%	- -	- -	- -	4 6%	1 1%	5 3%	6 5% _{zg}	- -	1 3%	1 3%	- -	1 2%	4 5%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 226

FXC1 - Approximately how often do you make calls on your home landline?

BASE: All who use landline to make calls

	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	555	480	72	36	37	44	45	43	10	56	103	45	50	55	31	419	317	219	536	329	226	555
Weighted Base	541	487	52*	36**	31*	40*	47*	39*	11**	72*	122*	37*	32*	44*	31*	434	303	218	521	313	228	541
Every day	231 43%ot	206 42%	24 46%	9 24%	12 37%	12 30%	18 38%	12 31%	4 38%	29 41%	57 47%	19 50%	19 58%ze go	23 53%eg	18 58%eg o	171 39%	144 48%zqr	83 38%	228 44%zq	149 48%ztu	81 36%	231 43%t
Every couple of days	90 17%	82 17%	8 15%	6 16%	4 12%	7 17%	8 17%	6 15%	- -	19 26%	17 14%	8 22%	6 19%	6 14%	5 16%	73 17%	42 14%	46 21%zp	88 17%p	47 15%	43 19%	90 17%
Several times a week	94 17%	85 17%	8 15%	7 21%	7 23%	5 13%	9 20%	10 26%	3 28%	8 12%	21 17%	5 13%	6 18%	8 19%	3 10%	77 18%	50 17%	38 17%	88 17%	52 17%	42 18%	94 17%
Weekly	58 11%l	54 11%	4 8%	11 31%	3 8%	8 20%zj l	5 11%	4 9%	1 12%	6 9%	9 8%	3 8%	1 2%	5 11%	2 6%	50 12%l	30 10%	25 11%	54 10%	30 9%	28 12%	58 11%
Fortnightly	18 3%	17 4%	* 1%	2 5%	3 8%	5 13%zfj lmno	- -	1 2%	- -	3 5%	3 2%	1 2%	- -	1 2%	- -	17 4%	12 4%	5 2%	16 3%	11 3%	7 3%	18 3%
Monthly	16 3% ^s	16 3%	- -	- -	2 6%	1 2%	2 4%	1 1%	2 22%	3 5%	4 3%	- -	- -	1 3%	- -	15 3%	6 2%	8 4%	14 3%	5 2%	11 5% ^s	16 3% ^s
Less often	22 4%	18 4%	4 8%	1 2%	1 3%	2 4%	2 5%	3 8% ^m	- -	2 3%	7 6%	1 3%	- -	- -	3 10% ^m	19 4%	12 4%	10 5%	22 4%	15 5%	8 3%	22 4%
Never	13 2% ^{ar}	9 2%	4 8% ^{za}	1 2%	1 3%	1 2%	3 5%	3 8% ^{zi}	- -	- -	3 3%	1 2%	1 4%	- -	- -	12 3%	7 2%	3 1%	10 2%	6 2%	7 3%	13 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 227

FXC1 - Approximately how often do you make calls on your home landline?**BASE:** All who use landline to make calls

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	555	235	317	484	555	419	65	450	210	112	47	401	18	83	53	231	17	83	68	92	59
Weighted Base	541	224	326	476	541	424	65*	451	216	120*	42*	405	18**	71*	47*	218	14**	92*	66*	93*	54*
Every day	231 43%q	99 44%	130 40%	203 43%	231 43%	178 42%	29 45%	190 42%	90 41%	53 44%	18 42%	169 42%	9 49%	34 48%	19 41%	97 45%	7 48%	29 31%	36 55%zq	37 39%	24 45%
Every couple of days	90 17%r	40 18%	50 15%	75 16%	90 17%	66 16%	10 16%	69 15%	32 15%	13 10%	9 22%	62 15%	4 20%	13 18%	11 24%	42 19%r	2 13%	14 15%	5 7%	11 12%	16 29%zrs
Several times a week	94 17%	46 21%	53 16%	85 18%	94 17%	72 17%	12 18%	77 17%	33 15%	21 17%	6 14%	70 17%	2 10%	15 21%	7 14%	40 18%	2 17%	17 18%	12 18%	16 18%	5 10%
Weekly	58 11%	21 9%	40 12%	54 11%	58 11%	48 11%	6 9%	53 12%	28 13%	16 13%	3 6%	47 12%	1 3%	7 10%	3 6%	25 11%	- -	10 11%	6 10%	9 10%	6 11%
Fortnightly	18 3%a	2 1%	11 3%	13 3%a	18 3%a	14 3%a	1 2%	15 3%a	7 3%a	4 3%	2 6%a	12 3%	2 13%	1 2%	2 5%	6 3%	2 17%	2 3%	3 4%	4 4%	1 1%
Monthly	16 3%o	6 3%	13 4%	15 3%	16 3%	16 4%	4 6%	16 4%	8 4%	9 7%zcd	- -	15 4%	1 5%	- -	- -	1 1%	- -	7 8%zo	2 4%	5 5%o	1 1%
Less often	22 4%	9 4%	17 5%	20 4%	22 4%	19 5%	1 2%	19 4%	10 5%	5 4%	3 6%	19 5%	- -	* 1%	3 6%	6 3%	- -	6 7%	1 1%	7 8%	2 3%
Never	13 2%ao	1 *	11 3%a	11 2%a	13 2%a	11 3%a	2 3%	11 2%a	7 3%a	- -	1 3%	11 3%	- -	- -	2 4%	1 *	1 5%	6 7%zo	1 1%	5 5%o	- -

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 228

FXC1 - Approximately how often do you make calls on your home landline?**BASE: All who use landline to make calls**

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	555	135	72	59	84	66	169	259	81	11	25	13	38	97	17	34	19	21	25	22
Weighted Base	541	134	80*	57*	89*	59*	175	230	83*	14**	26**	14**	37*	107*	19**	30**	20**	18**	23**	20**
Every day	231 43%	58 43%	26 33%	29 51%	37 42%	28 47%	74 42%	103 45%	37 45%	3 24%	13 49%	5 38%	16 43%	40 37%	6 34%	15 51%	6 32%	8 46%	11 49%	11 56%
Every couple of days	90 17%	25 18%	10 13%	5 9%	10 11%	16 26%zcd	36 20%	38 16%	19 23%	2 14%	3 10%	1 6%	11 30%z	16 15%	-	2 7%	2 12%	3 15%	1 6%	5 24%
Several times a week	94 17%	23 17%	15 19%	10 18%	15 17%	6 11%	27 16%	39 17%	12 14%	3 20%	5 21%	1 8%	5 14%	17 16%	7 38%	6 20%	2 8%	4 19%	3 14%	* 2%
Weekly	58 11%	18 13%	7 9%	6 11%	9 10%	6 10%	18 10%	23 10%	11 13%	-	3 11%	1 9%	3 8%	12 11%	4 22%	5 17%	2 8%	3 14%	-	2 11%
Fortnightly	18 3%	4 3%	2 3%	3 5%	4 4%	1 2%	6 4%	5 2%	1 2%	-	2 9%	2 12%	1 3%	5 5%	1 6%	-	-	* 2%	1 4%	-
Monthly	16 3%	1 1%	7 9%za	2 4%	5 5%	1 1%	5 3%	6 3%	-	3 20%	-	2 14%	-	5 5%	-	1 5%	2 12%	-	2 8%	1 4%
Less often	22 4%	5 4%	8 9%z	1 1%	5 6%	1 1%	5 3%	11 5%	3 3%	1 6%	-	1 8%	1 2%	6 5%	-	-	5 24%	1 3%	3 12%	-
Never	13 2%	1 *	4 5%a	1 1%	5 5%a	1 1%	3 2%	5 2%	-	2 15%	-	1 5%	-	5 5%	-	-	1 3%	-	2 7%	1 3%

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

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Table 229

FXC1 - Approximately how often do you make calls on your home landline?**BASE:** All who use landline to make calls

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	555	555	417	229	40	183	131	508	9	13	108	426	160	341
Weighted Base	541	541	412	229	42*	178	130	505	7**	8**	99*	421	157	327
Every day	231 43%l	231 43%	180 44%d	96 42%	11 27%	78 44%d	66 50%d	215 43%	5 70%	4 50%	48 49%	173 41%	53 34%	155 47%zl
Every couple of days	90 17%	90 17%	75 18%	37 16%	5 13%	35 20%	29 22%	84 17%	1 18%	2 20%	11 11%	79 19%z	21 13%	65 20%z
Several times a week	94 17%	94 17%	70 17%	44 19%	13 31%zab	36 20%	23 18%	88 17%	- -	1 16%	22 22%	69 16%	24 15%	62 19%
Weekly	58 11%efm	58 11%ef	44 11%ef	25 11%ef	6 14%ef	10 5%	4 3%	53 11%	1 12%	1 7%	8 8%	43 10%	19 12%	27 8%
Fortnightly	18 3%m	18 3%	15 4%	8 3%	1 3%	3 2%	3 3%	17 3%	- -	- -	- -	18 4%j	9 6%m	6 2%
Monthly	16 3%m	16 3%	11 3%	9 4%	3 6%	5 3%	2 1%	16 3%	- -	- -	4 4%	13 3%	11 7%zm	2 1%
Less often	22 4%m	22 4%	14 3%	8 3%	1 2%	10 5%	3 2%	19 4%	- -	- -	4 5%	17 4%	13 8%zm	7 2%
Never	13 2%bm	13 2%b	2 1%	3 1%	2 4%	1 1%	- -	12 2%	- -	1 8%	3 3%	10 2%	6 4%m	2 1%

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

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Table 230
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	555	248	92	96	119	247	63	61	46	328	50	41
Weighted Base	541	231	90*	94*	127*	238	59*	73*	43*	340	49*	35*
Every day	231 43%bcd fghk	231 100%z bcd	-	-	-	160 67%z fgh	15 26%gh	5 7%	* 1%	149 44%k	20 41%	8 24%
Every couple of days	90 17%acdh	-	90 100%zacd	-	-	36 15%	31 52%zegh	7 10%	2 4%	52 15%	11 22%	3 9%
Several times a week	94 17%abdef	-	-	94 100%zabd	-	27 11%	4 7%	36 49%zefh	3 8%	52 15%	13 27%	7 20%
Weekly	58 11%abce	-	-	-	58 45%zabc	8 3%	6 10%e	20 27%zef	10 24%ze	31 9%	3 7%	13 38%zij
Fortnightly	18 3%a	-	-	-	18 14%zabc	4 2%	-	3 4%	8 18%zefg	12 4%	-	2 6%
Monthly	16 3%ae	-	-	-	16 13%zabc	-	1 1%	-	10 24%zefg	15 5%z	-	1 2%
Less often	22 4%ae	-	-	-	22 18%zabc	3 1%	2 3%	2 3%	7 17%zefg	17 5%	2 3%	* 1%
Never	13 2%ae	-	-	-	13 10%zabc	-	1 1%	-	1 3%e	11 3%	-	-

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

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Table 231
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

	TOTAL (z)	Main reason for having a landline					
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	555	252	96	115	39	31	16
Weighted Base	541	224	92*	126	34*	35**	20**
Every day	231 43%	108 48%zb	32 34%	47 37%	15 44%	16 46%	9 44%
Every couple of days	90 17%	32 14%	21 23%	21 17%	7 20%	8 23%	1 3%
Several times a week	94 17%	40 18%	12 13%	22 17%	5 16%	9 26%	3 17%
Weekly	58 11%	19 8%	18 19%zad	14 11%	1 4%	-	5 27%
Fortnightly	18 3%	6 3%	5 5%	6 5%	1 2%	-	-
Monthly	16 3%a	2 1%	2 2%	6 5%a	1 2%	2 5%	2 9%
Less often	22 4%	8 3%	3 3%	8 6%	4 11%	-	-
Never	13 2%	10 5%z	-	2 2%	1 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 232

FXC2 - Approximately how often do you receive calls on your home landline?**BASE: All who use their landline to receive calls**

	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	541	273	268	2	5	52	79	79	90	131	103	7	131	169	234	135	156	91	159	129	214	166
Weighted Base	534	265	268	2**	5**	57*	76*	92*	94*	116	91*	7**	133	186	207	166	140	98*	129	113	209	179
Every day	307	152	155	1	3	29	42	56	50	70	56	4	71	106	126	92	88	58	70	54	131	99
	58% _s	57%	58%	66%	54%	51%	55%	61%	53%	60%	62%	57%	53%	57%	61%	55%	63%	59%	54%	47%	63% _s	55%
Every couple of days	79	34	44	-	2	4	10	10	16	22	14	2	14	26	37	27	17	10	25	23	25	27
	15%	13%	16%	-	30%	6%	14%	11%	17%	19%	16%	22%	11%	14%	18%	16%	12%	11%	19%	20%	12%	15%
Several times a week	83	46	38	-	-	13	8	18	13	18	13	-	21	31	31	32	17	22	12	17	26	38
	16% _r	17%	14%	-	-	23%	10%	20%	14%	16%	14%	-	16% _f	17%	15%	19% _r	12%	23% _{pr}	10%	15%	12%	21% _{zt}
Weekly	38	22	16	-	-	5	7	7	9	4	6	-	12	16	10	7	13	5	12	9	15	13
	7%	8%	6%	-	-	9%	9%	7%	10%	3%	7%	-	9%	8%	5%	4%	9%	5%	10%	8%	7%	7%
Fortnightly	8	3	4	-	-	1	3	1	3	-	-	-	4	3	-	2	1	-	4	4	3	1
	1%	1%	1%	-	-	2%	4% _{in}	1%	3% _n	-	-	-	3% _n	2%	-	1%	1%	-	3%	4%	1%	*
Monthly	5	2	3	-	-	-	3	-	2	-	-	-	3	2	-	4	1	-	-	2	3	-
	1%	1%	1%	-	-	-	3% _{zn}	-	2%	-	-	-	2%	1%	-	2%	1%	-	-	2%	1%	-
Less often	13	6	7	1	1	5	2	-	1	2	1	1	7	1	3	2	5	2	4	5	7	1
	2%	2%	3%	34%	16%	8% _{zgm} n	3%	-	1%	1%	2%	21%	5% _m	1%	2%	1%	3%	2%	3%	5% _u	3%	1%
Never	2	1	1	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	2	-	1	1
	*	*	*	-	-	-	2% _{zn}	-	-	-	-	-	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 233

FXC2 - Approximately how often do you receive calls on your home landline?

BASE: All who use their landline to receive calls

	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	541	32	37	136	16	8	156	49	24	20	4	15	249	24	400	141	208	29	23	6	3	12	243	17
Weighted Base	534	41**	41*	148	15**	9**	178	52*	25**	18**	3**	13**	222	22**	388	146	230	28**	24**	5**	2**	11**	217	17**
Every day	307 58%	28 68%	25 60%	81 55%	11 70%	4 41%	101 57%	32 62%	15 59%	10 54%	1 29%	6 45%	131 59%	12 53%	225 58%	82 56%	130 57%	20 71%	14 56%	1 22%	1 41%	6 57%	128 59%	7 43%
Every couple of days	79 15%	2 6%	6 16%	17 11%	2 10%	3 36%	23 13%	3 5%	5 20%	2 12%	1 23%	2 17%	40 18%g	3 14%	59 15%	19 13%	27 12%	2 5%	5 20%	1 21%	1 32%	1 7%	40 18%z	2 14%
Several times a week	83 16%	7 18%	4 9%	24 16%	2 15%	1 13%	27 15%	7 13%	4 14%	2 14%	-	5 35%	35 16%	4 17%	62 16%	21 15%	36 16%	2 7%	4 15%	1 20%	-	4 37%	33 15%	4 22%
Weekly	38 7%	2 5%	4 11%	18 12%z	-	1 10%	18 10%	6 11%	1 4%	* 2%	-	* 4%	11 5%	1 2%	24 6%	14 9%	23 10%	2 6%	1 6%	* 9%	-	-	10 5%	* 3%
Fortnightly	8 1%	-	1 3%	2 1%	1 5%	-	2 1%	1 2%	1 3%	1 5%	-	-	1 1%	1 5%	7 2%	1 1%	3 1%	1 4%	1 3%	-	-	-	1 1%	1 7%
Monthly	5 1%	-	-	3 2%	-	-	2 1%	1 2%	-	-	-	-	-	2 9%	3 1%	2 1%	2 1%	1 3%	-	-	-	-	-	2 11%
Less often	13 2%	1 3%	1 3%	4 3%	-	-	4 2%	2 5%	-	1 8%	2 48%	-	4 2%	-	7 2%	6 4%	7 3%	1 3%	-	1 11%	1 27%	-	4 2%	-
Never	2 *	-	-	1 *	-	-	1 *	-	-	1 5%	-	-	-	-	2 *	-	1 *	-	-	1 17%	-	-	-	-

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 234
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	541	337	71	131	127	4	4	25	392	149	201	73	61	56	54	48	34
Weighted Base	534	337	72*	123	131	5**	5**	28**	378	142	196	77*	66*	51*	58*	49*	31**
Every day	307 58%	200 59%	43 59%	64 52%	75 57%	2 41%	1 25%	18 65%	220 58%	75 53%	119 61%	40 52%	40 60%	33 64%	32 55%	29 59%	18 59%
Every couple of days	79 15%	49 14%	6 8%	24 20%	16 12%	- -	* 8%	4 15%	60 16%	27 19%	26 13%	12 16%	7 11%	7 13%	6 10%	4 9%	5 17%
Several times a week	83 16%	46 14%	17 24%	19 15%	15 11%	- -	1 30%	4 13%	63 17%	28 20%	27 14%	13 17%	11 16%	4 8%	5 9%	8 17%	3 9%
Weekly	38 7%	27 8%	1 2%	9 7%	12 9%	- -	2 37%	- -	24 6%	8 6%	15 8%	5 7%	6 10%	3 5%	8 14%	4 7%	1 3%
Fortnightly	8 1%h	5 1%	- -	3 2%	5 4%zh	1 24%	- -	1 3%	3 1%	1 1%	2 1%	2 2%	1 2%	1 2%	3 5%	1 2%	1 3%
Monthly	5 1%	2 1%	2 3%	1 1%	3 2%h	2 35%	- -	1 3%	- -	- -	2 1%	3 4%zi	- -	- -	3 5%z	- -	- -
Less often	13 2%	8 2%	3 4%	2 2%	4 3%	- -	- -	- -	9 2%	2 1%	6 3%	1 2%	1 2%	3 6%	1 2%	2 4%	3 8%
Never	2 *	1 *	- -	1 1%	2 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 235

FXC2 - Approximately how often do you receive calls on your home landline?

BASE: All who use their landline to receive calls

	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	541	72	57	76	405	534	263	329	456	507	202	407	315	154	345	82
Weighted Base	534	71*	53*	80*	395	527	269	321	452	499	209	417	329	171	351	94*
Every day	307 58%gi	35 50%	35 65%a	47 59%	228 58%	306 58%gi	161 60%g	169 53%	259 57%g	281 56%	120 57%	242 58%g	189 58%	99 58%	202 57%	52 55%
Every couple of days	79 15%em	11 15%b	3 6%	8 11%	63 16%	75 14%em	35 13%em	51 16%em	63 14%em	76 15%em	31 15%em	57 14%em	45 14%em	13 8%	50 14%em	8 8%
Several times a week	83 16%	11 15%	5 9%	8 10%	67 17%	82 16%	36 13%	60 19%zef	73 16%	80 16%	34 16%	68 16%	55 17%	35 21%f	58 17%	21 22%f
Weekly	38 7%	6 8%	5 9%	7 9%	25 6%	38 7%	18 7%	27 8%	32 7%	36 7%	16 8%	30 7%	22 7%	10 6%	22 6%	7 7%
Fortnightly	8 1%dg	2 3%	2 3%	3 4%	3 1%	8 1%g	6 2%gj	2 1%	7 1%g	8 2%g	1 1%	5 1%	4 1%	3 2%	6 2%g	5 5%zeghijkln
Monthly	5 1%	2 3%	- -	1 1%	2 *	5 1%	3 1%	4 1%	5 1%	5 1%	1 *	5 1%	3 1%	5 3%zeijl	5 1%	1 1%
Less often	13 2%	4 6%	3 6%	3 4%	7 2%	12 2%	8 3%	7 2%	12 3%	12 2%	5 2%	10 2%	9 3%	5 3%	6 2%	1 1%
Never	2 *	- -	1 1%d	2 2%zd	- -	2 *	2 1%	2 *	2 *	2 *	1 *	1 *	2 *	1 *	2 *	- -

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Table 236

FXC2 - Approximately how often do you receive calls on your home landline?**BASE: All who use their landline to receive calls**

	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	541	357	57	8	5	24	90	275	135	128	-	45	47	46	76	65	46	12	
Weighted Base	534	367	60*	8**	4**	19**	75*	245	170	115	**-	40*	40*	48*	72*	74*	53*	15**	
Every day	307 58%ik	214 58%	33 55%	3 42%	3 82%	11 57%	43 57%	157 64%zi	98 58%il	50 44%	-	14 35%	20 51%	28 58%k	47 65%k	48 65%k	29 54%	6 37%	
Every couple of days	79 15%o	50 14%	10 17%	2 24%	-	3 16%	13 17%	41 17%	21 12%	17 14%	-	4 10%	11 27%zo	8 17%	15 21%o	4 6%	9 17%	3 21%	
Several times a week	83 16%	60 16%	7 12%	2 22%	-	3 17%	11 15%	32 13%	30 17%	20 18%	-	10 24%	4 11%	8 17%	8 11%	12 16%	9 16%	5 30%	
Weekly	38 7%g	23 6%	5 8%	1 13%	1 18%	1 7%	7 9%	10 4%	12 7%	15 13%zg	-	6 15%zn	4 9%	1 3%	2 2%	7 10%	3 6%	2 11%	
Fortnightly	8 1%	5 1%	2 3%	-	-	-	1 1%	1 1%	3 2%	3 2%	-	3 8%zo	-	1 1%	1 1%	-	2 4%	-	
Monthly	5 1%	5 1%	-	-	-	-	-	-	2 1%	3 2%g	-	2 5%z	-	1 2%	-	-	2 3%	-	
Less often	13 2%	10 3%	1 2%	-	-	1 4%	1 1%	4 2%	3 2%	6 5%zg	-	1 2%	1 2%	-	-	3 4%	-	-	
Never	2 *	-	2 3%za	-	-	-	-	-	1 *	1 1%	-	1 2%	-	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 237

FXC2 - Approximately how often do you receive calls on your home landline?

BASE: All who use their landline to receive calls

	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	541	474	64	32	39	43	41	45	8	56	99	48	45	53	32	411	299	223	522	314	227	541
Weighted Base	534	485	46*	32**	33*	39*	42*	43*	8**	71*	122*	42*	29*	42*	32*	431	289	226	515	305	229	534
Every day	307 58%	281 58%	25 55%	10 31%	22 65%	20 51%	26 62%	21 48%	4 52%	36 51%	76 62%	24 56%	19 65%	27 65%	24 75%ze gio	237 55%	175 60%	126 56%	301 59%z	184 60%	124 54%	307 58%
Every couple of days	79 15%	68 14%	11 23%	5 16%	6 18%	6 16%	6 15%	9 22%	2 29%	13 19%	12 10%	6 13%	4 14%	4 10%	4 13%	66 15%	37 13%	38 17%	76 15%	43 14%	35 15%	79 15%
Several times a week	83 16%	78 16%	4 9%	15 45%	4 11%	5 13%	3 7%	10 23%	- -	14 20%	16 13%	6 14%	3 11%	5 12%	3 9%	72 17%	46 16%	31 14%	77 15%	47 15%	36 16%	83 16%
Weekly	38 7%	35 7%	2 5%	2 5%	1 3%	3 7%	4 9%	1 3%	2 20%	5 8%	10 8%	4 8%	2 8%	4 9%	1 3%	31 7%	18 6%	19 9%	37 7%	16 5%	22 9%	38 7%
Fortnightly	8 1%	7 1%	1 2%	- -	- -	2 6%zo	1 2%	- -	- -	1 1%	1 1%	2 4%	- -	1 2%	- -	7 2%	5 2%	3 1%	8 1%	6 2%	2 1%	8 1%
Monthly	5 1%	5 1%	- -	- -	- -	- -	2 5%z	1 2%	- -	- -	2 1%	- -	- -	- -	- -	5 1%	3 1%	- -	3 1%	3 1%	2 1%	5 1%
Less often	13 2%	11 2%	2 5%	- -	1 2%	2 6%	- -	1 2%	- -	- -	6 5%	1 4%	1 2%	1 3%	- -	11 3%	4 1%	8 4%	12 2%	5 2%	8 4%	13 2%
Never	2 *	1 *	1 2%	1 2%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	2 *	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; ** very small base (under 30) ineligible for sig testing

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Table 238

FXC2 - Approximately how often do you receive calls on your home landline?**BASE:** All who use their landline to receive calls

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	541	236	315	478	541	403	64	439	216	121	41	388	15	90	48	231	17	74	62	93	52
Weighted Base	534	233	325	476	534	414	66*	446	224	132*	35*	397	17**	79*	41*	222	15**	82*	61*	93*	51*
Every day	307 58%	142 61%	178 55%	273 57%	307 58%	236 57%	38 58%	257 58%	135 60%	73 55%	21 59%	227 57%	9 55%	46 59%	25 62%	132 59%	8 56%	38 46%	41 67%q	52 56%	32 63%
Every couple of days	79 15%	32 14%	49 15%	71 15%	79 15%	59 14%	11 17%	65 15%	26 12%	16 12%	5 15%	58 14%	2 12%	13 17%	6 15%	30 14%	4 26%	17 20%	6 10%	14 15%	6 12%
Several times a week	83 16%r	35 15%	56 17%f	76 16%	83 16%	66 16%	5 8%	69 15%	32 14%	26 19%f	5 13%	63 16%	3 19%	13 16%	5 11%	42 19%r	1 4%	11 14%	4 7%	16 17%	7 13%
Weekly	38 7%	17 7%	23 7%	32 7%	38 7%	29 7%	7 10%	31 7%	17 8%	13 10%	3 9%	26 7%	2 15%	6 7%	3 8%	12 5%	1 5%	12 14%zos	6 10%	4 4%	3 6%
Fortnightly	8 1%	1 1%	6 2%	7 1%	8 1%	6 1%	2 4%	7 2%	5 2%	1 1%	1 2%	6 1%	- -	1 1%	1 2%	2 1%	- -	2 3%	1 1%	2 2%	1 2%
Monthly	5 1%	3 1%	3 1%	5 1%	5 1%	5 1%	- -	5 1%	3 1%	- -	- -	5 1%	- -	- -	- -	1 *	- -	- -	2 3%	2 2%	- -
Less often	13 2%	3 1%	10 3%	12 3%	13 2%	12 3%	2 4%	12 3%	5 2%	3 2%	1 2%	12 3%	- -	- -	1 2%	3 1%	1 8%	2 3%	1 2%	4 4%	1 2%
Never	2 *	1 *	2 *	2 *	2 *	2 *	- -	2 *	2 1%	1 1%	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 3%zo

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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 239

FXC2 - Approximately how often do you receive calls on your home landline?

BASE: All who use their landline to receive calls

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	541	135	66	55	85	56	159	252	79	9	27	14	30	105	12	34	16	20	20	21
Weighted Base	534	138	75*	54*	87*	53*	169	228	84*	13**	29**	14**	30**	111*	14**	31**	19**	16**	18**	21**
Every day	307 58%	86 62%	36 47%	33 61%	49 56%	31 59%	96 57%	132 58%	51 60%	6 49%	19 66%	5 38%	16 52%	59 53%	12 83%	21 67%	8 40%	11 69%	11 60%	11 54%
Every couple of days	79 15%	17 12%	14 18%	5 10%	11 13%	10 20%	26 15%	35 16%	14 17%	2 16%	1 5%	1 11%	7 22%	16 14%	-	2 6%	3 15%	2 15%	4 22%	6 29%
Several times a week	83 16%	25 18%	10 13%	6 12%	15 17%	6 11%	31 18%	35 15%	15 18%	3 21%	3 10%	5 34%	5 18%	16 15%	1 9%	4 14%	3 14%	2 11%	2 13%	2 10%
Weekly	38 7%	8 6%	10 13%	5 10%	3 4%	2 4%	10 6%	17 8%	2 3%	2 14%	5 17%	-	2 5%	9 8%	-	4 13%	3 17%	* 3%	1 5%	-
Fortnightly	8 1%	1 1%	2 3%	1 1%	2 2%	-	1 1%	2 1%	1 1%	-	1 3%	-	-	3 3%	1 8%	-	-	-	-	-
Monthly	5 1%	1 1%	-	2 3%	2 2%	-	3 2%	-	1 1%	-	-	2 13%	-	2 2%	-	-	-	-	-	-
Less often	13 2%	1 1%	3 4%	2 3%	4 5%	2 4%	2 1%	5 2%	1 1%	-	-	1 5%	1 3%	5 5%	-	-	2 10%	1 3%	-	1 3%
Never	2 *	-	1 1%	-	-	1 2%	-	2 1%	-	-	-	-	-	-	-	-	1 4%	-	-	1 4%

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

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Table 240
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	541	417	541	220	42	180	141	386	6	10	110	412	158	329
Weighted Base	534	412	534	222	44*	175	141	388	5**	6**	96*	418	159	321
Every day	307	238	307	128	23	102	92	222	3	3	56	239	75	202
	58%l	58%	58%	58%	53%	58%	65%	57%	73%	55%	58%	57%	48%	63%zl
Every couple of days	79	59	79	27	5	26	17	56	1	1	12	63	22	48
	15%	14%	15%	12%	10%	15%	12%	14%	14%	14%	12%	15%	14%	15%
Several times a week	83	73	83	44	11	28	23	69	1	1	16	65	28	47
	16%	18%zb	16%	20%zb	25%	16%	16%	18%z	13%	20%	17%	16%	18%	15%
Weekly	38	21	38	13	3	13	6	20	-	-	9	28	21	15
	7%agm	5%	7%a	6%	6%	7%	5%	5%	-	-	10%	7%	13%zm	5%
Fortnightly	8	6	8	1	-	-	1	6	-	-	-	8	5	1
	1% m	1%	1%	1%	-	-	1%	1%	-	-	-	2%	3% m	*
Monthly	5	5	5	4	2	3	2	5	-	-	1	4	1	2
	1%	1%	1%	2%	4%	2%	1%	1%	-	-	1%	1%	1%	1%
Less often	13	10	13	4	-	3	-	8	-	1	1	10	6	5
	2%	2%	2%	2%	-	2%	-	2%	-	11%	1%	2%	4%	2%
Never	2	2	2	-	1	-	-	2	-	-	1	1	1	1
	*	*	*	-	2%	-	-	*	-	-	1%	*	1%	*

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

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Table 241
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	541	191	77	69	80	317	83	72	69	327	44	32
Weighted Base	534	180	75*	70*	87*	307	79*	83*	64*	341	44*	29**
Every day	307	160	36	27	15	307	-	-	-	200	23	13
	58%cdfgh	89%zbcd	48%d	38%d	17%	100%zfg	-	-	-	59%	52%	45%
Every couple of days	79	15	31	4	9	-	79	-	-	46	8	6
	15%acegh	8%	41%zacd	6%	11%	-	100%zegh	-	-	13%	18%	21%
Several times a week	83	5	7	36	25	-	-	83	-	49	11	5
	16%aefh	3%	9%a	51%zabd	29%zab	-	-	100%zefh	-	14%	25%	19%
Weekly	38	*	2	2	18	-	-	-	38	26	1	2
	7%aefg	*	2%	2%	20%zabc	-	-	-	59%zefg	8%	2%	8%
Fortnightly	8	-	-	-	6	-	-	-	8	5	-	1
	1%	-	-	-	7%zab	-	-	-	12%zefg	2%	-	2%
Monthly	5	-	-	-	5	-	-	-	5	5	-	-
	1%	-	-	-	5%za	-	-	-	7%zefg	1%	-	-
Less often	13	-	-	2	8	-	-	-	13	10	1	1
	2%ae	-	-	2%	9%zab	-	-	-	20%zefg	3%	2%	5%
Never	2	-	-	-	2	-	-	-	2	1	1	-
	*	-	-	-	2%	-	-	-	2%ze	*	2%	-

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

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Table 242

FXC2 - Approximately how often do you receive calls on your home landline?

BASE: All who use their landline to receive calls

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	541	153	178	115	39	34	17
Weighted Base	534	137	173	124	34*	39**	20**
Every day	307 58%	81 60%	104 60%	65 53%	18 54%	26 66%	7 36%
Every couple of days	79 15%	19 14%	28 16%	16 13%	9 26%	3 7%	4 19%
Several times a week	83 16%b	20 14%	18 10%	26 21%b	3 8%	8 20%	9 44%
Weekly	38 7%	8 6%	14 8%	9 8%	3 9%	1 1%	-
Fortnightly	8 1%	3 2%	4 2%	1 1%	-	-	-
Monthly	5 1%	-	-	2 1%	1 3%b	2 5%	-
Less often	13 2%	5 4%	4 2%	4 3%	-	-	-
Never	2 *	1 1%	1 *	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 243

FXC3 - Approximately how often do you access the internet through your home broadband?**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	1106	553	553	2	38	147	224	214	193	215	73	40	371	407	288	293	345	224	244	282	460	316
Weighted Base	1136	565	571	2**	31*	169	229	244	198	196	67*	33*	398	442	263	372	317	239	208	274	471	343
Every day	965 85%ijn rt	489 87%	475 83%	2 100%	29 95%ijn	163 96%zhi jmn	211 92%zhi jmn	220 90%zhi jmn	163 82%jn	145 74%jn	31 46%	31 96%ijn	374 94%zhi jmn	383 87%hij n	176 67%j	342 92%zp qr	274 86%r	192 81%	156 75%	234 86%	384 81%	307 90%zt
Every couple of days	51 5%o	31 5%	20 4%	- -	- -	2 1%	10 4%	6 3%	9 5%	16 8%zeg lm	8 11%zegk lm	- -	13 3%	16 4%	23 9%zeg lm	9 2%	11 3%	16 7%o	16 7%zop	14 5%	25 5%	9 3%
Several times a week	51 4%elo	20 4%	31 5%	- -	1 3%e	- -	5 2%	10 4%el	8 4%el	18 9%zef glm	9 13%zefg hlm	1 2%e	5 1%	18 4%el	27 10%zef ghlm	6 2%	15 5%	16 7%o	14 7%o	8 3%	28 6%	11 3%
Weekly	20 2%alm	3 *	18 3%za	- -	1 2%fg	2 1%	- -	- -	2 1%	6 3%fgl m	10 14%zefg hilmn	1 2%fg	2 *	2 *	16 6%zef ghilm	5 1%	8 2%	2 1%	5 2%	3 1%	10 2%	8 2%
Fortnightly	9 1%	3 1%	6 1%	- -	- -	- -	- -	4 2%l	1 1%	1 1%	3 4%zefh il	- -	- -	5 1%	4 2%il	3 1%	3 1%	1 *	2 1%	2 1%	5 1%	1 *
Monthly	10 1%	3 1%	7 1%	- -	- -	- -	- -	2 1%	5 2%zfl	2 1%	1 2%fl	- -	- -	7 2%l	3 1%l	3 1%	3 1%	3 1%	2 1%	4 1%	5 1%	2 *
Less often	7 1%	4 1%	3 1%	- -	- -	1 *	- -	1 *	4 2%zfl	- -	1 2%	- -	1 *	5 1%	1 *	1 *	2 1%	1 *	3 1%	2 1%	2 *	3 1%
Never	23 2%ou	12 2%	10 2%	- -	- -	2 1%	2 1%	- -	5 3%gm	8 4%zglm	5 7%zefg lm	- -	4 1%	5 1%	13 5%zfg lm	2 1%	3 1%	7 3%o	11 5%zop	7 3%u	14 3%u	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 244

FXC3 - Approximately how often do you access the internet through your home broadband?

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)	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	1106	82	104	375	47	18	432	129	65	51	15	39	315	60	785	321	546	74	69	25	9	30	305	48
Weighted Base	1136	99*	124*	410	50*	21**	492	141	71*	45*	12**	33*	285	56*	785	351	615	72*	75*	21**	7**	24**	276	45*
Every day	965 85%lv	90 91%	122 99%za	365 89%zc	47 94%	19 88%	447 91%zl	131 93%zi	66 93%lj	37 82%	12 100%	30 90%lk	194 68%	48 85%lm	656 84%	308 88%	564 92%zv	64 89%v	69 92%v	17 79%	7 100%	23 94%	185 67%	36 80%
Every couple of days	51 5%b	2 2%	- -	18 4%b	2 3%	- -	17 3%	3 2%	2 2%	4 8%	- -	- -	22 8%zfg	3 6%	38 5%	13 4%	20 3%	2 3%	2 2%	2 8%	- -	- -	22 8%zp	3 8%
Several times a week	51 4%p	4 4%	2 1%	14 3%	- -	- -	17 3%	2 2%	- -	1 2%	- -	1 2%	27 10%zfh	3 5%	40 5%	11 3%	19 3%	2 3%	- -	1 5%	- -	1 3%	26 9%zpr	2 4%
Weekly	20 2%cfp	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	* 1%	18 6%zfh	- -	15 2%	5 1%	2 *	- -	- -	- -	- -	- -	18 7%zpq	* 1%
Fortnightly	9 1%	1 1%	- -	3 1%	- -	- -	2 *	2 1%	- -	- -	- -	- -	5 2%z	- -	8 1%	1 *	2 *	2 2%p	- -	- -	- -	- -	5 2%zp	- -
Monthly	10 1%	1 1%	- -	2 *	- -	3 12%	3 1%	- -	3 4%zfg	1 2%	- -	1 3%g	3 1%	- -	6 1%	4 1%	3 *	- -	3 3%p	1 5%	- -	- -	3 1%	1 2%
Less often	7 1%	1 1%	- -	1 *	1 2%	- -	1 *	1 1%	1 2%	1 2%f	- -	* 1%	1 *	1 2%	5 1%	2 1%	2 *	- -	1 1%	- -	- -	* 2%	3 1%	1 2%p
Never	23 2%fp	- -	- -	5 1%	- -	- -	4 1%	2 1%	- -	1 2%	- -	1 3%	14 5%zf	1 2%	17 2%	6 2%	4 1%	2 2%	1 1%	1 4%	- -	* 1%	14 5%zp	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 245

FXC3 - Approximately how often do you access the internet through your home broadband?

BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Unweighted Base	1106	729	197	178	342	14	5	55	715	212	423	189	168	112	166	140	64
Weighted Base	1136	774	188	173	363	14**	5**	66*	719	211	421	205	190	106*	183	149	56*
Every day	965 85%chi	678 88%zc	160 86%c	126 73%	344 95%zh	12 85%	5 100%	59 88%	574 80%	153 73%	349 83%i	181 88%i	182 96%zijk	96 91%i	174 95%z	143 96%z	51 90%
Every couple of days	51 5%	39 5%	7 4%	5 3%	11 3%	1 7%	-	2 3%	39 5%	10 5%	25 6%l	7 4%	3 2%	6 5%	4 2%	3 2%	3 6%
Several times a week	51 4%adio	25 3%	11 6%	14 8%za	3 1%	-	-	3 4%	45 6%zd	18 9%zklm	24 6%l	4 2%	3 1%	2 2%	3 2%	-	1 1%
Weekly	20 2%ad	5 1%	2 1%	13 8%zab	1 *	-	-	-	20 3%zd	13 6%zjklm	5 1%	2 1%	1 1%	-	1 1%	1 *	-
Fortnightly	9 1%	4 1%	-	4 3%zab	1 *	-	-	-	8 1%	4 2%	4 1%	-	-	1 1%	-	-	1 2%
Monthly	10 1%	6 1%	2 1%	2 1%	-	-	-	1 2% ^d	9 1%	3 1%	5 1%	2 1%	-	-	-	-	-
Less often	7 1%	5 1%	1 1%	1 1%	* *	1 8%	-	-	6 1%	3 1%	2 *	2 1%	-	* *	-	-	* 1%
Never	23 2%a	11 1%	4 2%	7 4%za	4 1%	-	-	1 2%	18 2%	8 4%l	7 2%	6 3%	1 *	1 1%	1 *	2 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 246

FXC3 - Approximately how often do you access the internet through your home broadband?

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	1106	192	135	185	736	1095	642	635	1038	1028	456	995	773	436	770	252
Weighted Base	1136	195	132	198	747	1125	669	644	1070	1062	487	1031	819	479	817	291
Every day	965 85% ^d	185 95% ^{zd}	125 95% ^{zd}	186 94% ^{zd}	597 80%	958 85% ^z	586 88% ^z egi	537 83%	923 86% ^z egi	900 85%	426 87% ^{gi}	889 86% ^z egi	741 91% ^z efgh ijkl	452 94% ^z efgh ijkl	703 86% ^g	281 97% ^z efghijkl
Every couple of days	51 5% ^{fh} lmo	5 3%	3 3%	6 3%	40 5%	50 4% ^{fh} lmo	21 3%	38 6% ^z efhik lmno	44 4% ^m	48 4% ^{fh} lmo	21 4%	42 4% ^m	29 3%	12 2%	35 4% ^{mo}	6 2%
Several times a week	51 4% ^{ach} lm o	1 *	2 1%	2 1%	47 6% ^z abc	50 4% ^h lmo	28 4% ^l mo	27 4% ^l mo	43 4% ^l mo	48 5% ^h lmo	20 4% ^l mo	44 4% ^l mo	20 2% ^{mo}	6 1%	30 4% ^l mo	2 1%
Weekly	20 2% ^{fh} lmo	1 *	- -	1 1%	19 3% ^z	20 2% ^{fh} lmo	7 1%	17 3% ^z efhjk lmo	19 2% ^h lmo	20 2% ^{fh} lmo	4 1% ^m	17 2% ^l mo	7 1%	* *	16 2% ^h lm	1 *
Fortnightly	9 1% ^e	- -	1 1%	1 *	8 1%	8 1%	5 1%	4 1%	8 1%	9 1%	2 *	9 1%	5 1%	2 *	6 1%	1 *
Monthly	10 1% ^{hm}	- -	- -	- -	10 1% ^z	10 1% ^{hm}	7 1% ^m	4 1%	8 1%	10 1% ^m	5 1%	9 1% ^m	5 1%	1 *	5 1%	- -
Less often	7 1%	* *	* *	* *	7 1%	7 1%	2 *	6 1%	7 1%	7 1%	1 *	7 1%	3 *	3 1%	7 1% ^j	1 *
Never	23 2% ^{ek} lmo	3 1%	* *	2 1%	19 3%	21 2% ^k lmo	11 2%	11 2% ^{mo}	20 2% ^k lmo	21 2% ^k lmo	8 2%	15 1%	9 1%	3 1%	15 2% ^l mo	- -

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 247

FXC3 - Approximately how often do you access the internet through your home broadband?

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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	1106	924	117	18	8	35	4	447	338	313	3	75	79	106	163	163	132	38	
Weighted Base	1136	965	115	16**	7**	28*	5**	412	423	290	5**	64*	71*	103*	164	185	159	49*	
Every day	965 85%beg	924 96%zbe	32 28%	- -	1 11%	4 16%	3 67%	314 76%	396 94%zgi	245 84%g	5 100%	52 82%	56 79%	85 82%	133 81%	171 93%zklmn	151 95%zklmn	49 100%zklmn	
Every couple of days	51 5%ah	19 2%	31 27%zae	- -	- -	1 2%	-	30 7%zh	7 2%	14 5%h	-	3 4%	4 5%	7 7%	10 6%	6 3%	3 2%	-	
Several times a week	51 4%a	16 2%	33 29%zae	- -	- -	2 6%a	-	27 7%zh	13 3%	9 3%	-	4 6%p	1 2%	8 8%op	13 8%zop	3 2%	2 1%	-	
Weekly	20 2%ah	3 *	13 11%za	3 18%	- -	2 6%a	-	17 4%zhi	1 *	3 1%	-	2 3%o	5 7%znop	2 2%	3 2%	-	1 *	-	
Fortnightly	9 1%a	1 *	3 2%a	5 30%	- -	- -	-	6 1%	1 *	2 1%	-	1 2%	-	1 1%	-	-	-	-	
Monthly	10 1%a	- -	- -	8 52%	2 27%	- -	-	3 1%	3 1%	5 2%	-	-	1 1%	-	1 1%	*	3 2%	-	
Less often	7 1%a	* *	1 1%a	- -	4 53%	2 6%za	-	3 1%	2 1%	1 1%	-	1 2%	1 1%	-	-	2 1%	-	-	
Never	23 2%ah	2 *	1 1%	- -	1 9%	17 64%zab	2 33%	12 3%h	-	11 4%zh	-	1 1%	3 5%mp	-	4 2%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 248

FXC3 - Approximately how often do you access the internet through your home broadband?

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	1106	983	119	66	116	92	83	82	43	78	182	93	70	153	48	835	578	480	1058	589	517	1106
Weighted Base	1136	1043	88	77*	100	90*	86*	83*	44*	109*	235	91*	47*	124	48*	916	566	516	1082	583	553	1136
Every day	965 85%l	888 85%	73 83%	64 82%	83 83%	77 85%	71 82%	74 89%l	36 81%	97 88%l	191 81%	84 92%zj lo	35 74%	112 90%zj l	40 83%	777 85%l	468 83%	447 87%	915 85%	486 83%	478 86%	965 85%
Every couple of days	51 5%	47 4%	3 4%	5 7%	5 5%	4 5%	3 3%	1 2%	2 4%	3 3%	16 7%	2 2%	5 10%zgj mo	2 2%	3 6%	41 5%	21 4%	30 6%	51 5%	20 3%	31 6%	51 5%
Several times a week	51 4%qt	48 5%	3 3%	3 4%	5 5%	3 3%	7 9%	3 3%	3 6%	6 6%	7 3%	3 3%	2 5%	3 3%	4 8%	41 4%	35 6%zqr	15 3%	51 5%q	36 6%ztu	15 3%	51 4%t
Weekly	20 2%qt	19 2%	1 1%	- -	1 1%	2 2%	- -	- -	1 2%	2 2%	10 4%zo	- -	2 4%k	4 3%	- -	15 2%	18 3%zqr	3 1%	20 2%q	16 3%ztu	4 1%	20 2%t
Fortnightly	9 1%	8 1%	1 1%	- -	- -	1 1%	1 1%	1 1%	- -	- -	3 1%	- -	1 2%	- -	1 2%	7 1%	5 1%	3 1%	8 1%	5 1%	4 1%	9 1%
Monthly	10 1%	10 1%	* *	1 2%	2 2%	2 2%	1 1%	1 2%	1 2%	- *	1 1%	1 1%	1 1%	- -	- -	10 1%	3 1%	6 1%	9 1%	3 1%	7 1%	10 1%
Less often	7 1%	6 1%	1 2%	* 1%	1 1%	- -	2 2%	- -	- -	1 1%	2 1%	* *	- -	- -	- -	7 1%	5 1%	2 *	7 1%	5 1%	3 *	7 1%
Never	23 2%	18 2%	5 5%za	3 4%	3 3%	1 1%	2 2%	2 3%	2 5%ai	- -	4 2%	1 1%	1 3%	3 2%	- -	18 2%	12 2%	11 2%	23 2%	12 2%	10 2%	23 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 249

FXC3 - Approximately how often do you access the internet through your home broadband?

BASE: All who have fixed broadband

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1106	385	869	1074	1106	1106	152	1106	529	313	-	1074	32	-	-	359	43	249	138	216	89
Weighted Base	1136	383	916	1103	1136	1136	154	1136	554	351	-**	1103	33**	-**	-**	358	39*	268	146	223	89*
Every day	965 85%a	280 73%	831 91%zac deg	947 86%za deg	965 85%a	965 85%a	143 93%zac deg	965 85%a	495 89%za cdeg	327 93%zac deg	-	947 86%z	18 55%	-	-	298 83%	34 88%	237 88%	124 85%	193 86%	72 81%
Every couple of days	51 5%bhi	33 9%zbc deg	31 3%	48 4%bh	51 5%bhi	51 5%bhi	7 4%	51 5%bhi	17 3%	9 2%	-	48 4%	3 10%	-	-	15 4%	1 3%	9 4%	8 6%	10 4%	6 7%
Several times a week	51 4%bcik	26 7%zbc defgh i	24 3%	43 4%bi	51 4%bci	51 4%bci	4 2%	51 4%bci	19 3%i	5 2%	-	43 4%	8 25%	-	-	16 5%	1 3%	6 2%	4 3%	15 7%q	5 6%
Weekly	20 2%bh	15 4%zbc defgh	5 1%	19 2%bh	20 2%bh	20 2%bh	- -	20 2%bh	4 1%	7 2%b	-	19 2%	1 3%	-	-	11 3%	1 3%	3 1%	3 2%	1 1%	2 2%
Fortnightly	9 1%	6 1%	5 1%	9 1%	9 1%	9 1%	- -	9 1%	3 1%	2 *	-	9 1%	-	-	-	3 1%	-	3 1%	2 1%	-	-
Monthly	10 1%	6 2%i	6 1%	10 1%	10 1%	10 1%	- -	10 1%	8 1%bi	1 *	-	10 1%	-	-	-	2 1%	-	3 1%	2 1%	2 1%	1 1%
Less often	7 1%	2 1%	4 *	7 1%	7 1%	7 1%	* *	7 1%	2 *	- -	-	7 1%	1 2%	-	-	2 *	1 2%	2 1%	2 2%	-	1 1%
Never	23 2%bi	14 4%zbc deg	10 1%	21 2%bi	23 2%bi	23 2%bi	1 *	23 2%bi	6 1%	1 *	-	21 2%	2 6%	-	-	12 3%	1 2%	5 2%	1 1%	2 1%	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/q/r/s/t
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Table 250

FXC3 - Approximately how often do you access the internet through your home broadband?

BASE: All who have fixed broadband

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1106	322	260	148	221	144	428	305	200	32	73	45	76	303	32	73	70	48	59	46
Weighted Base	1136	324	279	154	229	138	446	299	203	36**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Every day	965	272	245	132	195	114	389	229	175	33	73	44	63	284	28	50	64	39	38	31
	85%gors	84%	88%	85%	85%	83%	87%g	77%	86%g	90%	87%	92%g	85%	88%g	84%	73%	85%	83%	70%	70%
Every couple of days	51	10	9	8	12	10	19	17	9	1	5	1	4	13	1	1	-	2	7	9
	5%	3%	3%	5%	5%	7%a	4%	6%	4%	3%	6%	1%	5%	4%	4%	2%	-	3%	13%zop	20%zopq
Several times a week	51	15	9	4	17	5	17	19	7	-	2	3	4	11	3	7	5	1	5	-
	4%	5%	3%	3%	7%	4%	4%	6%	4%	-	3%	7%	6%	4%	7%	10%zs	6%	2%	9%	-
Weekly	20	10	3	3	1	3	8	12	6	-	*	-	2	-	-	5	3	2	1	1
	2% ^m	3% ^{zd}	1%	2%	1%	2%	2% ^m	4% ^{zm}	3% ^m	-	1%	-	3% ^m	-	-	7% ^z	3%	5%	2%	3%
Fortnightly	9	3	3	2	-	-	3	3	1	2	-	-	-	1	1	1	-	2	-	-
	1%	1%	1%	1%	-	-	1%	1%	1%	6%	-	-	-	*	4%	1%	-	5% ^z	-	-
Monthly	10	1	4	2	2	1	2	4	-	-	1	-	1	4	1	-	2	-	1	-
	1%	*	2%	1%	1%	*	*	1%	-	-	1%	-	1%	1%	2%	-	3%	-	2%	-
Less often	7	3	2	2	-	1	3	3	1	-	2	-	-	1	-	2	*	-	-	1
	1%	1%	1%	1%	-	*	1%	1%	1%	-	3%	-	-	*	-	2%	1%	-	-	1%
Never	23	10	5	1	2	4	5	11	4	-	-	-	1	6	-	4	1	1	2	3
	2%	3%	2%	1%	1%	3%	1%	4% ^{zf}	2%	-	-	-	1%	2%	-	5%	2%	1%	4%	6%

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

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Table 251

FXC3 - Approximately how often do you access the internet through your home broadband?

BASE: All who have fixed broadband

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1106	419	403	630	78	224	190	394	4	8	236	834	496	486
Weighted Base	1136	424	414	648	80*	233	198	403	3**	5**	231	869	529	483
Every day	965	340	341	580	69	202	167	327	2	4	203	737	473	379
	85%agm	80%	82%	89%zabf	86%	87%a	84%	81%	74%	76%	88%	85%	89%zm	79%
Every couple of days	51	25	22	23	1	8	10	21	1	1	11	40	22	26
	5%	6%c	5%	4%	2%	4%	5%	5%	26%	24%	5%	5%	4%	5%
Several times a week	51	25	22	27	6	8	14	25	-	-	8	40	12	37
	4%l	6%	5%	4%	8%	3%	7%e	6%	-	-	4%	5%	2%	8%zl
Weekly	20	10	7	5	-	6	1	9	-	-	3	17	4	15
	2%cl	2%c	2%	1%	-	3%c	1%	2%	-	-	1%	2%	1%	3%zl
Fortnightly	9	4	6	3	1	2	2	3	-	-	3	6	4	4
	1%	1%	1%c	*	2%	1%	1%	1%	-	-	1%	1%	1%	1%
Monthly	10	5	4	1	1	2	2	5	-	-	2	7	3	7
	1%c	1%c	1%	*	1%	1%	1%	1%	-	-	1%	1%	1%	1%
Less often	7	4	2	2	-	2	2	4	-	-	-	6	1	4
	1%	1%	1%	*	-	1%	1%	1%	-	-	-	1%	*	1%
Never	23	12	9	7	2	3	1	10	-	-	2	17	9	10
	2%c	3%cf	2%	1%	2%	1%	*	2%	-	-	1%	2%	2%	2%

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

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Table 252

FXC3 - Approximately how often do you access the internet through your home broadband?

BASE: All who have fixed broadband

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1106	182	65	73	99	234	60	54	55	919	106	81
Weighted Base	1136	178	66*	72*	108*	236	59*	66*	53*	965	102*	69*
Every day	965 85% ^{cjk}	149 84% ^c	52 79%	52 72%	87 80%	200 85%	46 77%	49 75%	46 87%	965 100% ^{zjk}	-	-
Every couple of days	51 5% ⁱ	11 6% ^d	8 12% ^{zd}	5 7% ^d	-	9 4%	8 13% ^{zeh}	5 7%	-	-	51 50% ^{zik}	-
Several times a week	51 4% ⁱ	9 5%	2 4%	8 12% ^z	5 5%	13 6%	-	7 10% ^f	2 4%	-	51 50% ^{zik}	-
Weekly	20 2% ⁱ	3 1%	1 1%	1 2%	5 5%	3 1%	1 2%	1 2%	2 4%	-	-	20 29% ^{zij}
Fortnightly	9 1% ⁱ	-	1 1%	2 3% ^{za}	1 1%	3 1%	1 2%	2 3%	-	-	-	9 13% ^{zij}
Monthly	10 1% ⁱ	1 1%	-	1 1%	3 3%	1 *	2 3%	1 1%	-	-	-	10 15% ^{zij}
Less often	7 1% ⁱ	3 2%	-	-	1 1%	2 1%	-	-	-	-	-	7 10% ^{zij}
Never	23 2% ⁱ	1 1%	2 2%	3 4%	7 6% ^{za}	4 2%	2 4%	1 2%	2 4%	-	-	23 33% ^{zij}

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

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Table 253

FXC3 - Approximately how often do you access the internet through your home broadband?

BASE: All who have fixed broadband

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1106	185	114	484	81	83	149
Weighted Base	1136	168	117*	514	84*	89*	154
Every day	965 85%af	123 73%	92 79%	470 91%zabef	77 91%abf	75 84%	119 78%
Every couple of days	51 5%	12 7%	7 6%	19 4%	2 3%	4 4%	8 5%
Several times a week	51 4%	8 5%	8 6%d	18 4%	- -	7 8%d	9 6%d
Weekly	20 2%c	8 5%zc	3 2%	2 *	2 2%	- -	6 4%c
Fortnightly	9 1%c	1 1%	3 2%c	1 *	- -	2 2%c	2 1%
Monthly	10 1%c	2 1%c	2 2%c	* *	2 2%c	1 1%	3 2%c
Less often	7 1%	3 2%zc	1 1%	1 *	- -	1 1%	1 1%
Never	23 2%c	10 6%zce	2 2%	3 1%	1 2%	- -	6 4%c

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Table 254
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	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
GENDER																						
MALE	665 49%br	665 100%zb	- -	2 100%	13 38%	87 46%	126 51%	142 54%	120 51%	114 47%	61 43%	15 41%	213 49%	262 52%	175 46%	217 54%pr	165 45%	159 56%zpr	125 41%	179 56%ztu	264 47%	193 47%
FEMALE	692 51%aqs	- -	692 100%za	- -	22 62%	104 54%	120 49%	121 46%	116 49%	129 53%	80 57%	22 59%	223 51%	238 48%	209 54%	187 46%	200 55%oq	123 44%	183 59%zoq	143 44%	295 53%ss	216 53%ss
AGE																						
16-17	2 *	2 *	- -	2 100%	- -	- -	- -	- -	- -	- -	- -	2 5%zefghijklmn	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	1 *
18-24	35 3%fghilmno	13 2%	22 3%	- -	35 100%zefghijklmn	- -	- -	- -	- -	- -	- -	35 95%zefghijklmn	- -	- -	- -	1 *	13 4%o	7 2%o	14 4%zo	9 3%	13 2%	8 2%
25-34	191 14%dfghijkmn	87 13%	104 15%	- -	- -	191 100%zdfghijkmn	- -	- -	- -	- -	- -	- -	191 44%zdfghijkmn	- -	- -	55 14%	51 14%	42 15%	42 14%	63 20%ztu	71 13%	46 11%
35-44	245 18%deg hijkmn	126 19%	120 17%	- -	- -	- -	245 100%zdeg hijkmn	- -	- -	- -	- -	- -	245 56%zdeg hijkmn	- -	- -	82 20%	70 19%	48 17%	46 15%	76 24%ztu	96 17%	63 15%
45-54	264 19%def hijkl	142 21%	121 18%	- -	- -	- -	- -	264 100%zdef hijklmn	- -	- -	- -	- -	- -	264 53%zdef hijkl	- -	77 19%	64 18%	69 25%zpr	53 17%	58 18%	117 21%	74 18%
55-64	236 17%def gijkl	120 18%	116 17%	- -	- -	- -	- -	- -	236 100%zdef gijklmn	- -	- -	- -	- -	236 47%zdef gijkl	- -	84 21%	62 17%	42 15%	48 16%	62 19%	89 16%	73 18%
65-74	243 18%def ghiklms	114 17%	129 19%	- -	- -	- -	- -	- -	- -	243 100%zdef ghijklmn	- -	- -	- -	- -	243 63%zdefghijklm	70 17%	64 17%	51 18%	58 19%	40 12%	99 18%ss	94 23%zs
75+	141 10%defg hiklms	61 9%	80 12%	- -	- -	- -	- -	- -	- -	- -	141 100%zdef ghiklmn	- -	- -	- -	141 37%zdefghiklm	35 9%	39 11%	21 8%	46 15%zoq	14 4%	73 13%zs	50 12%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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
AGE																						
16-24	37 3%efgh ilmno	15 2%	22 3%	2 100%	35 100%zefg hijlmn	-	-	-	-	-	-	37 100%zefg hijlmn	-	-	-	1 *	14 4%o	7 2%o	14 5%zo	9 3%	13 2%	9 2%
25-44	436 32%cdgh ijkmn	213 32%	223 32%	-	-	191 100%zd ghijkmn	245 100%zdgh ijkmn	-	-	-	-	-	436 100%zdgh ijkmn	-	-	137 34%	121 33%	91 32%	88 29%	139 43%zt u	167 30%	109 27%
45-64	500 37%def ijkl	262 39%	238 34%	-	-	-	-	264 100%zd efijkl	236 100%zdef ijkl	-	-	-	-	500 100%zdef ijkl	-	161 40%	126 35%	111 40%	102 33%	120 37%	206 37%	147 36%
65+	384 28%def ghklms	175 26%	209 30%	-	-	-	-	-	-	243 100%zd efghkl m	141 100%zdef ghklm	-	-	-	384 100%zd efghkl m	105 26%	103 28%	73 26%	103 34%zo	54 17%	172 31% s	145 35% zst
AREA																						
URBAN	322 24%bji ntu	179 27%zb	143 21%	1 34%	9 25%j	63 33%zgi jmn	76 31%zgi jn	58 22%jn	62 26%ijn	40 16%	14 10%	9 25%j	139 32%zgi jmn	120 24%ijn	54 14%	81 20%	88 24%	71 25%	82 27%	322 100%ztu	-	-
SUBURBAN	559 41%osu	264 40%	295 43%	-	13 39%	71 37%	96 39%	117 44%	89 38%	99 41%	73 51%zef hilmn	13 37%	167 38%	206 41%	172 45%i	141 35%	153 42%	132 47%zo	133 43%o	-	559 100%zsu	-
RURAL	409 30%lqr st	193 29%	216 31%	1 66%	8 22%	46 24%	63 26%	74 28%	73 31%	94 39%zde fglm	50 36%efl	9 24%	109 25%	147 29%	145 38%ze fglm	171 42%zp qr	105 29%r	68 24%	66 21%	-	-	409 100%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
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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

Weighted Base SOCIAL GRADE	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)
	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
A	65 5% pqr	34 5%	31 5%	- -	- -	7 4%	11 4%	15 6%	10 4%	15 6%	8 6%	- -	18 4%	25 5%	23 6%	65 16% zpq r	- -	- -	- -	19 6%	19 3%	26 6% t
B	339 25% bdk pqrst	183 28% zb	155 22%	- -	1 3%	48 25% dk	71 29% djk n	61 23% dk	74 31% zdi jkn	55 23% dk	27 19% dk	1 3%	119 27% dk	136 27% dk	83 21% dk	339 84% zpq r	- -	- -	- -	62 19%	122 22%	144 35% zst
C1	365 27% oqr	165 25%	200 29%	1 66%	13 37%	51 27%	70 29%	64 24%	62 26%	64 26%	39 28%	14 39%	121 28%	126 25%	103 27%	- -	365 100% zooq r	- -	- -	88 27%	153 27%	105 26%
C2	281 21% bop ru	159 24% zb	123 18%	- -	7 20%	42 22%	48 20%	69 26% zhj n	42 18%	51 21%	21 15%	7 19%	91 21%	111 22% h	73 19%	- -	- -	281 100% zop r	- -	71 22%	132 24% zu	68 17%
D	195 14% opq u	84 13%	111 16%	- -	9 25% f	33 17%	30 12%	37 14%	30 13%	38 16%	18 13%	9 24%	63 14%	67 13%	56 15%	- -	- -	- -	195 63% zo pq	57 18% u	79 14%	43 11%
E	113 8% alop qu	41 6%	72 10% za	1 34%	5 15% el	9 5%	16 6%	16 6%	18 8%	19 8%	28 20% zef ghilmn	6 16% efgl m	25 6%	35 7%	47 12% zef gilm	- -	- -	- -	113 37% zop q	24 8%	54 10% u	22 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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
STANDARD REGION																						
NORTH	92 7%no	44 7%	48 7%	-	2 7%	19 10%jn	21 8%	13 5%	20 8%	12 5%	5 4%	2 7%	40 9%zjn	33 7%	17 5%	14 3%	29 8%o	26 9%o	23 8%o	29 9%	40 7%	23 6%
NORTH WEST	112 8%u	57 9%	55 8%	-	2 4%	17 9%	19 8%	21 8%	19 8%	25 10%	9 6%	2 4%	36 8%	40 8%	34 9%	31 8%	31 8%	26 9%	25 8%	50 16%zt u	56 10%u	5 1%
YORKS & HUMBERSIDE	102 7%inu	53 8%	49 7%	1 34%	2 6%	20 11%ijn	17 7%	25 9%in	21 9%in	10 4%	6 4%	3 8%	38 9%in	45 9%in	16 4%	26 6%	29 8%	24 8%	23 8%	52 16%ztu	37 7%u	13 3%
WEST MIDLANDS	109 8%u	54 8%	55 8%	-	2 7%	13 7%	24 10%	27 10%	19 8%	14 6%	10 7%	2 6%	37 8%	46 9%	24 6%	25 6%	25 7%	29 10%	31 10%	41 13%zu	55 10%u	13 3%
EAST MIDLANDS	96 7%ss	46 7%	50 7%	-	2 5%	8 4%	18 7%	28 11%zel	14 6%	15 6%	12 9%	2 4%	26 6%	42 8%	27 7%	25 6%	22 6%	32 11%zop r	17 5%	13 4%	44 8%ss	38 9%ss
EAST ANGLIA	50 4%ss	26 4%	24 3%	-	-	5 2%	10 4%	9 3%	6 3%	13 5%	7 5%	-	15 3%	15 3%	20 5%	15 4%	12 3%	15 5%	7 2%	-	15 3%ss	35 8%zst
SOUTH WEST	132 10%lps t	64 10%	68 10%	1 66%	3 9%	20 11%fl	12 5%	18 7%	31 13%fgl	31 13%fgl	14 10%	4 12%dd	32 7%fl	49 10%fg	46 12%fl	56 14%zp	25 7%	23 8%	27 9%	-	34 6%ss	98 24%zst
SOUTH EAST	284 21%lss	141 21%	143 21%	-	4 13%	31 16%	43 18%	47 18%	50 21%	66 27%zef gklm	42 30%zde fgklm	4 12%	74 17%	97 19%	109 28%zde efgkl m	79 20%	94 26%zq	51 18%	60 20%	31 10%	156 28%zss	98 24%ss
GREATER LONDON	122 9%ntu	68 10%	54 8%	-	3 8%	24 13%in	32 13%zmn	21 8%	17 7%	15 6%	10 7%	3 7%	56 13%zmn	38 8%	25 6%	46 11%	32 9%	20 7%	24 8%	91 28%ztu	31 6%u	-
WALES	59 4%oss	29 4%	31 4%	-	2 7%	6 3%	13 5%	8 3%	13 6%	8 3%	10 7%	2 6%	18 4%	21 4%	18 5%	9 2%	15 4%	12 4%	22 7%zo	-	20 4%ss	39 10%zst
SCOTLAND	133 10%hqs	56 8%	77 11%	-	7 20%zhim n	17 9%	28 11%	33 12%hmn	14 6%	22 9%	13 9%	7 19%zhn	45 10%	47 9%h	35 9%	67 17%zpq r	31 8%	14 5%	21 7%	14 4%	71 13%zss	48 12%ss
NORTHERN IRELAND	67 5%ostu	29 4%	38 5%	-	5 14%zfhi ilmn	11 6%	10 4%	15 6%	12 5%	10 4%	4 3%	5 14%zfhi ilmn	21 5%	27 5%	14 4%	11 3%	19 5%	10 4%	27 9%zoq	-	-	-

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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
SELF EMPLOYED																						
FULL-TIME	56 4%bjnr	42 6%zbr	14 2%	-	-	6 3%in	17 7%zjin	20 8%zjin	13 6%ijn	1 *	-	-	22 5%ijn	33 7%zjin	1 *	25 6%r	12 3%	15 5%r	4 1%	13 4%	22 4%	19 5%
PART-TIME	24 2%lr	13 2%	11 2%	-	-	-	3 1%	2 1%	15 6%zefgijlmn	4 2%	-	-	3 1%	17 3%zegjln	4 1%	14 4%zqr	7 2%	2 1%	2 *	7 2%	6 1%	11 3%
OCCUPATION																						
FULL-TIME	532 39%bjnru	333 50%zbr	199 29%	1 66%	18 52%hijn	114 59%zhijmn	150 61%zhijmn	157 60%zhijmn	78 33%ijn	13 5%jn	1 1%	19 52%hijn	263 60%zhijn	235 47%zhijn	14 4%j	184 46%zr	170 47%zr	110 39%r	69 22%	166 51%ztu	209 37%	134 33%
PART-TIME	161 12%aijs	32 5%	129 19%zars	-	4 11%j	33 17%zjin	41 17%zjin	37 14%ijn	27 11%jn	16 7%j	3 2%	4 11%j	74 17%zjin	64 13%ijn	19 5%j	40 10%	40 11%	46 16%zo	34 11%	25 8%	70 13%ss	57 14%ss
SELF-EMPLOYED	80 6%bjnr	55 8%zbr	25 4%	-	-	6 3%	19 8%ijn	22 8%ejn	29 12%zdeijkln	5 2%	-	-	25 6%ejn	51 10%zdeijkln	5 1%	40 10%zpr	18 5%r	17 6%r	6 2%	20 6%	28 5%	31 8%
NOT WORKING - HOUSEWIFE	54 4%aijnop	5 1%	49 7%zars	-	2 7%ijn	21 11%zfgijmn	12 5%ijn	12 4%ijn	6 3% n	1 *	-	2 6%ijn	32 7%zfhijmn	18 4%ijn	1 *	8 2%	5 1%	9 3%	32 10%zopq	10 3%	26 5%	11 3%
STILL IN EDUCATION	15 1%mn	7 1%	8 1%	1 34%	5 16%zefghijlmn	5 3%himn	2 1%	1 *	-	-	-	6 17%zefghijlmn	8 2%mn	1 *	-	2 *	9 3%zo	1 *	2 1%	5 2%	5 1%	3 1%
UNEMPLOYED	37 3%ijnop	18 3%	19 3%	-	5 13%zfgijlmn	11 6%zhijn	5 2%	12 4%ijn	4 2%	1 1%	-	5 12%zfgijlmn	16 4%ijn	15 3%ijn	1 *	3 1%	3 1%	10 4%op	22 7%zop	11 4%	12 2%	9 2%
RETIRED	412 30%defgklms	190 29%	222 32%	-	-	-	-	4 1%l	64 27%defgklm	207 85%zdefghklm	138 98%zdefghiklmn	-	-	67 13%defgkl	344 90%zdefghiklm	120 30%	111 31%	77 27%	103 34%	64 20%	181 32%ss	153 37%zs
OTHER	66 5%ejnopu	25 4%	41 6%	-	1 2%in	2 1%	17 7%ejln	19 7%ejln	29 12%zejln	-	-	1 2% n	18 4%ejln	47 9%zejln	-	7 2%	8 2%	12 4%	39 13%zopq	20 6%u	28 5%	12 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
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Table 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
CHIEF INCOME EARNER																						
YES	966 71% bek lo	574 86% zb	393 57%	-	20 57%	116 61%	173 70% kl	176 67%	171 72% ek	184 76% deg kl	127 90% zde fghikl mn	20 54%	289 66%	347 69%	311 81% zd efghi klm	268 66%	262 72%	199 71%	238 77% zo	235 73%	398 71%	281 69%
NO	391 29% ajnr	92 14%	299 43% za	2 100%	15 43% ijn	75 39% zhi jn	72 30% ijn	87 33% ijn	65 28% ijn	59 24% ijn	15 10%	17 46% zth ijn	148 34% zfi jn	153 31% jn	74 19% j	136 34% zr	103 28%	83 29%	69 23%	87 27%	161 29%	129 31%
CIE WORKING STATUS																						
FULL-TIME	663 49% bhi jnru	354 53% zb	309 45%	1 66%	21 61% hij n	145 76% zhi jmn	183 75% zhi jmn	191 72% zhi jmn	95 40% ijn	23 9% jn	4 3%	23 62% hij n	328 75% zhi jmn	285 57% zhi jmn	27 7% j	230 57% zr	205 56% zr	140 50% r	88 29% q	194 60% zt u	268 48%	172 42%
PART-TIME	90 7% aj	34 5%	56 8% a	-	3 7%	14 8%	17 7%	16 6%	22 9% jn	15 6%	3 2%	3 7%	31 7% j	38 8% j	18 5%	19 5%	20 6%	25 9%	25 8%	17 5%	40 7%	28 7%
SELF-EMPLOYED	82 6% ijnr	48 7%	34 5%	-	-	6 3% j	20 8% ijn	22 8% ijn	27 11% zdei jkl	7 3% j	-	-	26 6% jn	49 10% zdei jkl	7 2%	35 9% zpr	15 4%	26 9% zpr	6 2%	23 7%	26 5%	32 8%
NOT WORKING - HOUSEWIFE	28 2% ainp	2 *	25 4% za	-	2 7% zijn	9 5% zijn	5 2% n	5 2% n	4 2%	1 *	-	2 6% ijn	15 3% ijn	10 2% n	1 *	3 1%	2 1%	2 1%	20 7% zop q	3 1%	12 2%	7 2%
STILL IN EDUCATION	8 1%	5 1%	3 *	1 34%	4 12% zefg hijlmn	2 1% m	1 1%	-	-	-	-	5 13% zefg hijlmn	4 1%	-	-	1 *	5 1% z	-	2 1%	2 1%	2 *	2 *
UNEMPLOYED	28 2% inop	14 2%	14 2%	-	4 11% zefg ijlmn	8 4% ijn	5 2% in	7 3% in	4 2% n	-	-	4 11% zefg ijlmn	13 3% ijn	11 2% in	-	-	3 1%	7 2% o	19 6% zop q	7 2%	10 2%	6 1%
RETIRED	405 30% def gklms	188 28%	216 31%	-	-	2 1%	-	8 3% fl	64 27% def gklm	197 81% zde fghiklm	134 95% zdef ghiklmn	-	2 *	72 14% def gkl	331 86% zd efghi klm	112 28%	111 30%	76 27%	106 35% z	61 19%	177 32% s	153 37% zs
OTHER	53 4% ijnop	19 3%	34 5%	-	1 2% in	4 2% in	14 6% ijn	14 5% ijn	21 9% zej ln	-	-	1 2% n	18 4% ijn	35 7% zej n	-	3 1%	3 1%	7 2%	40 13% zop q	16 5%	24 4%	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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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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
MARITAL STATUS																						
MARRIED/LIVING AS	879 65%bdj knr	486 73%zb	392 57%	-	17 48%	135 71%dij kn	185 75%zdi jkn	192 73%zdi jkn	159 67%djk n	145 60%jn	46 32%	17 45%	320 73%zdi jkn	351 70%zdi jkn	191 50%j	300 74%zpr	233 64%r	195 69%r	150 49%	210 65%	359 64%	272 66%
SINGLE	218 16%ijn ou	96 14%	123 18%	2 100%	18 52%zef ghijlm n	50 26%zfg hijlmn	38 16%jn	39 15%	33 14%	26 11%	12 8%	20 55%zef ghijlm n	88 20%zfi jmn	72 14%n	38 10%	48 12%	56 15%	38 13%	77 25%zo pq	67 21%zt u	82 15%	51 13%
WIDOWED/DIVORCED/ SEPERATED	259 19%ade fgklmo s	82 12%	177 26%za	-	-	6 3%	22 9%el	31 12%dek l	44 19%def kl	71 29%zde fghklm	84 59%zdef ghiklmn	-	28 6%e	75 15%def kl	156 40%zd efghiklm	54 13%	75 21%o	49 17%	81 26%zo q	44 14%	117 21% s	85 21% s
PARENT																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%hij mnt	187 28%	216 31%	-	13 36%hij mn	117 61%zdg hijkmn	169 69%zdg hijkmn	86 33%hijm n	13 5%jn	6 3%	-	13 34%hij mn	285 65%zdg hijkmn	99 20%hijn	6 2%	134 33%	102 28%	77 27%	90 29%	117 36%zt u	148 27%	111 27%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%bn	11 2%	3 *	-	-	* 4%zehi jlmn	9 2%zin	5 -	-	-	-	-	9 2%zehi n	5 1%	-	2 *	5 1%	3 1%	5 2%	3 1%	11 2%zu	1 *
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	2 *	5 1%	-	-	* 2%zn	4 *	1 1%	2 -	-	-	-	4 1%	2 *	-	1 *	-	-	6 2%zop q	1 *	4 1%	2 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%ein	31 5%	37 5%	-	-	-	26 11%zde hijkln	32 12%zdeh ijklmn	7 3%ejn	1 1%	-	-	26 6%ein	40 8%zehi jn	1 *	25 6%	16 4%	17 6%	10 3%	13 4%	29 5%	20 5%
NONE OF THESE	897 66%efg ls	450 68%	447 65%	2 100%	22 64%efl	74 38%fl	55 22%	150 57%efl	218 92%zde fgklm	236 97%zd efghkl lm	141 100%zde fghiklm	24 66%efl	129 29%f	367 73%zef gl	377 98%zd efghkl lm	257 64%	244 67%	193 68%	203 66%	195 61%	380 68% s	283 69% 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 254
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)
	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
NUMBER IN HOUSEHOLD																						
1	312 23%ade fgklos	133 20%	179 26%za	-	3 8%	14 8%	23 9%	40 15%el	58 25%def gklm	82 34%zde fghklm	92 65%zdef ghiklmn	3 7%	38 9%	99 20%efg l	173 45%zd efghi klm	66 16%	90 25%o	54 19%	101 33%zo pq	56 17%	135 24% s	101 25% s
2	485 36%efg lrs	242 36%	243 35%	1 66%	13 38%fl	54 28% f	45 18%	72 27% f	120 51%zef gijlm	134 55%zef gijlmn	45 32% fl	15 40% fl	99 23% f	192 38%efg l	179 47%ze fgijlm	151 37%	125 34%	115 41% r	93 30%	97 30%	213 38% s	156 38% s
3	223 16%ijn r	112 17%	111 16%	-	10 28% hij n	46 24% zhi jn	57 23% zhi jn	57 22% zhi jn	33 14% ijn	19 8% jn	1 1%	10 26% ijn	103 24% zhi jn	90 18% hijn	20 5% j	76 19% r	64 17%	44 16%	39 13%	51 16%	96 17%	65 16%
4	209 15%hij n	107 16%	103 15%	-	6 16% hij n	43 22% zhi jmn	78 32% zgh ijklmn	59 22% zhij mn	15 6% jn	7 3%	2 1%	6 15% ijn	121 28% zhi jmn	74 15% hijn	9 2%	77 19% r	49 14%	45 16%	38 12%	58 18%	83 15%	58 14%
5+	124 9%hij nt	68 10%	57 8%	1 34%	4 10% ijn	34 18% zhi jmn	41 17% zhi jmn	34 13% hijm n	9 4% in	1 1%	1 1%	4 12% hij mn	75 17% zhij mn	43 9% hijn	2 1%	33 8%	33 9%	22 8%	36 12%	56 17% ztu	31 6%	29 7%
NUMBER OF CHILDREN IN HOUSEHOLD																						
1	199 15%hij n	91 14%	108 16%	-	13 37% zgh ijmn	44 23% zhi jmn	71 29% zgh ijmn	52 20% zhij mn	12 5% j	6 3%	1 1%	13 35% zgh ijmn	115 26% zhi jmn	64 13% hijn	7 2%	67 17%	53 14%	38 14%	41 13%	60 19% zt u	74 13%	50 12%
2	163 12%hij mn	80 12%	83 12%	1 34%	4 11% hij n	49 26% zgh ijmn	73 30% zdg hijkmn	32 12% hijm n	1 1%	4 2%	-	4 12% hij n	122 28% zdg hijkmn	33 7% hijn	4 1%	58 14%	40 11%	31 11%	35 11%	44 14%	65 12%	50 12%
3+	67 5%hijm n	29 4%	38 5%	-	-	26 14% zdg hijkmn	29 12% zdg hijkmn	10 4% hijn	1 1%	-	-	-	55 13% zdg hijkmn	12 2% hin	-	17 4%	17 5%	11 4%	22 7% z	24 7% zt	21 4%	16 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
CHILDREN IN HOUSEHOLD																						
AGED 0-5	219 16%ghi jmn	96 14%	123 18%	1 34%	15 43%zgh ijmn	95 50%zfg hijlmn	87 36%zghi jmn	14 5%ijn	4 2%	2 1%	1 1%	16 42%zgh ijmn	183 42%zfg ijmn	18 4%hin	2 1%	73 18%	54 15%	36 13%	57 18%	66 20%zt u	81 15%	56 14%
AGED 6-9	148 11%ahij mn	59 9%	89 13%za	- -	2 6%hij n	56 29%zdg hijkmn	64 26%zdgh ijkmn	24 9%hijm n	1 1%	1 *	- -	2 5%hij n	120 27%zdgh ijkmn	26 5%hijn	1 *	42 10%	41 11%	27 9%	38 12%	48 15%ztu	51 9%	38 9%
AGED 10-15	219 16%dhi jkn	114 17%	105 15%	1 34%	1 3%ej jn	30 16%dhi jn	89 36%zde hijklm n	79 30%zdeh ijkmn	10 4%ej	9 4%jn	- -	2 4%dj	119 27%zde hijkmn	90 18%dhij kn	9 2%	73 18%	57 16%	44 15%	45 15%	62 19%	85 15%	62 15%
NONE < 16	928 68%def kls	465 70%	463 67%	1 66%	18 52%fl	71 37%	72 30%	169 64%eff	222 94%zde fgklm	233 96%zde fgklm	140 99%zde fghikl mn	19 52%fl	144 33%	391 78%zde fgkl	373 97%zde efgkl m	263 65%	254 70%	201 71%	210 68%	194 60%	399 71% s	294 72% 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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
DURABLES OWNED																						
TV	1343 99% _s	655 98%	688 99%	2 100%	34 98%	186 98%	243 99%	261 99%	235 99%	240 99%	141 100%	36 98%	429 98%	496 99%	381 99%	402 99%	362 99%	278 99%	301 98%	314 98%	555 99%	408 100% _s
SATELLITE/CABLE TV	740 55% _{jnr} u	382 57% _z	358 52%	2 100%	17 50% _j	103 54% _{jn}	146 60% _{ijn}	173 66% _{zei} jn	134 57% _{jn}	120 49% _{jn}	44 31%	19 53% _j	250 57% _{jn}	307 61% _{zij} n	164 43% _j	231 57% _r	205 56% _r	167 59% _r	137 45%	168 52%	340 61% _{zs} u	193 47%
FREEVIEW/FREESAT	775 57% _{els}	392 59%	384 55%	- -	17 49%	82 43%	133 54% _{el}	141 54%	148 63% _{el}	158 65% _{zef} gkl	96 68% _{zde} fgklm	17 46%	216 49%	289 58% _{el}	254 66% _{zde} efgkl m	231 57%	212 58%	157 56%	175 57%	156 48%	324 58% _s	254 62% _{zs}
MOBILE PHONE	1214 89% _{jnr}	601 90%	613 89%	2 100%	34 97% _{jn}	181 95% _{zhi} jn	237 96% _{zhi} jmn	246 93% _{zij} n	208 88% _{jn}	209 86% _{jn}	97 68%	36 97% _{ijn}	418 96% _{zhi} jmn	454 91% _{jn}	306 80% _j	381 94% _{zr}	330 91% _r	258 92% _r	245 80%	302 94% _{zt}	488 87%	370 91%
TELEPHONE	1249 92% _{dek} r	615 92%	635 92%	2 100%	24 69%	164 86% _{dk} l	228 93% _{dek} l	243 92% _{dk}	226 96% _{zde} kl	230 95% _{dek} l	132 94% _{dek}	26 71%	392 90% _{dk}	469 94% _{dek}	363 94% _{zde} ekl	385 95% _{zr}	335 92%	258 92%	271 88%	297 92%	513 92%	390 95% _z
PVR/DTR	539 40% _{jrs}	279 42%	260 38%	1 66%	10 29%	66 35%	95 39%	120 46% _{ejl} n	106 45% _j	97 40%	43 30%	11 31%	161 37%	226 45% _{zej} ln	140 37%	200 50% _{zp} qr	148 41% _r	113 40% _r	78 25%	111 34%	210 37%	199 49% _{zst}
PC/LAPTOP	1123 83% _{bjn} r	577 87% _{zb}	546 79%	1 66%	29 82% _j	164 86% _{jn}	223 91% _{zij} n	246 93% _{zde} hijkmn	202 86% _{jn}	191 78% _{jn}	66 47%	30 81% _j	388 89% _{zij} n	448 90% _{zhi} jn	257 67% _j	378 94% _{zp} qr	321 88% _{zq} r	224 80% _r	200 65%	281 87% _z	461 82%	333 81%
TABLET/EBOOK READER	882 65% _{ijn} r	446 67%	436 63%	- -	24 68% _{jkn}	140 73% _{zij} n	191 78% _{zhi} jn	196 74% _{zij} n	159 67% _{ijn}	133 55% _{jn}	39 28%	24 65% _{jn}	331 76% _{zhi} jn	355 71% _{zij} n	172 45% _j	332 82% _{zp} qr	232 64% _r	180 64% _r	137 45%	205 64%	352 63%	281 69%
GAMES CONSOLE	511 38% _{hij} nrs	256 38%	255 37%	2 100%	14 41% _{ijn}	105 55% _{zhi} jmn	141 58% _{zhi} jmn	138 52% _{zhi} jmn	73 31% _{ijn}	36 15% _{jn}	3 2%	16 44% _{ijn}	246 56% _{zhi} jmn	210 42% _{zhi} jn	39 10% _j	182 45% _{zp} r	136 37% _r	110 39% _r	83 27%	95 30%	236 42% _{zs}	150 37%
DVD/BLU-RAY	914 67% _{dkl} rs	451 68%	463 67%	- -	12 34%	118 62% _{dk}	157 64% _{dk}	200 76% _{zde} fijkln	175 74% _{zde} fijkln	165 68% _{dk}	86 61% _{dk}	12 32%	276 63% _{dk}	375 75% _{zde} fijkln	251 65% _{dk}	325 80% _{zp} qr	241 66% _r	194 69% _r	155 50%	178 55%	399 71% _{zs}	295 72% _{zs}
MP3 PLAYER	303 22% _{bdi} jknqr	176 26% _{zb}	128 18%	- -	3 9%	47 25% _{dij} kn	76 31% _{zdi} jkn	84 32% _{zdi} jkn	61 26% _{dij} kn	28 11% _{jn}	5 4%	3 8%	123 28% _{zdi} jkn	144 29% _{zdi} kn	33 9% _j	140 35% _{zp} qr	94 26% _{qr}	41 14%	29 9%	61 19%	134 24%	96 24%

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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
INTERNET ACCESS																						
FREQUENT - ROUGHLY EVERY DAY	1044 77%bj nrt	530 80%zb	513 74%	1 34%	34 96%zhi jkmn	186 97%zgh ijmn	230 94%zhi jmn	232 88%zhi jmn	173 73%ijn	155 64%jn	35 24%	34 93%zhi jn	415 95%zgh ijmn	405 81%zhi jn	189 49%j	358 89%z qr	302 83%zq r	205 73%r	178 58%	267 83%zt	401 72%	326 80%t
REGULAR - AT LEAST ONCE A WEEK	127 9%eflo su	56 8%	72 10%	1 66%	1 4%	3 1%	10 4%	18 7%el	27 12%eff	43 18%zde fglm	24 17%zdef glm	3 7%de	13 3%	45 9%efl	67 17%zde fglm	24 6%	29 8%	35 13%o	39 13%zop	21 6%	74 13%zsu	27 7%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%l	5 1%	12 2%	- -	- -	- -	1 *	2 1%	6 2%l	4 1%	5 4%zefg l	- -	1 *	7 1%	9 2%zl	6 1%	3 1%	5 2%	4 1%	4 1%	9 2%	3 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	4 1%	4 1%	- -	- -	* *	- -	3 1%	1 1%	1 1%	2 2%fl	- -	* *	4 1%	4 1%	1 *	4 1%	1 *	2 1%	1 *	5 1%	2 *
NEVER - BUT DO HAVE ACCESS	41 3%eglo p	21 3%	20 3%	- -	- -	* *	3 1%	2 1%	14 6%zefg lm	12 5%efgl	11 7%zefg lm	- -	3 1%	15 3%egl	22 6%zef gl	5 1%	5 1%	15 5%zop	15 5%zop	10 3%	19 3%	10 2%
NEVER - AND DO NOT HAVE ACCESS	121 9%efgl mops	49 7%	71 10%	- -	- -	2 1%	2 1%	8 3%	16 7%eff	29 12%def gklm	64 46%zdef ghiklmn	- -	4 1%	24 5%fl	93 24%zde fghikl m	9 2%	22 6%o	21 7%o	69 23%zop q	18 6%	51 9%	41 10% s
TENURE																						
OWNED OUTRIGHT BY HOUSEHOLD	522 38%def gklrs	260 39%	262 38%	- -	3 8%	17 9%	28 11%	56 21%efk l	127 54%zde fgklm	182 75%zde fghklm	110 78%zdef ghklm	3 7%	45 10%	183 37%def gkl	292 76%zde efghk lm	167 41%	146 40%	106 38%	103 34%	91 28%	219 39% s	186 46% zs
BEING BOUGHT ON A MORTGAGE	455 34%dhi jnr	240 36%	215 31%	1 66%	6 18%j	81 42%zdh ijkn	136 55%zde hijklm n	136 51%zdh ijkmn	62 26%ijn	25 10%	8 5%	8 21%jn	217 50%zde hijkmn	198 40%zdhi jkn	33 9%	202 50%z qr	127 35%r	92 33%r	34 11%	100 31%	193 35%	143 35%
RENTED	365 27%ahi jnou	155 23%	209 30%za	1 34%	26 74%zef ghijlm n	89 46%zfg hijlmn	78 32%hij mn	70 27%ijn	47 20%	32 13%	23 16%	26 72%zef ghijlm n	166 38%zfg hijmn	117 23%in	55 14%	30 7%	86 24%o	81 29%o	168 55%zo pq	128 40%zt u	140 25%u	75 18%
OTHER	6 *	6 1%zb	- -	- -	- -	4 2%zghi mn	1 *	- -	- -	- -	1 1%	- -	5 1%zfm	- -	1 *	4 1%	3 1%	- -	- -	1 *	4 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
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Table 254
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base	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)
	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
INCOME UP TO £9499	101 7%ago	31 5%	71 10%za	-	8 24%zefg hilmn	12 6%	11 5%	11 4%	25 10%fglm	15 6%	19 13%zef gilmn	8 22%zefg hilmn	24 5%	36 7%g	34 9%gi	7 2%	21 6%o	15 5%o	58 19%zop q	21 7%	50 9%	23 6%
£9500-£13499	100 7%lmo	40 6%	61 9%	-	2 5%	8 4%	14 6%	13 5%	10 4%	28 12%zef ghlm	25 18%zefg hlm	2 5%	22 5%	23 5%	53 14%zef ghlm	9 2%	32 9%o	24 9%o	35 11%zo	18 6%	49 9%	30 7%
£13500-£17499	116 9%st	53 8%	62 9%	-	3 8%	24 13%gm	21 8%	16 6%	19 8%	25 10%	8 6%	3 7%	45 10%	35 7%	33 9%	28 7%	31 8%	25 9%	32 10%	16 5%	37 7%	59 14%zst
£17500-£29999	192 14%o	101 15%	92 13%	-	5 14%	24 13%	32 13%	35 13%	25 11%	52 22%zef ghjlmn	18 13%	5 13%	57 13%	60 12%	71 18%zh jlm	39 10%	45 12%	63 22%zo pr	45 15%	37 11%	80 14%	57 14%
£30000-£49999	195 14%ijn rs	107 16%	88 13%	-	4 11%	32 17%ijn	29 12%j	57 22%zfi jln	45 19%zfij n	22 9%	6 4%	4 10%	60 14%jn	103 21%zfij ln	28 7%	81 20%zr	60 16%r	45 16%r	9 3%	29 9%	82 15%zs	72 18%zs
£50000-£99999	171 13%ijn qr	96 14%	74 11%	-	1 3%	23 12%ijn	55 23%zde hijklm n	46 17%zdi jkn	31 13%ijn	13 5%j	2 1%	1 3%	78 18%zde ijkn	77 15%zdij kn	15 4%j	110 27%zp qr	42 12%qr	13 5%	5 2%	41 13%	58 10%	64 16%t
£100000 PLUS	51 4%bijn qr	36 5%zb	15 2%	-	-	6 3%	9 4%jn	21 8%zijl n	11 5%ijn	3 1%	-	-	15 3%jn	32 6%zijn	3 1%	41 10%zpq r	9 2%qr	-	1 *	17 5%	15 3%	18 4%
ETHNICITY																						
WHITE	1236 91%aef lrs	589 88%	648 94%za	2 100%	31 89%	163 85%	203 83%	246 93%efl	221 93%efl	235 97%zde fkl	137 97%zde fkl	33 89%	365 84%	467 93%zef l	372 97%zd efklm	374 93%r	338 93%r	256 91%	268 87%	232 72%	536 96%zs	402 98%zs
NON-WHITE	115 8%bij ntu	73 11%zb	42 6%	-	4 11%ijn	28 15%zgh ijmn	40 16%zghi jmn	18 7%in	15 6%n	6 2%	4 3%	4 11%ijn	69 16%zghi jmn	33 7%in	10 3%	29 7%	25 7%	22 8%	39 13%zo p	89 28%ztu	20 4%u	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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DEMOGRAPHICS
BASE: All landline bill payers

	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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
SERVICES HAVE AT HOME																						
SIMPLE/FEATURE MOBILE PHONE	483 36%def gkls	235 35%	249 36%	-	6 16%	36 19%	48 20%	70 27%l	100 42%zde fgklm	128 53%zde fghklm	94 67%zde fghikl mn	6 15%	85 19%	171 34%def gkl	223 58%zd efghi klm	128 32%	141 39%	99 35%	115 37%	91 28%	204 36% s	164 40% s
SMART PHONE	980 72%ijn ru	496 75%	484 70%	2 100%	32 93%zhi jn	174 91%zhi jmn	223 91%zhi jmn	235 89%zhi jmn	169 71%ijn	129 53%jn	16 11%	34 93%zhi jn	398 91%zhi jmn	404 81%zhi jn	145 38%j	339 84%zp qr	267 73% r	197 70% r	178 58%	270 84%zt u	390 70%	277 68%
ANY MOBILE PHONE	1257 93%ijn r	623 94%	634 92%	2 100%	33 95%j	185 97%zij n	239 97%zij n	257 98%zij mn	221 94%jn	214 88%jn	106 75%	35 95%j	424 97%zij n	479 96%zij n	320 83%j	395 98%zp qr	342 94% r	262 93% r	258 84%	304 94%	513 92%	377 92%
LANDLINE	1357 100%	665 100%	692 100%	2 100%	35 100%	191 100%	245 100%	264 100%	236 100%	243 100%	141 100%	37 100%	436 100%	500 100%	384 100%	404 100%	365 100%	281 100%	307 100%	322 100%	559 100%	409 100%
FIXED BROADBAND	1136 84%jnr	565 85%	571 82%	2 100%	31 89%jn	169 89%ijn	229 93%zhi jn	244 92%zhi jmn	198 84%jn	196 81%jn	67 48%	33 89%jn	398 91%zhi jn	442 88%zhi jn	263 68%j	372 92%zp qr	317 87% zr	239 85% r	208 68%	274 85%	471 84%	343 84%
MOBILE BROADBAND	177 13%jnr	98 15%	78 11%	-	5 13%j	20 10%j	35 14%jn	39 15%jn	44 19%zej n	29 12%jn	5 3%	5 13%j	55 13%j	84 17%zjn	34 9%j	66 16% r	52 14% r	31 11%	28 9%	35 11%	65 12%	70 17% zst
ANY INTERNET ACCESS	1211 89%ijn r	602 90%	610 88%	2 100%	34 98%ijn	186 97%zhi jn	238 97%zhi jn	258 98%zhi jmn	214 91%jn	208 86%jn	71 50%	36 98%ijn	424 97%zhi jn	472 94%zhi jn	279 73%j	388 96%zq r	341 93% zr	253 90% r	230 75%	303 94%zt u	496 89%	360 88%
PAY TV	602 44%ijn ru	309 46%	293 42%	1 66%	15 44%j	77 40%jn	122 50%ijn	159 60%zef hijlmn	110 47%ijn	86 35%jn	30 21%	17 45%j	200 46%ijn	270 54%zeh ijn	116 30%j	196 49% r	166 45% r	134 48% r	105 34%	142 44%	276 49% zu	162 40%
VOIP	361 27% djknr	182 27%	179 26%	-	3 9%	55 29% djkn	75 30% djkn	95 36% zdi jkn	64 27% djkn	59 24% djkn	10 7%	3 8%	130 30% djkn	159 32% zdi jkn	69 18% j	164 41% zp qr	89 25% r	69 25% r	38 12%	72 22%	137 25%	145 35% 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 254
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	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
LANDLINE USERS																						
LANDLINE+ BROADBAND+ MOBILE	1103 81%ijn r	553 83%	550 80%	2 100%	29 83%jn	168 88%zij n	226 92%zhi jn	240 91%zhi jmn	195 83%ijn	180 74%jn	64 45%	31 84%jn	394 90%zhi jn	435 87%zhi jn	243 63%j	369 91%zp qr	303 83%r	234 83%r	197 64%	265 82%	456 82%	334 82%
LANDLINE+ BROADBAND+ NO MOBILE	33 2%lmo	12 2%	20 3%	-	2 5%l	2 1%	3 1%	3 1%	3 1%	16 7%zefg hlm	4 3%	2 5%	5 1%	6 1%	20 5%zef ghlm	3 1%	14 4%zo	4 1%	11 4%o	9 3%	15 3%	8 2%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%fgl mo	70 11%	84 12%	-	4 11%	17 9%	13 5%	17 6%	26 11%f	35 14%fgl m	42 30%zde fghikl mn	4 11%	30 7%	43 9%	77 20%zef ghilm	26 7%	40 11%	28 10%	60 20%zo pq	39 12%	57 10%	43 10%
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%fglm ops	30 4%	38 5%	-	-	4 2%	3 1%	3 1%	12 5%fglm	12 5%fgl	32 23%zdef fghiklmn	-	8 2%	15 3%g	44 12%zde fghikl m	6 1%	8 2%	15 5%op	38 13%zop q	9 3%	30 5%	24 6%

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 254
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)
	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
PRODUCT BUNDLES																						
LL AND BB BUNDLE	448 33% jrt	213 32%	235 34%	1 34%	8 24%	66 34% j	80 33% j	88 34% j	82 35% j	92 38% jn	30 21%	9 24%	146 33% j	171 34% j	123 32% j	171 42% zpq	122 34% r	80 28%	75 24%	92 29%	157 28%	179 44% zst
NO LL AND BB BUNDLE	518 38% lmo	252 38%	267 39%	- -	13 39%	62 32%	81 33%	87 33%	81 34%	96 39%	97 69% zde fghikl mn	13 37%	143 33%	168 34%	193 50% ze fghil m	107 26%	137 38% o	104 37% o	170 55% zo pq	145 45% zt u	200 36%	140 34%

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 255
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)	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
GENDER																								
MALE	665 49%gi oq	56 53%	72 54%	237 52%	42 75%z	13 54%	333 63%zg ilm	32 20%	55 69%zg ilm	5 10%	7 46%	18 49%gi	190 46%gi	25 38%gi	574 59%zo	92 23%	354 53%zq vw	34 38%	48 58%qw	2 8%	5 64%	14 50%	188 47%	19 36%
FEMALE	692 51%df hnp	50 47%	61 46%	217 48%	14 25%	11 46%	199 37%	129 80%zf hkml	25 31%	49 90%zf hkml	8 54%	19 51%	222 54%fh	41 62%fh	393 41%	299 77%zn	309 47%	56 62%zp r	34 42%	25 92%	3 36%	14 50%	216 53%p	34 64%pr
AGE																								
16-17	2 *	-	-	1 *	-	-	1 *	-	-	-	1 4%	-	-	-	-	2 *	1 *	-	-	-	1 8%	-	-	-
18-24	35 3%lv	1 1%	3 2%	18 4%	-	-	18 3%l	4 2%l	-	2 4%l	5 37%	5 12%zfg hlm	-	1 1%	20 2%	15 4%	21 3%v	3 3%v	-	2 9%	4 49%	4 14%	-	1 1%v
25-34	191 14%lm nv	23 22%z	24 18%	100 22%z	6 10%	-	114 21%zh lm	33 21%zh m	6 7%l	21 38%zf ghlm	5 37%	11 29%zhl m	-	2 3%l	116 12%	75 19%zn	145 22%zr vw	14 16%v	6 8%v	9 33%	2 26%	8 29%	2 1%	4 7%v
35-44	245 18%lv	27 25%	38 29%z	125 28%z	17 30%z	3 11%	150 28%zl	41 25%zl	19 24%l	12 22%l	2 15%	5 13%l	-	17 25%l	173 18%	72 19%	183 28%zv	17 19%v	20 24%v	5 20%	1 17%	5 18%	-	14 26%v
45-54	264 19%lv	29 28%	36 27%	130 29%z	20 36%z	2 9%	157 30%zl	37 23%l	22 28%l	12 22%l	1 7%	12 31%l	4 1%	19 28%l	176 18%	87 22%	191 29%zv	16 18%v	22 27%v	5 20%	-	7 26%	8 2%	14 27%v
55-64	236 17%p	16 15%	24 18%	65 14%	13 24%	15 64%	78 15%	27 17%	29 36%zf gikl	6 12%	-	4 10%	64 15%	29 44%zf gikl	171 18%	65 17%	95 14%	22 24%p	27 33%zp v	4 16%	-	4 14%	64 16%	21 39%zv
65-74	243 18%abc dfghik mprw	7 7%	8 6%	15 3%	1 1%	4 16%	13 2%	16 10%fm	5 6%	1 2%	-	1 4%	207 50%zfg hikm	-	184 19%	59 15%	23 3%	15 17%pw	7 9%pw	1 4%	-	-	197 49%zpq rw	-
75+	141 10%abc dfghik mopqrw	2 2%	* *	1 *	-	-	1 *	3 2%l	-	-	-	-	138 33%zfg hikm	-	127 13%zo	15 4%	4 1%	3 4%p	-	-	-	-	134 33%zpq rw	-

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 255
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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
AGE																								
16-24	37 3%lnv	1 1%	3 2%	19 4%z	- -	- -	19 4%l	4 2%l	- -	2 4%l	6 41%	5 12%zfg hlm	- -	1 1%	20 2%	17 4%n	23 3%v	3 3%v	- -	2 9%	5 56%	4 14%	- -	1 1%v
25-44	436 32%ln v	50 47%z	62 47%z	225 50%z	22 40%	3 11%	263 49%zh lm	74 46%zl m	25 31%l	32 60%zh lm	8 52%	16 42%l	- -	18 28%l	289 30%	148 38%zn	328 49%zq rvw	31 35%v	26 32%v	15 52%	4 44%	13 47%	2 1%	18 33%v
45-64	500 37%lv	45 43%	60 45%	194 43%z	33 59%z	17 73%	235 44%zl	64 40%l	51 63%zf gikl	18 34%l	1 7%	15 41%l	67 16%	47 72%zf gikl	347 36%	153 39%	285 43%zv	38 42%v	49 60%zp qv	10 35%	- -	11 39%	72 18%	35 66%zpqv
65+	384 28%abc dfghik moprw	9 9%c	8 6%	15 3%	1 1%	4 16%	14 3%	19 12%flm	5 6%	1 2%	- -	1 4%	344 84%zfg hikm	- -	311 32%zo	74 19%	27 4%	18 20%pw	7 9%w	1 4%	- -	- -	331 82%zpq rw	- -
AREA																								
URBAN	322 24%gl v	16 15%	30 23%	145 32%za	13 24%	7 27%	166 31%zg l	25 16%	20 25%	10 19%	5 36%	11 30%gl	64 16%	20 31%gl	235 24%	87 22%	194 29%zv	17 19%	23 28%v	3 10%	2 25%	7 24%	61 15%	16 29%v
SUBURBAN	559 41%	36 34%	51 38%	192 42%	22 40%	6 25%	209 39%	70 44%	28 35%	26 48%	5 32%	12 32%	181 44%	28 42%	398 41%	161 41%	268 40%	40 45%	26 31%	12 42%	2 27%	10 37%	177 44%	24 44%
RURAL	409 30%cf mp	43 40%zc	46 35%c	102 22%	19 35%	11 48%	134 25%	57 36%fi m	31 38%fi m	11 20%	3 19%	9 24%	153 37%zf im	12 18%	281 29%	129 33%	172 26%	28 31%	32 39%pw	7 26%	2 24%	6 21%	153 38%zp w	10 19%

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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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- EMPLOYED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETI -RED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLOYED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETI -RED	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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
SOCIAL GRADE																								
A	65 5% n	4 4%	7 6%	18 4%	5 9%	2 10%	21 4%	9 5%	7 9%	2 3%	- -	- -	26 6%	1 2%	30 3%	35 9% zn	32 5%	3 3%	6 8%	2 6%	- -	- -	22 5%	- -
B	339 25% ci kmw	44 42% zc	71 53% zc	79 18%	21 37%	12 49%	163 31% zg iklm	32 20%	32 40% zg iklm	6 12%	2 13%	3 8%	95 23% km	6 9%	238 25%	101 26%	198 30% zq vw	16 18%	29 35% zqv w	2 6%	1 9%	- -	90 22% w	3 6%
C1	365 27% ik mw	29 27%	42 31%	139 31%	12 21%	7 27%	170 32% zi km	40 25% ik m	18 23%	5 10%	9 64%	3 7%	111 27% ik m	8 12%	262 27%	103 26%	205 31% zr w	20 23% w	15 18%	2 8%	5 65%	3 9%	111 27% w	3 6%
C2	281 21% b	22 21% b	9 7%	125 28% zb	15 27%	2 7%	110 21%	46 29% zl	17 21%	9 16%	1 9%	10 27%	77 19%	12 18%	199 21%	83 21%	140 21%	25 28% w	26 31% zv w	2 7%	- -	7 23%	76 19%	7 12%
D	195 14% ab	7 6%	4 3%	91 20% zab	4 7%	2 6%	68 13%	34 21% zfh l	6 7%	17 31% zfh lm	1 8%	5 14%	54 13%	10 15%	139 14%	55 14%	87 13%	25 27% zpr v	6 8%	5 18%	1 14%	4 13%	55 14%	11 21% r
E	113 8% abc dfgho pqr	- -	- -	1 *	- -	- -	1 *	- -	- -	15 29% zfg hl	1 6%	17 45% zf ghl	50 12% zf gh	29 44% zf ghl	99 10% zo	14 4%	1 *	1 1%	- -	15 55%	1 11%	15 54%	51 13% zp qr	29 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 255
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 (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)
		(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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
STANDARD REGION																								
NORTH	92 7% ^b	2 2%	2 1%	47 10% ^{zab}	4 7%	-	43 8%	8 5%	4 5%	5 10%	1 6%	3 9%	21 5%	7 11%	59 6%	33 9%	53 8%	5 5%	3 4%	1 5%	-	2 9%	21 5%	7 13% ^v
NORTH WEST	112 8% ^a	1 1%	14 11% ^a	37 8% ^a	3 6%	1 5%	44 8%	8 5%	5 6%	3 5%	1 8%	3 7%	38 9%	10 15% ^{zg}	79 8%	33 8%	50 8%	8 9%	6 7%	1 3%	1 8%	36 4%	8 9%	
YORKS & HUMBERSIDE	102 7% ^{lv}	3 3%	7 5%	50 11% ^{za}	3 6%	2 8%	54 10% ^{zgl}	6 4%	5 7%	5 10%	3 17%	3 7%	20 5%	5 8%	73 8%	28 7%	60 9% ^v	3 4%	7 9%	4 14%	2 19%	2 6%	20 5%	4 7%
WEST MIDLANDS	109 8% ^{dh} r	11 10%	8 6%	47 10%	-	-	46 9% ^h	20 13% ^{hl}	-	5 9% ^h	1 7%	5 12% ^h	27 7% ^h	6 9% ^h	73 8%	36 9%	64 10% ^r	9 10% ^r	-	1 4%	1 12%	4 13%	26 6% ^r	4 8% ^r
EAST MIDLANDS	96 7%	10 9%	15 11%	29 6%	5 8%	4 17%	36 7%	17 11%	9 11%	2 4%	1 5%	5 14% ^m	25 6%	2 2%	74 8%	22 6%	43 7%	13 14% ^{zpv} w	8 9% ^w	-	-	5 16%	27 7%	-
EAST ANGLIA	50 4%	5 5%	4 3%	10 2%	4 6%	-	17 3%	3 2%	4 4%	1 1%	-	3 8% ^m	22 5% ^z	-	37 4%	13 3%	21 3%	1 1%	4 4%	1 3%	-	1 2%	21 5% ^z	1 2%
SOUTH WEST	132 10% ^k	9 8%	17 13%	38 8%	4 7%	3 13%	48 9%	15 10%	7 9%	4 7%	-	-	51 12% ^{zk}	6 9%	92 9%	40 10%	57 9%	6 7%	8 9%	3 10%	-	-	52 13% ^{zp}	6 11%
SOUTH EAST	284 21% ^{cf} p	37 35% ^{zb} c	23 17%	61 13%	18 32%	7 30%	84 16%	37 23%	25 31% ^{zf} k	12 22%	1 5%	3 9%	108 26% ^{zf} k	14 22%	201 21%	84 21%	113 17%	19 21%	22 26%	9 31%	1 9%	2 7%	107 27% ^{zp}	12 23%
GREATER LONDON	122 9% ^{lv}	3 3%	12 9%	54 12% ^{za}	9 16%	3 13%	58 11% ^l	11 7%	12 15% ^l	6 12%	2 15%	2 4%	27 7%	4 6%	91 9%	30 8%	68 10% ^v	7 8%	16 20% ^{zpq} vw	2 6%	-	2 5%	24 6%	3 6%
WALES	59 4%	3 3%	9 7%	21 5%	1 2%	1 6%	29 5%	4 3%	2 3%	1 2%	*	2 5%	19 5%	1 2%	48 5%	11 3%	31 5%	3 3%	3 4%	-	*	2 7%	19 5%	1 2%
SCOTLAND	133 10%	10 10%	16 12%	45 10%	5 8%	2 8%	50 9%	22 14%	7 8%	3 6%	3 21%	5 13%	40 10%	5 7%	87 9%	46 12%	72 11%	11 13%	5 6%	1 2%	2 24%	4 13%	36 9%	3 6%
NORTHERN IRELAND	67 5%	11 10% ^{zc}	6 5%	15 3%	1 2%	-	24 5%	8 5%	1 1%	7 13% ^{zf} hl	2 14%	5 13% ^{zfh} l	14 3%	6 9% ^{hl}	53 5%	14 4%	30 5%	5 6%	1 1%	6 22%	2 24%	5 18%	14 3%	4 8%

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 255
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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
SELF EMPLOYED																									
FULL-TIME	56 4%bcf glpv	-	-	-	56 100%z	-	-	-	56 70%zfg iklm	-	-	-	-	-	45 5%	12 3%	5 1%	2 3%v	49 59%zpq vw	-	-	-	-	-	
PART-TIME	24 2%cfi npv	-	-	-	-	24 100%	-	-	24 30%zfg iklm	-	-	-	-	-	12 1%	12 3%h	5 1%	1 1%v	18 22%zpq vw	-	-	-	-	-	
OCCUPATION																									
FULL-TIME	532 39%dg hiklm oqrw	76 72%z	109 82%z	347 76%z	-	-	532 100%zgh iklm	-	-	-	-	-	-	-	412 43%zo	120 31%	525 79%zqr vw	-	3 3%	1 3%	-	-	4 1%	-	
PART-TIME	161 12%df hiklm nvw	30 28%z	24 18%	107 24%z	-	-	-	161 100%zfh iklm	-	-	-	-	-	-	69 7%	92 23%zn	71 11%vw	79 87%zpr vw	6 7%v	-	-	-	-	6 1%	-
SELF-EMPLOYED	80 6%abc fglmp v	-	-	-	56 100%z	24 100%	-	-	80 100%zfg iklm	-	-	-	-	-	57 6%	23 6%	10 1%v	4 4%v	67 81%zpq vw	-	-	-	-	-	-
NOT WORKING - HOUSEWIFE	54 4%bcf glnv	-	-	-	-	-	-	-	54 100%zfg hiklm	-	-	-	-	-	20 2%	34 9%zn	20 3%v	3 3%v	1 2%	27 97%	-	*	1 1%	2 3%v	-
STILL IN EDUCATION	15 1%cfi nv	-	-	-	-	-	-	-	-	15 100%	-	-	-	-	6 1%	9 2%zn	6 1%	-	-	-	8 100%	-	-	-	-
UNEMPLOYED	37 3%cfi pv	-	-	-	-	-	-	-	-	-	-	37 100%zfg hilm	-	-	27 3%	11 3%	3 *	-	1 1%	-	-	28 99%	4 1%	1 3%	-
RETIRED	412 30%abc dfghik mopqrw	-	-	-	-	-	-	-	-	-	-	-	412 100%zfg hikm	-	331 34%zo	81 21%	13 2%	4 5%	4 5%	-	-	-	391 97%zpq rw	-	

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 255
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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
OTHER	66	-	-	-	-	-	-	-	-	-	-	-	-	66	45	22	14	1	1	-	-	-	1	50
	5%abc fglpv	-	-	-	-	-	-	-	-	-	-	-	-	100%zfg hikl	5%	6%	2%v	1%	1%	-	-	-	*	94%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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Table 255
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	RETI -RED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETI -RED	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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
CHIEF INCOME EARNER																									
YES	966 71%gi op	72 68%	100 75%	310 68%	45 80%	12 51%	412 77%zg i	69 43%	57 71%gi	20 37%	6 38%	27 72%gi	331 80%zg im	45 67%g i	966 100%zo	-	412 62%	69 76%p	57 69%	20 73%	6 69%	27 95%	331 82%zp r	45 84%zp	
NO	391 29%fl nvw	34 32%	33 25%	144 32%	12 20%	12 49%	120 23%	92 57%zf hkml	23 29%	34 63%zf hkml	9 62%	11 28%	81 20%	22 33%l	-	391 100%zn	251 38%zq vw	21 24%	25 31%v	7 27%	3 31%	1 5%	73 18%	8 16%	
CIE WORKING STATUS																									
FULL-TIME	663 49%dh klmnq rvw	86 81%z	122 92%za	388 85%z	5 9%	5 19%	525 99%zg hiklm	71 44%hk lm	10 12%l	20 38%hk l	6 44%	3 9%	13 3%	14 21%l	412 43%	251 64%z n	663 100%zqr vw	-	-	-	-	-	-	-	
PART-TIME	90 7%fl prv	15 14%z	10 7%	54 12%z	2 4%	1 5%	-	79 49%zf iklm	4 4%fl	3 5%fl	-	-	4 1%fl	1 2%fl	69 7%	21 5%	-	90 100%zpr vw	-	-	-	-	-	-	
SELF-EMPLOYED	82 6%bcf lpqv	2 2%	-	6 1%	49 87%z	18 76%	3 1%	6 3%fl	67 83%zfg iklm	1 2%	-	1 3%	4 1%	1 1%	57 6%	25 6%	-	-	82 100%zpq vw	-	-	-	-	-	
NOT WORKING - HOUSEWIFE	28 2%cf pv	1 1%	-	-	-	-	1 *	-	-	27 50%zfg hkml	-	-	-	-	20 2%	7 2%	-	-	-	28 100%	-	-	-	-	
STILL IN EDUCATION	8 1%	-	-	-	-	-	-	-	-	-	8 56%	-	-	-	6 1%	3 1%	-	-	-	-	8 100%	-	-	-	
UNEMPLOYED	28 2%cf opv	-	-	-	-	-	-	-	-	1 1%	-	28 74%zfg hilmm	-	-	27 3%zo	1 *	-	-	-	-	28 100%	-	-	-	
RETIRED	405 30%abc dfghik mopqrw	2 1%	1 1%	6 1%	-	-	4 1%	6 3%fl	-	1 1%	-	4 10%fh m	391 95%zfg hikm	1 1%	331 34%zo	73 19%	-	-	-	-	-	-	405 100%zpq rw	-	
OTHER	53 4%bcf glopv	-	-	-	-	-	-	-	-	2 3%fl	-	1 4%fl	-	50 75%zfg hikl	45 5%z	8 2%	-	-	-	-	-	-	-	53 100%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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 255
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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
MARITAL STATUS																								
MARRIED/LIVING AS	879 65%kl mnvw	88 83%zc	108 81%zc	324 71%z	45 80%z	16 68%	403 76%zk lm	118 73%zk lm	61 76%zk lm	36 66%kl	8 52%	15 41%	206 50%	33 50%	513 53%	366 94%zn	522 79%zq vw	50 55%	64 78%zq vw	10 37%	3 32%	8 27%	203 50%	20 37%
SINGLE	218 16%alo pv	8 8%	13 9%	88 19%ab	9 16%	4 16%	84 16%l	24 15%	13 16%	11 21%l	7 48%	13 35%zf ghl	44 11%	21 31%zf ghl	203 21%zo	15 4%	89 13%	23 25%zp v	12 14%	10 38%	6 68%	12 41%	45 11%	22 41%zprv
WIDOWED/DIVORCED/ SEPERATED	259 19%abc dfghop r	9 9%	11 9%	42 9%	2 4%	4 16%	44 8%	19 12%	6 8%	7 13%	-	9 24%fh	162 39%zf ghim	12 19%fh	249 26%zo	10 3%	51 8%	18 20%pr	6 8%	7 25%	-	9 32%	156 39%zp qrw	12 22%pr
PARENT																								
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%ln v	46 43%z	65 49%z	190 42%z	26 45%z	4 17%	222 42%zl m	78 49%zl m	30 37%lm	35 65%zf ghlm	5 32%	16 44%lm	2 1%	14 21%l	255 26%	148 38%zn	292 44%zv w	32 36%v	30 36%v	15 56%	3 42%	12 43%	5 1%	13 25%v
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%lv	1 1%	2 1%	7 2%	2 3%	-	8 2%l	1 1%	2 2%l	1 1%l	1 4%	* 1%l	-	1 2%l	12 1%	3 1%	8 1%v	1 1%v	2 2%v	1 3%	1 8%	* 1%	-	1 2%v
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	- -	- -	2 *	1 1%	-	- 1%l	2 1%l	1 1%	- -	-	2 4%zf	-	3 4%zf	6 1%	- -	- -	2 2%pv	1 1%	- -	- -	2 6%	-	3 5%zpv
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%lnv	7 7%	10 8%	33 7%z	5 9%	1 5%	35 7%l	16 10%zl	6 8%l	2 3%l	1 7%	3 7%l	1 *	4 6%l	38 4%	29 8%zn	50 8%zv	3 3%	8 9%v	1 4%	-	1 4%	2 1%	2 4%v
NONE OF THESE	897 66%ab cdfgi kop	53 50%	63 47%	237 52%	26 46%	19 78%	281 53%l	72 45%	45 56%l	17 32%	8 56%	18 49%	409 99%zf ghikm	47 71%fg ik	674 70%zo	223 57%	333 50%	56 62%p	45 55%	11 38%	4 50%	13 47%	399 99%zp qrw	36 68%p

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Table 255
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	RETI -RED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETI -RED	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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
NUMBER IN HOUSEHOLD																									
1	312 23%ab cf glo p	10 10%	15 11%	57 12%	8 14%	5 22%	65 12%	17 11%	13 17% i	2 4%	2 11%	9 25% fg i	185 45% zf ghikm	20 30% fg i	310 32% zo	2 *	65 10%	17 19% p	13 16%	2 7%	1 9%	9 33%	185 46% zp qr	20 37% zpq r	
2	485 36%df inp	32 30%	39 29%	146 32%	10 18%	14 59%	167 31%	49 31%	24 30%	12 22%	5 33%	9 25%	194 47% zf ghik	25 38%	320 33%	165 42% zn	199 30%	38 42% p	26 31%	6 22%	3 38%	6 23%	188 47% zpr	18 34%	
3	223 16%lv	25 23%	29 22%	93 20% z	18 32% z	1 4%	112 21% zl	34 21% l	19 23% l	11 20% l	3 19%	8 22% l	25 6% l	11 17% l	150 16%	73 19%	138 21% zv	13 15% v	22 27% zv	8 28%	3 34%	8 29%	22 6% l	9 17% v	
4	209 15%ln v	26 24% z	26 19%	106 23% z	14 25%	3 12%	117 22% zl m	41 25% zl m	17 21% l	14 26% zl m	3 20%	4 12% l	8 2%	6 9% l	112 12%	98 25% zn vw	167 25% zq vw	12 13% v	13 15% v	7 26%	- -	3 10%	5 1%	4 7% v	
5+	124 9%ln v	11 10%	24 18% z	52 12%	6 11%	1 3%	68 13% zl	19 12% l	7 8% l	15 28% zf ghlm	3 17%	6 16% l	1 *	5 7% l	71 7%	54 14% zn	91 14% zv	10 11% v	9 10% v	5 17%	2 19%	1 5%	5 1%	3 5% v	
NUMBER OF CHILDREN IN HOUSEHOLD																									
1	199 15%ln v	18 17%	28 21%	99 22% z	16 29% z	2 8%	116 22% zl	29 18% l	18 22% l	8 15% l	1 10%	10 27% zl	6 1%	11 17% l	127 13%	72 19% zn	138 21% zv	15 16% v	19 23% v	4 13%	1 18%	7 26%	7 2%	8 16% v	
2	163 12%lm nv	21 20% z	24 18%	78 17% z	8 15%	2 10%	89 17% zl m	34 21% zl m	11 13% l	15 28% zf hlm	3 20%	8 20% lm	1 *	2 4% l	100 10%	63 16% zn w	123 19% zv	12 14% v	8 10% v	8 28%	2 20%	5 18%	2 *	3 6% v	
3+	67 5%lnv	6 6%	13 10% z	25 5%	2 3%	-	27 5% l	17 11% zfh l	2 2% l	14 27% zf ghklm	2 13%	2 7% l	-	2 3% l	40 4%	27 7%	46 7% zv	8 9% v	3 4% v	5 20%	1 12%	1 5%	-	2 4% v	
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Table 255
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	RETI -RED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETI -RED	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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
CHILDREN IN HOUSEHOLD																								
AGED 0-5	219 16%ln v	26 25%z	28 21%	99 22%z	10 18%	3 11%	106 20%zl	47 29%zf hlm	13 16%l	28 51%zf ghklm	5 35%	11 29%zlm	2 1%	8 11%l	121 13%	98 25%zn	152 23%zv	18 20%v	16 19%v	11 41%	3 35%	7 24%	4 1%	8 15%v
AGED 6-9	148 11%ln v	18 17%	25 19%z	63 14%z	5 8%	2 7%	70 13%lm	37 23%zf lm	6 8%l	22 40%zf ghklm	5 37%	6 15%l	1 *	3 4%l	92 10%	56 14%zn	108 16%zr vw	15 16%v	5 6%v	9 33%	3 38%	4 16%	1 *	3 5%v
AGED 10-15	219 16%lv	20 19%	40 30%z	104 23%z	17 30%z	2 10%	126 24%zl m	37 23%zl m	19 24%l	14 26%zl m	3 17%	9 25%l	4 1%	7 10%l	148 15%	72 18%	159 24%zv w	19 21%v	16 19%v	7 27%	2 19%	7 26%	5 1%	5 9%v
NONE < 16	928 68%ab cdfgi kop	60 57%	68 51%	252 56%	30 53%	20 83%	299 56%l	80 50%l	50 62%l	16 30%	8 57%	17 46%	405 98%zf ghikm	51 77%fg ik	699 72%zo	228 58%	356 54%	55 61%	52 63%	11 39%	4 51%	14 51%	395 98%zp qrw	40 75%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 255
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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
DURABLES OWNED																								
TV	1343 99%	105 99%	132 100%	449 99%	55 98%	24 100%	526 99%	160 100%	79 98%	53 98%	14 95%	37 98%	408 99%	66 100%	955 99%	387 99%	656 99%	90 100%	81 99%	27 97%	8 91%	27 98%	400 99%	53 100%
SATELLITE/CABLE TV	740 55%kl nv	59 56%	80 60%	272 60%z	33 58%	16 65%	323 61%zk	88 55%l	48 60%kl	33 61%kl	8 54%	14 38%	184 45%	42 63%kl	505 52%	235 60%zn	407 61%zv	47 52%	52 63%v	18 64%	5 58%	11 40%	172 42%	29 54%
FREEVIEW/FREESAT	775 57%ci op	55 52%	78 58%	238 52%	32 57%	12 49%	283 53%i	87 54%i	44 55%	20 37%	9 62%	24 64%i	271 66%zf	37 56%i	581 60%zo	194 50%	347 52%	53 59%	38 46%	9 34%	6 75%	18 64%	269 67%zp	35 65%r
MOBILE PHONE	1214 89%ln v	99 94%	130 97%z	423 93%z	54 97%	21 89%	503 95%zl	149 93%l	76 94%l	49 92%l	15 100%	35 94%l	326 79%	60 91%l	848 88%	366 94%zn	628 95%zv	84 93%v	78 95%v	24 88%	8 100%	26 91%	317 78%	49 93%v
TELEPHONE	1249 92%ik	98 93%	127 96%	416 92%	51 91%	21 89%	494 93%ik	148 92%k	72 90%	45 83%	11 75%	30 80%	390 95%zi	60 90%	889 92%	361 92%	611 92%	84 93%	73 89%	22 78%	6 76%	22 77%	382 94%z	51 95%
PVR/DTR	539 40%in	52 49%	57 43%	178 39%	30 53%	12 52%	219 41%i	67 42%	42 52%zi	14 26%	6 40%	13 35%	154 37%	23 35%	360 37%	179 46%zn	279 42%w	37 41%	45 54%zv	5 20%	2 28%	10 35%	147 36%	14 27%
PC/LAPTOP	1123 83%ll nvw	104 98%zc	131 98%zc	399 88%z	52 93%	21 86%	490 92%zi	144 89%zi	73 91%il	39 72%	14 96%	32 86%l	281 68%	51 77%	774 80%	349 89%zn	611 92%zq	77 85%v	74 90%vw	17 63%	8 92%	24 86%	274 68%	38 72%
TABLET/EBOOK READER	882 65%ln vw	82 77%z	112 84%zc	333 73%z	43 76%	21 86%	405 76%zi	122 76%zk	63 79%zk	34 64%l	11 74%	22 59%	187 45%	37 55%	591 61%	291 74%zn	516 78%zv	64 70%vw	60 73%vw	15 53%	5 63%	16 56%	180 44%	26 50%
GAMES CONSOLE	511 38%ln v	62 58%z	75 56%z	214 47%z	31 54%z	8 32%	263 49%zl	88 55%zl	38 48%l	26 48%l	12 78%	16 44%l	45 11%	24 36%l	322 33%	189 48%zn	341 51%zv	36 40%v	36 44%v	12 44%	7 80%	12 43%	48 12%	19 36%v
DVD/BLU-RAY	914 67%ln	84 80%zc	105 79%zc	292 64%	41 72%	16 65%	360 68%	120 75%l	56 70%	32 58%	9 64%	22 60%	270 66%	44 66%	627 65%	287 73%zn	462 70%	64 71%	58 70%	14 50%	5 64%	15 52%	265 66%	31 59%
MP3 PLAYER	303 22%il nv	37 35%z	67 50%za	110 24%	23 41%z	6 24%	167 31%zi	46 29%il	29 36%zi	6 11%	3 19%	7 19%l	37 9%	8 13%	202 21%	101 26%	203 31%zv	26 28%vw	23 29%vw	2 8%	2 24%	5 16%	36 9%	6 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
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Table 255
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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
INTERNET ACCESS																								
FREQUENT - ROUGHLY EVERY DAY	1044 77%ln v	98 93%z	133 100%za	400 88%z	52 92%z	20 85%	488 92%zi lm	143 89%zi lm	72 90%zi m	42 77%l	15 100%	33 88%l	204 50%	47 71%l	722 75%	321 82%zn	608 92%zq vw	74 82%v	72 88%zv w	19 70%	8 100%	27 97%	197 49%	37 71%v
REGULAR - AT LEAST ONCE A WEEK	127 9%bfh p	4 3%	-	35 8%b	2 3%	-	29 5%	10 6%	2 2%	4 7%	-	3 7%	72 17%zf ghi	9 14%fh	94 10%	33 8%	35 5%	9 10%	3 4%	2 7%	-	1 2%	70 17%zp r	8 14%p
INFREQUENT - AT LEAST ONCE A MONTH	17 1%cfp	1 1%	-	2 *	-	3 11%	2 *	1 *	3 3%l	1 2%	-	1 3%	10 2%zf	-	12 1%	5 1%	2 *	1 1%	3 3%p	1 4%	-	-	10 2%zp	1 2%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	1 1%	-	1 *	-	-	3 1%	-	-	* 1%	-	-	4 1%	1 2%	6 1%	2 *	3 *	-	-	-	-	4 1%	1 2%	
NEVER - BUT DO HAVE ACCESS	41 3%cfp	1 1%	-	5 1%	2 4%	-	4 1%	2 1%	2 3%	3 6%fg	-	-	26 6%zfg	2 4%f	30 3%	10 3%	7 1%	2 2%	2 3%	2 9%	-	* 1%	26 6%zp	1 2%
NEVER - AND DO NOT HAVE ACCESS	121 9%abc fghop r	1 1%	-	11 2%	1 1%	1 4%	6 1%	6 4%	2 2%	4 7%l	-	1 2%	96 23%zf ghikm	7 10%fh	101 10%zo	19 5%	8 1%	4 5%p	2 2%	3 11%	-	-	98 24%zpq rw	5 9%p
TENURE																								
OWNED OUTRIGHT BY HOUSEHOLD	522 38%ab cfikm pw	28 26%	32 24%	97 21%	19 34%	10 42%	100 19%	56 35%fi km	29 36%fi km	9 17%	2 16%	6 16%	310 75%zf ghikm	9 13%	388 40%	134 34%	138 21%w	39 43%pw	27 33%pw	6 23%	1 9%	3 11%	304 75%zpq rw	4 7%
BEING BOUGHT ON A MORTGAGE	455 34%kl mnqvw	60 56%z	81 61%zc	207 46%z	27 48%z	12 49%	290 54%zg iklm	58 36%kl m	39 48%zi klm	14 25%l	3 19%	6 17%	32 8%	14 21%l	286 30%	169 43%zn	347 52%zq vw	21 23%v	40 49%zq vw	5 20%	1 14%	3 12%	31 8%	7 12%
RENTED	365 27%ab hlov	17 16%	20 15%	143 32%za b	10 17%	2 9%	134 25%l	46 29%hl	12 15%	30 55%zf ghl	10 65%	25 67%zf ghl	65 16%	43 64%zf ghl	280 29%zo	84 22%	170 26%v	31 34%rv	14 17%	15 54%	6 76%	21 76%	66 16%	42 79%zpqrv
OTHER	6 *	-	-	4 1%	1 2%	-	4 1%	-	1 1%	-	-	-	1 *	-	4 *	3 1%	4 1%	-	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 255
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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
INCOME																								
UP TO £9499	101 7%bfo p	2 2%	1 1%	25 6%	3 6%	- -	11 2%	17 11% f	3 4%	7 14% f	1 7%	7 19% zf h	42 10% zf	12 18% zf h	91 9% zo	10 3%	14 2%	15 17% zp	5 6% p	6 22%	1 12%	6 20%	42 10% zp	12 23% zp rv
£9500-£13499	100 7%abc fop	1 1%	3 2%	18 4%	6 10%	1 4%	11 2%	10 6% f	6 8% f	5 9% f	2 11%	4 11% f	53 13% zf g	9 13% f	84 9% zo	16 4%	15 2%	8 9% p	6 8% p	2 7%	2 20%	4 15%	55 14% zp	8 15% zp
£13500-£17499	116 9%fp	4 4%	7 6%	38 8%	3 5%	3 13%	29 5%	20 13% f	6 7%	8 15% fk	3 22%	1 2%	41 10% f	7 11%	80 8%	36 9%	42 6%	11 12%	8 10%	3 10%	3 39%	1 2%	41 10% p	7 14% p
£17500-£29999	192 14%bw	16 15%	9 7%	75 17% b	7 12%	3 13%	78 15%	22 14%	10 13%	8 15%	1 5%	4 10%	64 16%	5 8%	138 14%	54 14%	98 15% w	14 15%	11 14%	3 11%	- -	2 6%	62 15% w	2 4%
£30000-£49999	195 14%lv w	21 20%	38 28% zc	83 18% z	7 12%	- -	113 21% zh iklm	29 18% ikl	7 9%	3 5%	3 20%	1 4%	33 8%	6 10%	129 13%	65 17%	139 21% zr vw	12 13%	8 9%	1 4%	- -	- -	33 8%	2 3%
£50000-£99999	171 13%kl mnvw	29 28% zc	43 32% zc	60 13%	12 21%	6 26%	107 20% zk lm	25 15% kl m	18 23% zk lm	5 10% l	1 5%	- -	13 3%	1 2%	99 10%	71 18% zn w	132 20% zqv	7 8% v	17 20% qvw	2 9%	- -	- -	10 3%	1 2%
£100000 PLUS	51 4%lv	8 8% c	15 11% zc	12 3%	7 12% z	3 13%	34 6% zgl m	2 1%	10 13% zgi lm	- -	- -	1 3%	4 1%	- -	33 3%	18 5%	34 5% zv	2 2%	9 11% zqv w	- -	- -	- -	6 1%	- -
ETHNICITY																								
WHITE	1236 91%cf	100 95%	124 93%	395 87%	47 84%	23 96%	471 88%	147 92%	70 87%	46 85%	11 77%	33 90%	396 96% zf hi	61 92%	876 91%	360 92%	592 89%	79 87%	70 85%	25 92%	7 83%	25 89%	389 96% zp qr	49 93%
NON-WHITE	115 8%lv	6 5%	9 7%	59 13% z	7 12%	1 4%	61 12% zl	13 8% l	8 9% l	8 15% l	3 23%	4 10% l	13 3%	5 8%	86 9%	29 8%	71 11% zv	11 12% v	10 12% v	2 8%	1 17%	3 11%	13 3%	4 7%

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 255
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	RETI -RED	OTHER	YES	NO	FULL- TIME	PART- TIME	SELF- EMPLO YED	NOT WORKI NG - HOUSE WIFE	STILL IN EDUCA TION	UNEMP LOYED	RETI -RED	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	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
SERVICES HAVE AT HOME																									
SIMPLE/FEATURE MOBILE PHONE	483 36%bc fgiop	33 32%	35 26%	113 25%	19 33%	10 42%	144 27%i	38 24%	29 36%i	7 13%	2 15%	8 22%	233 56%zf ghikm	23 35%i	369 38%zo	114 29%	169 26%	27 30%	29 35%	7 24%	2 27%	8 27%	223 55%zp qrw	19 35%	
SMART PHONE	980 72%ln v	93 88%z	124 93%z	397 87%z	47 84%	20 83%	476 89%zk lm	138 86%zl m	67 84%zl	47 86%z	15 100%	29 78%l	160 39%	48 73%l	646 67%	334 86%zn	601 91%zq	69 77%v	69 84%zv	21 77%	8 100%	21 73%	154 38%	38 71%v	
ANY MOBILE PHONE	1257 93%ln v	103 97%	132 99%z	437 96%z	56 99%	24 100%	520 98%zi l	153 95%l	80 99%zi l	50 92%	15 100%	36 95%l	341 83%	64 96%l	885 92%	372 95%zn	649 98%zq v	83 92%v	82 99%zq v	25 89%	8 100%	26 94%	333 82%	51 96%v	
LANDLINE	1357 100%	106 100%	133 100%	454 100%	56 100%	24 100%	532 100%	161 100%	80 100%	54 100%	15 100%	37 100%	412 100%	66 100%	966 100%	391 100%	663 100%	90 100%	82 100%	28 100%	8 100%	28 100%	405 100%	53 100%	
FIXED BROADBAND	1136 84%ln v	99 93%z	124 93%z	410 90%z	50 89%	21 89%	492 92%zi lm	141 88%l	71 89%l	45 83%l	12 82%	33 89%l	285 69%	56 85%l	785 81%	351 90%zn	615 93%zq v	72 80%v	75 91%v	21 76%	7 88%	24 86%	276 68%	45 85%v	
MOBILE BROADBAND	177 13%lv	19 18%	31 23%zc	57 12%	7 12%	8 35%	79 15%l	27 17%l	15 19%l	6 11%	1 4%	4 11%	38 9%	6 9%	130 14%	46 12%	96 14%v	18 20%v	16 20%v	5 17%	- -	3 9%	36 9%	4 8%	
ANY INTERNET ACCESS	1211 89%ln v	104 98%z	133 100%z	438 97%z	54 97%	23 96%	521 98%zi lm	154 96%zl m	77 96%l	49 90%l	15 100%	35 94%l	303 73%	58 88%l	839 87%	372 95%zn	652 98%zq vw	82 91%v	79 97%zv	23 83%	8 100%	26 92%	294 73%	46 87%v	
PAY TV	602 44%ln v	44 41%	73 55%z	230 51%z	29 52%	13 54%	274 51%zk l	74 46%l	42 53%kl	25 45%	6 42%	11 29%	139 34%	31 47%l	402 42%	200 51%zn	346 52%zq v	36 40%	45 55%v	11 39%	2 30%	8 28%	130 32%	23 44%	
VOIP	361 27%il nv	39 37%z	63 48%zc	128 28%	16 29%	12 49%	171 32%zi lm	60 37%zl m	28 34%il	7 13%	2 12%	8 22%	73 18%	12 18%	227 23%	134 34%zn w	224 34%zv	28 31%v	22 26%	- -	1 13%	4 15%	74 18%	9 16%	

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 255
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base**LANDLINE USERS**LANDLINE+
BROADBAND+ MOBILELANDLINE+
BROADBAND+ NO
MOBILELANDLINE+ MOBILE+
NO BROADBANDLANDLINE+ NO
MOBILE+ NO
BROADBAND

	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)
1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
1103 v	96 81%ln	124 91%z	405 93%z	49 88%	21 89%	487 92%zi	137 86%l	71 88%l	44 82%l	12 82%	32 85%l	263 64%	56 85%l	762 79%	342 87%zn	607 92%zq	70 78%v	74 91%zq	21 76%	7 88%	22 80%	255 63%	45 85%v
33 2%cp	3	-	5	1	-	5	3	1	1	-	2	21	-	24	9	7	2	1	-	-	2	21	-
	3%	-	1%	1%	-	1%	2%	1%	1%	-	5%	5%zf	-	2%	2%	1%	2%	1%	-	-	6%	5%zp	-
154 11%cp	7	8	33	6	3	32	15	9	6	3	4	78	7	123	31	42	13	7	4	1	4	78	6
	7%	6%	7%	11%	11%	6%	10%	11%	10%	18%	11%	19%zf	11%	13%zo	8%	6%	14%p	9%	13%	12%	14%	19%zp	11%
67 5%abc	-	1	11	-	-	8	4	-	4	-	-	49	3	58	10	6	6	-	3	-	-	50	2
	-	1%	2%	-	-	1%	3%	-	7%fh	-	-	12%zfg	4%	6%zo	2%	1%	6%pr	-	11%	-	-	12%zpr	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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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)	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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
PRODUCT BUNDLES																								
LL AND BB BUNDLE	448 33%	40 38%	45 34%	152 33%	19 34%	12 49%	182 34%	55 34%	31 39%	14 27%	8 51%	17 44%	123 30%	20 29%	309 32%	140 36%	223 34%	31 34%	33 40%	6 20%	4 44%	11 41%	122 30%	19 35%
NO LL AND BB BUNDLE	518 38%ab fgp	29 28%	38 28%	154 34%	18 33%	7 30%	174 33%	47 29%	26 32%	24 45%g	4 29%	12 31%	206 50%zf ghkm	24 36%	381 39%	137 35%	213 32%	32 36%	23 28%	12 45%	3 33%	9 33%	206 51%zp qr	20 37%

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 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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 UNDER 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
GENDER																	
MALE	665 49%ci	486 55%zbc	96 44%c	82 32%	187 46%	11 77%	2 27%	31 46%	450 50%	133 43%	242 50%	112 50%	107 51%	68 55%i	91 46%	80 49%	29 44%
FEMALE	692 51%a	392 45%	123 56%a	177 68%zab	216 54%	3 23%	5 73%	37 54%	447 50%	179 57%zm	243 50%	111 50%	103 49%	57 45%	108 54%	83 51%	38 56%
AGE																	
16-17	2 *	- -	2 1%za	- -	- -	- -	- -	- -	2 *	- -	1 *	- -	- -	1 1%	- -	1 *	- -
18-24	35 3%aci	17 2%c	18 8%zac	- -	13 3%	- -	- -	- -	22 2%	3 1%	13 3%	10 4%i	6 3%	4 3%	13 7%zp	4 2%	- -
25-34	191 14%cg hij	135 15%c	50 23%zac	6 2%	117 29%zgh	* 3%	* 6%	- -	74 8%g	14 5%	54 11%i	46 21%zij	43 20%zij	34 27%zij	44 22%z	49 30%z	26 39%zn
35-44	245 18%chij	185 21%zc	38 18%c	22 9%	169 42%zh	9 63%	4 59%	26 39%zh	55 6%	23 7%	45 9%	57 25%zij	78 37%zijk	41 33%zij	71 35%z	73 45%z	29 44%z
45-54	264 19%chij	192 22%zc	39 18%	31 12%	86 21%	5 34%	1 9%	32 48%zdh	150 17%	40 13%	72 15%	57 26%zij	59 28%zij	34 27%zij	52 26%z	32 19%	10 15%
55-64	236 17%dlmn op	159 18%	33 15%	44 17%	13 3%	- -	2 26%	7 11%d	218 24%zdg	58 19%lm	120 25%zklm	33 15%l	15 7%	9 7%	12 6%o	1 1%	1 2%
65-74	243 18%bdgk lmnop	145 16%	26 12%	71 28%zab	6 2%	- -	- -	1 2%	236 26%zdg	82 26%zklm	134 28%zklm	19 8%lm	7 3%	1 1%	6 3%	4 2%	- -
75+	141 10%abdgk lmnop	46 5%	12 5%	84 32%zab	- -	- -	- -	- -	141 16%zdg	92 29%zjklm	45 9%klm	1 1%	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
AGE																	
16-24	37 3%aci	17 2%c	20 9%zac	- -	13 3%	- -	- -	- -	24 3%	3 1%	15 3%	10 4%i	6 3%	4 3%	13 7%zp	4 3%	- -
25-44	436 32%chij	320 36%zc	88 40%zc	28 11%	285 71%zgh	9 66%	4 65%	26 39%h	129 14%	38 12%	99 20%i	103 46%zij	121 58%zijk	75 60%zijk	115 58%z	122 75%zn	55 83%zn
45-64	500 37%cdio p	351 40%zc	72 33%	75 29%	99 25%	5 34%	2 35%	40 59%zdh	367 41%zd	99 32%	192 40%i	90 40%	74 35%	43 34%	64 32%op	33 20%	12 17%
65+	384 28%abdg klmnop	191 22%	38 17%	156 60%zab	6 2%	- -	- -	1 2%	377 42%zdg	173 56%zjkl m	179 37%zklm	20 9%m	9 4%	2 2%	7 4%	4 2%	- -
AREA																	
URBAN	322 24%chij	210 24%c	67 31%zc	44 17%	117 29%zh	3 19%	1 15%	13 20%	195 22%	56 18%	97 20%	51 23%	58 28%ij	56 45%zijk l	60 30%z	44 27%	24 35%z
SUBURBAN	559 41%m	359 41%	82 38%	117 45%	148 37%	11 73%	4 59%	29 43%	380 42%	135 43%m	213 44%m	96 43%m	83 40%m	31 25%	74 37%	65 40%	21 32%
RURAL	409 30%b	272 31%b	51 23%	85 33%b	111 28%	1 8%	2 26%	20 30%	283 32%	101 32%	156 32%	65 29%	58 28%	29 23%	50 25%	50 30%	16 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
SOCIAL GRADE																	
A	65 5%b	53 6%zb	4 2%	8 3%	20 5%	-	-	5 7%	41 5%	11 4%	22 5%	12 6%	16 7%	4 3%	11 6%	11 7%	1 2%
B	339 25%ci	247 28%zbc	44 20%	47 18%	114 28%	2 12%	1 9%	20 29%	216 24%	55 18%	129 27%l	64 29%l	61 29%l	29 24%	56 28%	46 28%	15 23%
C1	365 27%	233 27%	56 26%	75 29%	102 25%	5 32%	-	16 23%	244 27%	90 29%	125 26%	64 29%	49 24%	33 26%	53 26%	40 25%	17 26%
C2	281 21%	195 22%	38 17%	49 19%	77 19%	3 19%	-	17 25%	193 21%	54 17%	115 24%l	44 20%	45 22%	22 18%	38 19%	31 19%	11 17%
D	195 14%	113 13%	44 20%za	38 15%	68 17%	3 24%	2 26%	7 10%	119 13%	52 17%	60 12%	23 10%	32 15%	28 22%zjk	29 14%	26 16%	16 24%z
E	113 8%adl	37 4%	33 15%za	43 17%za	22 5%	2 13%	4 65%	3 5%	84 9%cd	49 16%zjklm	34 7%	16 7%	6 3%	8 7%	13 6%	9 5%	6 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
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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
STANDARD REGION																	
NORTH	92 7%	61 7%	14 6%	18 7%	36 9%	- -	1 22%	7 11%	53 6%	20 6%	28 6%	12 6%	20 9%	13 10%	14 7%	14 9%	9 13%z
NORTH WEST	112 8%	68 8%	26 12%z	17 7%	29 7%	2 12%	- -	4 6%	80 9%	30 10%	45 9%	15 7%	13 6%	9 7%	18 9%	12 7%	3 4%
YORKS & HUMBERSIDE	102 7%	65 7%	12 6%	24 9%	36 9%	1 7%	- -	4 5%	63 7%	18 6%	37 8%	20 9%	20 9%	7 6%	19 9%	13 8%	5 8%
WEST MIDLANDS	109 8%	76 9%	12 6%	21 8%	37 9%	3 17%	1 19%	1 1%	68 8%	19 6%	34 7%	20 9%	20 9%	17 14%zi	17 9%	19 11%	8 11%
EAST MIDLANDS	96 7%	60 7%	16 7%	19 7%	21 5%	3 23%	- -	13 19%zd	64 7%	23 7%	36 8%	14 6%	14 6%	9 7%	13 6%	7 4%	4 7%
EAST ANGLIA	50 4%	37 4%	4 2%	9 4%	14 3%	- -	- -	5 7%	32 4%	9 3%	24 5%	7 3%	7 4%	2 2%	7 3%	7 4%	1 1%
SOUTH WEST	132 10%dn	83 9%	18 8%	30 12%	27 7%	- -	1 18%	7 11%	98 11%cd	40 13%zm	46 9%	22 10%	18 9%	6 5%	8 4%	17 11%n	3 4%
SOUTH EAST	284 21%dmp	188 21%	39 18%	57 22%	63 16%	4 26%	2 26%	11 16%	212 24%zd	70 22%am	118 24%zm	41 18%	40 19%	13 11%	33 16%	28 17%	7 10%
GREATER LONDON	122 9%chj	81 9%	27 12%c	14 5%	50 12%zh	1 7%	1 9%	3 5%	66 7%	21 7%	29 6%	31 14%zijl	14 7%	25 20%zijl	28 14%z	14 9%	10 16%
WALES	59 4%	34 4%	10 5%	15 6%	16 4%	* 3%	- -	2 3%	43 5%	17 5%	19 4%	9 4%	9 4%	6 5%	6 3%	9 6%	3 4%
SCOTLAND	133 10%	89 10%	21 10%	23 9%	48 12%	1 5%	* 6%	6 9%	80 9%	26 8%	51 11%	22 10%	25 12%	9 7%	23 12%	18 11%	8 12%
NORTHERN IRELAND	67 5%	37 4%	18 8%za	12 5%	26 6%	- -	- -	5 7%	39 4%	20 6%	19 4%	10 4%	10 5%	8 6%	15 8%	5 3%	6 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
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Table 256
DEMOGRAPHICS
BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS	SINGLE	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+	
TOTAL (z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
SELF EMPLOYED																	
FULL-TIME	56 4%chj	45 5%zc	9 4%c	2 1%	26 6%zh	2 13%	1 9%	5 8%	26 3%	8 3%	10 2%	18 8%zij	14 7%ij	6 5%	16 8%z	8 5%	2 3%
PART-TIME	24 2%	16 2%	4 2%	4 1%	4 1%	-	-	1 2%	19 2%	5 2%	14 3%z	1 *	3 1%	1 1%	2 1%	2 1%	-
OCCUPATION																	
FULL-TIME	532 39%chij	403 46%zc	84 39%c	44 17%	222 55%zh	8 59%	-	35 52%h	281 31%	65 21%	167 34%i	112 50%zij	117 56%zij	68 55%zij	116 58%zp	89 55%z	27 41%
PART-TIME	161 12%chi	118 13%zc	24 11%	19 7%	78 19%zh	1 8%	2 26%	16 24%zh	72 8%	17 6%	49 10%i	34 15%i	41 19%zij	19 16%i	29 14%	34 21%z	17 26%zn
SELF-EMPLOYED	80 6%ch	61 7%c	13 6%	6 2%	30 7%	2 13%	1 9%	6 9%	45 5%	13 4%	24 5%	19 8%	17 8%	7 5%	18 9%	11 6%	2 3%
NOT WORKING - HOUSEWIFE	54 4%hi	36 4%	11 5%	7 3%	35 9%zh	1 5%	-	2 3%	17 2%	2 1%	12 2%	11 5%i	14 7%ij	15 12%zijk	8 4%	15 9%z	14 21%zno
STILL IN EDUCATION	15 1%	8 1%	7 3%zac	-	5 1%	1 5%	-	1 2%	8 1%	2 1%	5 1%	3 1%	3 1%	3 2%	1 1%	3 2%	2 3%
UNEMPLOYED	37 3%ah	15 2%	13 6%za	9 3%	16 4%	* 3%	2 25%	3 4%	18 2%	9 3%	9 2%	8 4%	4 2%	6 5%	10 5%	8 5%	2 4%
RETIRED	412 30%abdg klmnop	206 23%	44 20%	162 62%zab	2 1%	-	-	1 1%	409 46%zdg	185 59%zjkl m	194 40%zklm	25 11%lm	8 4%	1 1%	6 3%	1 1%	-
OTHER	66 5%ao	33 4%	21 10%za	12 5%	14 3%	1 8%	3 40%	4 6%	47 5%	20 6%	25 5%	11 5%	6 3%	5 4%	11 6%	2 1%	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
	TOTAL (z)	MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
CHIEF INCOME EARNER																	
YES	966 71%adgj lmnop	513 58%	203 93%za	249 96%za	255 63%	12 81%	6 100%	38 56%	674 75%zdg	310 99%zjkl m	320 66%l	150 67%l	112 53%	71 57%	127 64%	100 61%	40 60%
NO	391 29%bchi	366 42%zbc	15 7%	10 4%	148 37%zh	3 19%	- -	29 44%zh	223 25%	2 1%	165 34%zi	73 33%l	98 47%zijk	54 43%zi	72 36%z	63 39%z	27 40%z
CIE WORKING STATUS																	
FULL-TIME	663 49%bchi j	522 59%zbc	89 41%c	51 20%	292 72%zh	8 59%	- -	50 75%zh	333 37%	65 21%	199 41%l	138 62%zij	167 80%zijk	91 73%zijk	138 69%z	123 75%z	46 69%z
PART-TIME	90 7%	50 6%	23 10%za	18 7%	32 8%	1 8%	2 26%	3 4%	56 6%	17 6%	38 8%	13 6%	12 6%	10 8%	15 7%	12 8%	8 12%
SELF-EMPLOYED	82 6%ch	64 7%zc	12 5%	6 2%	30 7%	2 13%	1 9%	8 12%	45 5%	13 4%	26 5%	22 10%zij	13 6%	9 7%	19 9%	8 5%	3 5%
NOT WORKING - HOUSEWIFE	28 2%ahi	10 1%	10 5%za	7 3%	15 4%zh	1 5%	- -	1 1%	11 1%	2 1%	6 1%	8 3%l	7 3%l	5 4%l	4 2%	8 5%z	5 8%zn
STILL IN EDUCATION	8 1%	3 *	6 3%zac	- -	3 1%	1 5%	- -	- -	4 *	1 *	3 1%	3 1%	- -	2 1%	1 1%	2 1%	1 1%
UNEMPLOYED	28 2%ah	8 1%	12 5%za	9 3%a	12 3%	* 3%	2 25%	1 2%	13 1%	9 3%	6 1%	8 4%	3 1%	1 1%	7 4%	5 3%	1 2%
RETIRED	405 30%abdg klmnop	203 23%	45 21%	156 60%zab	5 1%	- -	- -	2 4%	399 44%zdg	185 59%zjkl m	188 39%zklm	22 10%lm	5 2%	5 4%	7 4%	2 1%	- -
OTHER	53 4%a	20 2%	22 10%zac	12 4%	13 3%	1 8%	3 40%	2 3%	36 4%	20 6%zl	18 4%	9 4%	4 2%	3 2%	8 4%	3 2%	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
BASE: All landline bill payers

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
	TOTAL (z)	MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
MARITAL STATUS																	
MARRIED/LIVING AS	879 65%bch i	879 100%zbc -	- -	- -	332 82%zh	9 60%	2 27%	58 86%zh	506 56%	- -	399 82%zik	167 75%zi	194 93%zijk	115 92%zijk	150 75%z	138 84%z	62 92%zn
SINGLE	218 16%acd gj Imp	- -	218 100%zac	- -	45 11%	4 27%	* 6%	3 4%	167 19%zdg	121 39%zjkl m	47 10%	31 14%lm	10 5%	8 6%	31 15%p	18 11%	2 4%
WIDOWED/DIVORCED/ SEPERATED	259 19%abdjk lmnop	- -	- -	259 100%zab	26 7%	2 14%	4 67%	6 9%	223 25%zdg	190 61%zjklm	38 8%lm	25 11%lm	5 2%	1 1%	18 9%	8 5%	3 4%
PARENT																	
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%bchi j	332 38%zbc	45 21%c	26 10%	403 100%zgh	1 8%	- -	28 41%h	- -	- -	31 6%i	117 53%zij	160 77%zijk	95 76%zijk	185 93%z	154 94%z	64 96%z
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%h	9 1%	4 2%	2 1%	1 *	14 100%	- -	1 2%h	- -	3 1%	5 1%	2 1%	2 1%	1 1%	2 1%	* *	1 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *a	2 *	* *	4 2%za	- -	- -	6 100%	1 2%dh	- -	2 1%	3 1%	1 1%	- -	1 *	- -	1 1%	1 1%
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%bchij	58 7%zbc	3 1%	6 2%	28 7%h	1 8%	1 18%	67 100%zdh	- -	1 *	4 1%	21 9%zij	27 13%zij	15 12%zij	26 13%zop	6 4%	1 1%
NONE OF THESE	897 66%adgk lmnop	506 58%	167 76%za	223 86%zab	- -	- -	- -	- -	897 100%zdg	306 98%zjkl m	446 92%zklm	83 37%lm	38 18%	22 18%	10 5%	6 4%	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
NUMBER IN HOUSEHOLD																	
1	312 23%adj lmnop	-	121 56%za	190 73%zab	-	3 24%	2 32%	1 1%	306 34%zdg	312 100%zjklm	-	-	-	-	-	-	-
2	485 36%bcdg iklmnop	399 45%zbc	47 22%	38 15%	31 8%	5 31%	3 40%	4 6%	446 50%zdg	-	485 100%ziklm	-	-	-	31 16%op	-	-
3	223 16%chij lmp	167 19%zc	31 14%	25 10%	117 29%zh	2 17%	1 19%	21 31%zh	83 9%	-	-	223 100%zijlm	-	-	102 51%zop	19 12%p	-
4	209 15%bchi jkmp	194 22%zbc	10 5%	5 2%	160 40%zh	2 13%	-	27 40%zh	38 4%	-	-	-	209 100%zijkm	-	44 22%zp	122 75%znp	3 5%
5+	124 9%bchi jkl	115 13%zbc	8 4%c	1 1%	95 24%zh	1 8%	1 9%	15 22%zh	22 2%	-	-	-	-	124 100%zijkl	22 11%	22 14%	64 95%zno
NUMBER OF CHILDREN IN HOUSEHOLD																	
1	199 15%chij op	150 17%zc	31 14%c	18 7%	185 46%zh	2 16%	-	26 39%zh	10 1%	-	31 6%i	102 46%zijl m	44 21%zij	22 18%ij	199 100%zop	-	-
2	163 12%chij np	138 16%zbc	18 8%c	8 3%	154 38%zgh	* 3%	1 19%	6 9%h	6 1%	-	-	19 9%ij	122 58%zijkm	22 18%zijkl	-	163 100%znp	-
3+	67 5%bchi kln	62 7%zbc	2 1%	3 1%	64 16%zgh	1 5%	1 9%	1 1%	2 *	-	-	-	3 2%ij	64 51%zijkl	-	-	67 100%zno
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

Weighted Base	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
CHILDREN IN HOUSEHOLD																	
AGED 0-5	219 16%cg j	187 21%zbc	28 13%c	4 2%	208 52%zgh	- -	1 9%	3 4%	11 1%	- -	8 2%i	62 28%zij	86 41%zijk	63 50%zijk	74 37%z	96 59%zn	49 73%zno
AGED 6-9	148 11%cg j	119 14%zc	20 9%c	10 4%	144 36%zgh	* 3%	- -	1 2%	4 *	- -	10 2%i	25 11%ij	59 28%zijk	55 44%zijk l	30 15%	70 43%zn	49 73%zno
AGED 10-15	219 16%bchi j	180 20%zbc	17 8%	22 8%	203 50%zh	4 24%	1 19%	31 47%zh	9 1%	- -	13 3%i	45 20%ij	85 41%zijk	76 61%zijk l	95 48%z	75 46%z	49 73%zno
NONE < 16	928 68%adgk lmnop	529 60%	167 77%za	230 89%zab	- -	11 76%	5 72%	34 51%d	879 98%zdg	312 100%zjkl m	454 94%zklm	102 46%lm	40 19%	16 13%	- -	- -	- -

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
BASE: All landline bill payers

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
	TOTAL (z)	MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
DURABLES OWNED																	
TV	1343 99%b	872 99%b	212 97%	257 99%	400 99%	14 100%	6 100%	67 100%	886 99%	309 99%	479 99%	221 99%	209 100%	122 98%	198 99%	162 99%	66 99%
SATELLITE/CABLE TV	740 55%chi	516 59%zbc	105 48%	118 46%	239 59%zh	11 79%	4 60%	43 64%	462 51%	127 41%	274 57%i	138 62%zi	128 61%i	71 57%i	121 61%	101 62%	37 56%
FREEVIEW/FREESAT	775 57%alo	478 54%	128 59%	168 65%za	214 53%	10 68%	5 82%	36 54%	525 59%	208 67%zjlm	271 56%	131 59%	100 48%	63 50%	114 57%	77 47%	37 55%
MOBILE PHONE	1214 89%chi	812 92%zc	195 90%c	205 79%	385 96%zh	14 100%	6 100%	64 95%	775 86%	245 78%	439 90%i	212 95%zij	195 93%i	120 96%zi	193 97%z	154 94%z	63 94%
TELEPHONE	1249 92%dknp	815 93%	194 89%	239 92%	356 88%	14 95%	5 81%	64 94%	842 94%zd	289 93%	456 94%zk	197 88%	191 91%	113 91%	172 87%	149 91%	57 85%
PVR/DTR	539 40%bcip	385 44%zbc	65 30%	88 34%	159 39%	7 46%	1 15%	35 52%	353 39%	101 32%	211 43%zi	99 44%i	84 40%	43 34%	83 42%p	73 44%p	15 22%
PC/LAPTOP	1123 83%bchi	791 90%zbc	169 77%c	162 63%	358 89%zh	12 85%	5 78%	65 97%zh	713 79%	200 64%	406 84%i	201 90%zij	198 94%zij	114 92%zij	173 87%	151 92%z	58 86%
TABLET/EBOOK READER	882 65%bchi	646 74%zbc	113 52%	121 47%	334 83%zh	7 49%	2 27%	55 83%zh	512 57%	130 42%	313 65%i	158 71%i	179 85%zijk	100 81%zij	162 81%z	140 86%z	51 75%
GAMES CONSOLE	511 38%chij	381 43%zbc	73 34%c	57 22%	257 64%zh	12 81%	2 34%	54 80%zdh	211 24%	43 14%	133 27%i	131 59%zij	133 64%zij	71 57%zij	125 63%z	107 66%z	42 62%z
DVD/BLU-RAY	914 67%bp	612 70%zb	131 60%	170 66%	265 66%	12 83%	4 59%	57 84%zdh	603 67%	197 63%	340 70%	163 73%im	137 66%	76 61%	129 65%	114 70%p	36 54%
MP3 PLAYER	303 22%chij	236 27%zbc	39 18%c	28 11%	134 33%zh	5 37%	-	30 45%zh	152 17%	36 11%	90 19%i	69 31%zij	72 35%zij	34 28%ij	67 34%zp	57 35%zp	13 19%

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
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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

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
	MAR/ LIVING 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)
1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
1044	727	176	140	379	12	5	58	620	178	367	189	195	112	187	151	62
77%chi	83%zc	81%c	54%	94%zgh	85%	74%	86%h	69%	57%	76%i	85%zij	93%zijk	90%zj	94%z	93%z	93%z
127	75	17	35	16	1	2	6	104	38	57	17	8	7	9	5	3
9%dlno	9%	8%	14%za	4%	7%	26%	9%	12%zd	12%i	12%zl	7%	4%	6%	5%	3%	5%
17	8	2	7	1	-	-	-	16	8	7	1	1	-	-	1	-
1%cd	1%	1%	3%za	*	-	-	-	2%zd	3%z	2%	*	*	-	-	*	-
8	5	1	2	*	1	-	1	5	4	3	1	-	*	-	-	*
1%	1%	*	1%	*	8%	-	2%cd	1%	1%	1%	1%	-	*	-	-	1%
41	22	6	13	3	-	-	2	35	14	12	8	5	2	1	3	*
3%cd	3%	3%	5%	1%	-	-	4%	4%zd	4%	3%	4%	2%	1%	1%	2%	*
121	42	16	62	4	-	-	-	116	71	38	6	1	3	1	3	1
9%adgkl mnop	5%	8%	24%zab	1%	-	-	-	13%zdg	23%zjklm	8%kl	3%	1%	3%	*	2%	1%

TENURE

OWNED OUTRIGHT BY HOUSEHOLD
 BEING BOUGHT ON A MORTGAGE
 RENTED
 OTHER

522	327	57	137	48	-	1	17	463	167	240	55	38	22	26	21	8
38%bdkl mnop	37%b	26%	53%zab	12%	-	9%	26%cd	52%zdg	53%zklm	49%zklm	25%	18%	18%	13%	13%	12%
455	349	57	48	205	8	-	38	223	54	141	92	115	51	104	87	24
34%bchi j	40%zbc	26%	18%	51%zh	58%	-	56%zh	25%	17%	29%i	41%zij	55%zijk	41%ij	52%zp	54%zp	35%
365	191	103	71	146	5	6	12	201	88	99	73	56	48	70	54	33
27%ahj	22%	47%zac	27%	36%zgh	36%	91%	18%	22%	28%j	20%	33%j	27%	39%zj	35%z	33%	48%zo
6	5	1	-	2	-	-	-	4	1	3	-	-	2	-	-	2
*	1%	*	-	*	-	-	-	*	*	1%	-	-	1%	-	-	3%zno

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
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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

Weighted Base	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
INCOME	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
UP TO £9499	101 7%ajl	25 3%	33 15%za	43 17%za	27 7%	3 21%	3 54%	2 2%	68 8%	55 18%zjklm	24 5%	12 5%	7 3%	4 3%	15 7%	9 6%	4 6%
£9500-£13499	100 7%amo	43 5%	13 6%	44 17%zab	25 6%	2 11%	- -	3 4%	73 8%	43 14%zjklm	32 7%	12 5%	10 5%	4 3%	16 8%	5 3%	4 6%
£13500-£17499	116 9%	65 7%	26 12%	25 10%	39 10%	1 5%	- -	5 8%	73 8%	29 9%	40 8%	21 9%	13 6%	13 10%	20 10%	13 8%	9 13%
£17500-£29999	192 14%	123 14%	36 16%	33 13%	50 12%	3 19%	1 18%	10 15%	133 15%	44 14%	84 17%z	26 12%	27 13%	12 10%	24 12%	19 12%	9 13%
£30000-£49999	195 14%ci	153 17%zc	28 13%c	14 5%	56 14%	- -	- -	12 19%	133 15%	32 10%	79 16%i	43 19%zil	23 11%	18 14%	28 14%	19 12%	11 16%
£50000-£99999	171 13%bchi	158 18%zbc	5 2%	8 3%	73 18%zh	3 20%	- -	16 23%zh	87 10%	9 3%	55 11%i	36 16%i	54 26%zijk m	16 13%i	33 17%p	40 24%zp	4 5%
£100000 PLUS	51 4%bchi	47 5%zbc	3 1%	1 *	24 6%zh	- -	1 9%	4 6%	24 3%	3 1%	13 3%	11 5%i	14 7%zij	10 8%zij	16 8%z	9 6%	3 4%
ETHNICITY																	
WHITE	1236 91%dmop	792 90%	198 91%	245 95%za	340 84%	14 95%	6 91%	66 98%d	843 94%zd	303 97%zklm	461 95%zklm	197 88%m	184 88%am	89 71%	174 87%p	139 85%p	48 71%
NON-WHITE	115 8%chij	82 9%c	20 9%	13 5%	61 15%zgh	1 5%	1 9%	1 2%	52 6%	9 3%	22 5%	24 11%ij	25 12%ij	36 29%zijk l	23 11%	25 15%z	19 29%zno

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
SERVICES HAVE AT HOME																	
SIMPLE/FEATURE MOBILE PHONE	483 36% dgln op	294 34%	66 30%	122 47% zab	89 22%	3 21%	2 35%	15 22%	377 42% zdg	139 44% zklm	188 39% lm	76 34% l	47 23%	34 27%	48 24%	34 21%	13 19%
SMART PHONE	980 72% chi	701 80% zbc	157 72% c	121 47%	370 92% zh	12 86%	5 74%	65 96% zh	560 62%	135 43%	335 69% i	204 92% zij	190 91% zij	114 92% zij	186 93% z	149 91% z	61 91% z
ANY MOBILE PHONE	1257 93% chi	833 95% zc	200 92%	222 86%	392 97% zh	13 93%	6 100%	67 100% h	809 90%	264 85%	446 92% i	220 99% zij	203 97% zij	122 98% zij	193 97% z	159 98% z	67 99% z
LANDLINE	1357 100%	879 100%	218 100%	259 100%	403 100%	14 100%	6 100%	67 100%	897 100%	312 100%	485 100%	223 100%	209 100%	124 100%	199 100%	163 100%	67 100%
FIXED BROADBAND	1136 84% chi	774 88% zc	188 86% c	173 67%	363 90% zh	14 100%	5 74%	66 99% zh	719 80%	211 67%	421 87% zi	205 92% zi	190 91% zi	106 85% i	183 92% z	149 91% z	56 84%
MOBILE BROADBAND	177 13% i	124 14%	26 12%	27 11%	63 16%	1 5%	2 35%	8 12%	107 12%	30 10%	58 12%	43 20% zij	27 13%	19 15%	30 15%	31 19% z	6 9%
ANY INTERNET ACCESS	1211 89% chi	824 94% zbc	195 89% c	191 74%	391 97% zh	14 100%	6 100%	66 99% zh	765 85%	229 73%	439 91% i	219 98% zij	202 96% zij	119 96% zi	195 98% z	158 97% z	65 96% z
PAY TV	602 44% chi	435 49% zbc	83 38%	83 32%	197 49% h	9 63%	2 35%	40 59% zh	369 41%	91 29%	221 45% i	116 52% zi	113 54% zi	59 48% i	91 45%	90 55% z	29 43%
VOIP	361 27% bchi	268 30% zbc	44 20%	49 19%	123 30% h	1 8%	4 54%	28 42% zh	219 24%	53 17%	143 30% i	55 25% i	76 36% zik	32 26% i	48 24%	62 38% znp	15 23%

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
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/ LIVING 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)
1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
1103	751	180	170	359	13	5	66	691	201	403	204	186	106	181	148	56
81%chi	85%zc	83%c	66%	89%zh	93%	74%	99%zdh	77%	65%	83%i	92%zij	89%zi	85%i	91%z	91%z	84%
33	23	7	3	4	1	-	-	28	9	18	1	4	-	2	1	-
2%cdk	3%	3%	1%	1%	7%	-	-	3%zd	3%	4%zkm	*	2%	-	1%	1%	-
154	82	20	52	33	-	2	1	118	63	42	16	16	16	12	12	10
11%adgjk	9%	9%	20%zab	8%	-	26%	1%	13%zdg	20%zjkl	9%	7%	8%	13%	6%	7%	15% n
67	22	11	34	7	-	-	-	60	39	21	2	3	2	4	2	1
5%adklo	3%	5%	13%zab	2%	-	-	-	7%zd	12%zjklm	4%k	1%	1%	2%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
PRODUCT BUNDLES																	
LL AND BB BUNDLE	448 33%	292 33%	82 38% ^c	73 28%	131 32%	2 15%	2 36%	29 43%	301 34%	96 31%	177 36% ^m	69 31%	73 35%	33 26%	77 39% ^o	44 27%	17 26%
NO LL AND BB BUNDLE	518 38% ^{abgj} n	316 36%	68 31%	135 52% ^{zab}	142 35% ^g	3 24%	3 46%	13 19%	359 40% ^g	150 48% ^{zjkl}	162 33%	83 37%	67 32%	53 42%	62 31%	60 37%	29 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 257
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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
GENDER																
MALE	665 49%b	96 44%	59 40%	114 52%b	465 50%b	655 49%	382 52%e	392 51%	601 50%	615 49%	279 52%	577 51%ze	446 51%	256 50%	451 49%	176 58%zefghiklmn
FEMALE	692 51%ko	123 56%	89 60%zcd	105 48%	463 50%	688 51%fko	358 48%o	384 49%o	613 50%ko	635 51%ko	260 48%	546 49%o	436 49%o	255 50%o	463 51%o	128 42%
AGE																
16-17	2 *	1 *	-	1 *	1 *	2 *	2 *	-	2 *	2 *	1 *	1 *	-	2 *	-	-
18-24	35 3%cdin	15 7%zbcd	2 1%	1 *	18 2%	34 3%in	17 2%n	17 2%n	34 3%in	24 2%n	10 2%	29 3%in	24 3%in	14 3%no	12 1%	3 1%
25-34	191 14%dgi	95 43%zcd	56 38%zcd	30 14%cd	71 8%	186 14%gi	103 14%g	82 11%	181 15%zegijn	164 13%g	66 12%	164 15%gin	140 16%zegijn	105 21%zefghijklno	118 13%g	47 16%g
35-44	245 18%cd	87 40%zd	64 43%zd	89 41%zd	72 8%	243 18%	146 20%n	133 17%	237 20%zegin	228 18%	95 18%	223 20%zegin	191 22%zeghijn	141 28%zefghijkln	157 17%	76 25%zefghijkn
45-54	264 19%a	14 7%	24 16%a	79 36%zabd	169 18%a	261 19%	173 23%zeghi	141 18%	246 20%z	243 19%	120 22%g	246 22%zeghi	196 22%zeghi	138 27%zeghijkl	200 22%zegi	84 28%zeghikln
55-64	236 17%abcm	4 2%	1 1%	10 5%b	222 24%zabc	235 17%cm	134 18%cm	148 19%cm	208 17%cm	226 18%hm	106 20%cm	202 18%cm	159 18%cm	73 14%	175 19%zhm	61 20%cm
65-74	243 18%abclmo	2 1%	1 *	9 4%ab	233 25%zabc	240 18%lmo	120 16%mo	158 20%zefhklmo	209 17%lmo	230 18%fhklm	97 18%lmo	191 17%lmo	133 15%mo	36 7%	165 18%lmo	28 9%
75+	141 10%abcfhijklmo	1 *	-	-	140 15%zabc	141 11%fhjklmo	44 6%lmo	96 12%zefhijklmno	97 8%fkmo	132 11%fhjklmo	43 8%fkmo	66 6%lmo	39 4%mo	3 1%	86 9%fhklmo	5 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 257
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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
AGE																
16-24	37 3% din	16 7% zbcd	2 1%	2 1%	19 2%	36 3% in	19 3% n	17 2% n	36 3% ino	26 2% n	11 2%	30 3% in	24 3% n	16 3% no	12 1%	3 1%
25-44	436 32% dg	183 83% zcd	120 81% zcd	119 54% zd	144 16%	429 32% g	250 34% gin	216 28%	418 34% zegij n	392 31% g	161 30%	388 35% zegij n	331 38% zefgh ijkn	246 48% zefgh ijklno	276 30%	123 41% zefghijkn
45-64	500 37% ab	18 8%	26 17% a	90 41% ab	391 42% zab	496 37%	307 41% zeghi	289 37%	454 37%	469 38%	226 42% zeghi	448 40% zehi	355 40% zehi	210 41% ze	375 41% zeghi	144 48% zeghiklmn
65+	384 28% abcdfh klmo	2 1%	1 *	9 4% b	373 40% zabc	381 28% fhklm o	164 22% lmo	254 33% zefhi jklmno	306 25% fklmo	363 29% fhklm o	140 26% flmo	257 23% lmo	172 20% mo	39 8%	251 27% fhklm o	33 11%
AREA																
URBAN	322 24% degj mn	66 30% zd	48 32% zd	62 29% d	194 21%	314 23% gmn	168 23% mn	156 20%	302 25% zegij mn	297 24% gjm	111 21%	281 25% zegjm n	205 23% gmn	95 19%	178 19%	61 20%
SUBURBAN	559 41%	81 37%	51 34%	85 39%	399 43%	555 41% h	340 46% zeghi jkl	324 42%	488 40%	513 41%	210 39%	461 41%	352 40%	236 46% zehij kl	399 44% zehij kl	134 44%
RURAL	409 30% f	56 26%	38 26%	62 28%	294 32%	408 30% f	193 26%	254 33% zefk	370 31% f	390 31% zfk	199 37% zefhi klmn	333 30% f	281 32% fk	150 29%	295 32% zfk	96 32% 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 257
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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
SOCIAL GRADE																
A	65 5%	15 7%	6 4%	8 4%	42 5%	65 5%	33 4%	37 5%	65 5%ze	63 5%	30 6%	65 6%zeffi	52 6%z	22 4%	50 5%	21 7%
B	339 25%	58 26%	37 25%	65 29%	221 24%	336 25%	198 27%	194 25%	315 26%ze	322 26%z	170 32%zeffgh ik	313 28%zeghi	280 32%zeffgh ik	161 31%zeffgh ik	275 30%zeffgh ik	119 39%zeffghijklmn
C1	365 27%	54 24%	41 28%	57 26%	254 27%	362 27%	205 28%	212 27%	330 27%	335 27%	148 27%	321 29%zehil n	232 26%	136 27%	241 26%	94 31%
C2	281 21%o	36 16%	27 18%	44 20%	201 22%	278 21%o	167 23%ko	157 20%o	258 21%ko	258 21%o	113 21%o	224 20%o	180 20%o	110 21%o	194 21%o	41 13%
D	195 14%fhjkl lmno	41 19%	30 20%zd	33 15%	124 13%	192 14%fhjkl mno	91 12%jo	111 14%jlno	160 13%jlno	173 14%jklno	49 9%	140 12%jlo	96 11%o	59 12%o	102 11%o	22 7%
E	113 8%fhjkl mno	16 7%	8 6%	12 6%	86 9%	109 8%fhjklm no	47 6%lo	64 8%jklmno	85 7%klmno	98 8%fhjklm no	29 5%o	60 5%o	41 5%	24 5%o	53 6%o	7 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 257
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)
		1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914
Weighted Base																
STANDARD REGION																
NORTH	92 7%	19 9%	12 8%	19 9%	56 6%	92 7%	43 6%	68 9%zefhik lno	82 7%	87 7%	39 7%	73 6%	54 6%	40 8%o	65 7%	14 5%
NORTH WEST	112 8%jl	15 7%	11 7%	16 7%	79 9%	110 8%jl	62 8%j	63 8%	101 8%jln	101 8%j	32 6%	101 9%jln	61 7%	37 7%	65 7%	27 9%
YORKS & HUMBERSIDE	102 7%	19 9%	16 11%	18 8%	64 7%	102 8%	66 9%zk	59 8%	93 8%	97 8%	52 10%zehk	80 7%	75 8%k	45 9%	79 9%k	23 8%
WEST MIDLANDS	109 8%ijo	22 10%	17 11%	25 12%d	65 7%	108 8%ijo	60 8%jo	54 7%jo	92 8%jo	92 7%jo	25 5%	90 8%jo	67 8%jo	42 8%jo	64 7%jo	12 4%
EAST MIDLANDS	96 7%g	11 5%	5 4%	14 6%	72 8%	95 7%g	65 9%zeghi	44 6%	85 7%g	89 7%g	44 8%g	83 7%g	63 7%	40 8%	74 8%g	27 9%g
EAST ANGLIA	50 4%	7 3%	4 2%	8 3%	36 4%	49 4%	20 3%	32 4%	46 4%f	47 4%f	22 4%	42 4%	31 4%	19 4%	39 4%f	6 2%
SOUTH WEST	132 10%ck	16 7%	9 6%	9 4%	103 11%zc	132 10%k	70 9%	69 9%	115 9%k	130 10%zehkm	61 11%km	96 9%	89 10%k	40 8%	92 10%k	33 11%
SOUTH EAST	284 21%abe	28 13%	16 11%	47 22%ab	216 23%zab	278 21%	157 21%	156 20%	250 21%	266 21%l	127 24%l	238 21%	171 19%	104 20%	211 23%zeghl	80 26%zeghklm
GREATER LONDON	122 9%dfjm no	32 14%zd	22 15%zd	20 9%	70 8%	120 9%fjmno	51 7%jmn	60 8%jmn	114 9%fgijmn o	108 9%fjmno	21 4%	109 10%fgijm no	85 10%fgjmno	20 4%	44 5%	15 5%
WALES	59 4%	8 4%	4 3%	12 5%	42 5%	59 4%	27 4%	48 6%zefhik l	57 5%	58 5%	25 5%	48 4%	39 4%	23 5%	46 5%f	16 5%
SCOTLAND	133 10%	26 12%	20 14%	21 10%	84 9%	133 10%	80 11%	81 10%	127 10%z	125 10%	70 13%zehik n	114 10%	104 12%zeik	72 14%zefgh ikn	93 10%	39 13%
NORTHERN IRELAND	67 5%hi	16 7%	11 7%	10 5%	41 4%	66 5%hi	39 5%i	41 5%i	53 4%	49 4%	20 4%	49 4%	44 5%i	29 6%i	42 5%	12 4%

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 257
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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
SELF EMPLOYED																
FULL-TIME	56 4% d	10 5%	5 3%	17 8% zbd	30 3%	55 4%	33 4%	32 4%	54 4%	51 4%	30 5%	52 5%	43 5%	31 6% zei	41 4%	23 8% zefghikln
PART-TIME	24 2%	3 1%	2 1%	2 1%	20 2%	24 2%	16 2%	12 2%	21 2%	21 2%	12 2%	21 2%	21 2%	8 1%	16 2%	6 2%
OCCUPATION																
FULL-TIME	532 39% dg	106 48% zd	70 47% d	126 57% zabd	299 32%	526 39% g	323 44% zegin	283 37%	503 41% zegi	494 40% g	219 41%	490 44% zeghi n	405 46% zeghi jn	263 51% zefgh ijkln	360 39%	167 55% zefghijkln
PART-TIME	161 12% d	47 21% zd	37 25% zcd	37 17% zd	80 9%	160 12%	88 12%	87 11%	149 12%	148 12%	67 12%	144 13% z	122 14% zeghi	88 17% zefgh ijkln	120 13%	46 15%
SELF-EMPLOYED	80 6%	13 6%	6 4%	19 9%	50 5%	79 6%	48 7%	44 6%	76 6%	72 6%	42 8% zei	73 6%	63 7% zei	38 7%	56 6%	29 9% zegin
NOT WORKING - HOUSEWIFE	54 4% dgik	28 13% zcd	22 15% zcd	14 6% d	16 2%	53 4% gi	33 4% gjo	20 3%	49 4% gijk	45 4% g	14 3%	39 3%	34 4% g	26 5% giko	32 3%	6 2%
STILL IN EDUCATION	15 1% i	5 2%	5 4% zd	3 1%	8 1%	14 1%	8 1%	9 1%	15 1% i	11 1%	6 1%	14 1% i	11 1%	12 2% zefhik ln	9 1%	3 1%
UNEMPLOYED	37 3% di	11 5% d	6 4%	9 4%	17 2%	37 3% i	14 2%	24 3%	35 3% fi	30 2%	13 2%	32 3% f	22 3%	16 3%	22 2%	7 2%
RETIRED	412 30% abcfh klmo	2 1%	1 *	4 2%	405 44% zabc	408 30% fhklm o	184 25% lmo	271 35% zefhi jklmno	326 27% klmo	390 31% zfhkl mo	154 29% fklmo	281 25% lmo	187 21% mo	45 9%	270 30% fhklm o	37 12%
OTHER	66 5%	8 3%	3 2%	7 3%	51 6%	66 5%	42 6% lo	37 5%	60 5%	60 5%	23 4%	51 5%	37 4%	24 5%	44 5%	8 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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	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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
CHIEF INCOME EARNER																
YES	966 71%abfh jklmn	121 55%	92 62%	148 67%a	699 75%zabc	955 71%fhjkl mn	505 68%lm	581 75%zefhi jklmno	848 70%lm	889 71%fhjkl mn	360 67%	774 69%lm	591 67%lm	322 63%	627 69%lm	202 67%
NO	391 29%dg	98 45%zcd	56 38%zd	72 33%cd	228 25%	387 29%g	235 32%zegi	194 25%	366 30%zegi	361 29%g	179 33%zegi	349 31%zegi	291 33%zeghi	189 37%zefgh ikln	287 31%zegi	101 33%g
CIE WORKING STATUS																
FULL-TIME	663 49%dg	152 70%zd	108 73%zd	159 72%zd	356 38%	656 49%g	407 55%zeghi n	347 45%	628 52%zegi	611 49%g	279 52%g	611 54%zeghi n	516 59%zefgh ijkn	341 67%zefgh ijkln	462 51%g	203 67%zefghijkln
PART-TIME	90 7%	18 8%	15 10%	19 8%	55 6%	90 7%	47 6%	53 7%	84 7%	84 7%	37 7%	77 7%	64 7%	36 7%	64 7%	26 8%
SELF-EMPLOYED	82 6%g	16 7%	5 3%	16 7%	52 6%	81 6%	52 7%g	38 5%	78 6%g	73 6%	45 8%zeghin	74 7%gi	60 7%g	36 7%g	58 6%g	23 8%
NOT WORKING - HOUSEWIFE	28 2%dgijk	11 5%zd	9 6%zd	7 3%cd	11 1%	27 2%gijk	18 2%gjk	9 1%	24 2%gjk	22 2%	5 1%	17 2%	15 2%	12 2%jo	14 2%	2 1%
STILL IN EDUCATION	8 1%e	3 1%	3 2%zd	2 1%	4 *	8 1%	5 1%	6 1%	8 1%	6 1%	2 *	8 1%	5 1%	7 1%ei	5 1%	2 1%
UNEMPLOYED	28 2%di	7 3%	4 3%	7 3%	14 2%	27 2%i	11 2%	18 2%	26 2%i	22 2%	10 2%	24 2%	16 2%	12 2%	15 2%	5 2%
RETIRED	405 30%abcfh klmo	4 2%	1 *	5 2%	395 43%zabc	400 30%fhklm o	172 23%lmo	269 35%zefhi jklmno	317 26%fkmo	382 31%fhklm o	147 27%flmo	274 24%lmo	180 20%mo	48 9%	265 29%fhklm o	36 12%
OTHER	53 4%l	8 4%	3 2%	5 2%	40 4%	53 4%kl	29 4%	35 4%jl	49 4%jkl	51 4%jkl	14 3%	38 3%	26 3%	19 4%	31 3%	6 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 257
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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
MARITAL STATUS																
MARRIED/LIVING AS	879 65%dg	187 85%zd	119 80%zd	180 82%zd	529 57%	872 65%g	516 70%zeghi	478 62%	812 67%zegi	815 65%g	385 71%zeghi n	791 70%zeghi n	646 73%zefgh ikn	381 74%zefgh ikn	612 67%zg	236 78%zefghijkn
SINGLE	218 16%cejk ln	28 13%	20 13%c	17 8%	167 18%zc	212 16%jl	105 14%	128 17%jln	195 16%jklm	194 16%jl	65 12%	169 15%jl	113 13%	73 14%	131 14%	39 13%
WIDOWED/DIVORCED/ SEPERATED	259 19%abcfh kmo	4 2%	10 7%a	22 10%a	230 25%zabc	257 19%fhklm o	118 16%lmo	168 22%zefhi jklmno	205 17%klmo	239 19%fhklm o	88 16%mo	162 14%mo	121 14%o	57 11%	170 19%fhklmo	28 9%
PARENT																
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%di	208 95%zd	144 97%zcd	203 93%zd	- -	400 30%i	239 32%zegin	214 28%	385 32%zegin	356 29%	159 30%	358 32%zegin	334 38%zefgh ijkn	257 50%zefgh ijklno	265 29%	134 44%zefghijkn
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	- -	* *	4 2%	11 1%	14 1%	11 2%l	10 1%	14 1%	14 1%	7 1%	12 1%	7 1%	12 2%zehikl	12 1%	5 2%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *l	1 *	- -	1 1%	5 *	6 *l	4 1%	5 1%l	6 1%l	5 *	1 *	5 *	2 *	2 *	4 *	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%abd	3 1%	1 1%	31 14%zabd	34 4%	67 5%	43 6%	36 5%	64 5%	64 5%	35 6%	65 6%ze	55 6%zeghi	54 11%zefghi jklm	57 6%zegi	30 10%zefghijkn
NONE OF THESE	897 66%abcfh kmo	11 5%	4 2%	9 4%	879 95%zabc	886 66%fhklm o	462 62%lmo	525 68%fhklm o	775 64%lmo	842 67%zefhk lmo	353 66%lmo	713 64%lmo	512 58%mo	211 41%	603 66%fkmo	152 50%mo

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)
		1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914
NUMBER IN HOUSEHOLD																
1	312 23%abcfh jklmo	- -	- -	- -	312 34%zabc	309 23%fhjkl mo	127 17%lmo	208 27%zefhi jklmno	245 20%fkimo	289 23%fhjkl mo	101 19%lmo	200 18%lmo	130 15%lm	43 8%	197 22%fkimo	36 12%
2	485 36%abcmo	8 4%	10 6%	13 6%	454 49%zabc	479 36%mo	274 37%mo	271 35%lm	439 36%mo	456 37%mo	211 39%mo	406 36%mo	313 36%mo	133 26%	340 37%mo	90 30%
3	223 16%di	62 28%zbd	25 17%bd	45 20%cd	102 11%	221 16%l	138 19%zei	131 17%	212 18%zei	197 16%	99 18%	201 18%zei	158 18%l	131 26%zefgh ijkln	163 18%l	69 23%zeghikln
4	209 15%dg	86 39%zd	59 40%zd	85 39%zd	40 4%	209 16%g	128 17%gin	100 13%	195 16%g	191 15%g	84 16%	198 18%zeghi n	179 20%zefgh ijkln	133 26%zefgh ijkln	137 15%	72 24%zefghijkn
5+	124 9%cd	63 29%zd	55 37%zad	76 35%zd	16 2%	122 9%	71 10%	63 8%	120 10%zegin	113 9%	43 8%	114 10%zegin	100 11%zeghi jn	71 14%zefghi jkn	76 8%	34 11%
NUMBER OF CHILDREN IN HOUSEHOLD																
1	199 15%di	74 34%zbd	30 20%cd	95 43%zbd	-	198 15%l	121 16%l	114 15%	193 16%zein	172 14%	83 15%	173 15%l	162 18%zeghi jkn	125 24%zefgh ijkln	129 14%	67 22%zefghijkn
2	163 12%dg	96 44%zcd	70 47%zcd	75 34%zd	-	162 12%g	101 14%g	77 10%	154 13%gi	149 12%g	73 13%g	151 13%zegi	140 16%zeghi kn	107 21%zefgh ijkln	114 13%g	57 19%zefghijkn
3+	67 5%din	49 22%zd	49 33%zacd	49 22%zd	-	66 5%jn	37 5%j	37 5%j	63 5%ijn	57 5%j	15 3%	58 5%jn	51 6%ijn	42 8%zefghi jklno	36 4%	13 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
CHILDREN IN HOUSEHOLD																
AGED 0-5	219 16% dgi	219 100% zbcd	76 51% zcd	45 20% d	-	219 16% gi	129 17% gin	110 14%	211 17% zegijn	189 15%	78 15%	190 17% gin	174 20% zeghi jkn	122 24% zefgh ijkln	137 15%	48 16%
AGED 6-9	148 11% di	76 35% zcd	148 100% zacd	57 26% zd	-	147 11% i	86 12%	75 10%	138 11% gi	129 10%	54 10%	127 11%	125 14% zefgh ijkn	99 19% zefgh ijkln	93 10%	46 15% zeghijkn
AGED 10-15	219 16% d	45 20% d	57 38% zad	219 100% zabd	-	217 16%	136 18% zein	122 16%	205 17% ei	197 16%	92 17%	203 18% zeghi n	180 20% zeghi jkn	158 31% zefgh ijkln	141 15%	86 28% zefghijkln
NONE < 16	928 68% abc fhkmo	-	-	-	928 100% zabc	916 68% fhklmo	481 65% lmo	548 71% zefhklmo	803 66% lmo	871 70% zefhklmo	369 68% lmo	741 66% lmo	529 60% m	237 46%	634 69% fhklmo	166 55% 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
 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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
DURABLES OWNED																
TV	1343 99%	219 100%	147 99%	217 99%	916 99%	1343 100%zhik l	740 100%zhik l	775 100%zik	1204 99%zk	1239 99%z	539 100%zk	1111 99%	876 99%	511 100%zk	913 100%zhik	303 100%
SATELLITE/CABLE TV	740 55%dg	129 59%	86 58%	136 62%zd	481 52%	740 55%zg	740 100%zeghi jklmno	320 41%	700 58%zegi	691 55%g	402 75%zeghi klmn	644 57%zegi	539 61%zeghi k	337 66%zeghi kln	556 61%zeghi k	214 70%zeghi kl
FREEVIEW/FREESAT	775 57%af	110 50%	75 50%	122 56%	548 59%za	775 58%zf	320 43%	775 100%zefhi jklmno	707 58%zf	737 59%zefk	316 59%f	643 57%f	506 57%f	305 60%f	567 62%zefhi kl	198 65%zefhi jkl
MOBILE PHONE	1214 89%d	211 96%zd	138 93%d	205 94%zd	803 87%	1204 90%z	700 95%zegi	707 91%z	1214 100%zefgi jklmno	1147 92%ze	515 96%zegi	1060 94%zegi	846 96%zefgi kn	498 97%zefgi kn	864 95%zegi	301 99%zefgi jklmno
TELEPHONE	1249 92%ab	189 86%	129 87%	197 90%	871 94%zab	1239 92%z	691 93%	737 95%zek	1147 95%zek	1249 100%zefgh jklmno	520 96%zefhk lm	1048 93%ze	825 94%ze	475 93%	869 95%zefkl m	290 96%ze
PVR/DTR	539 40%	78 36%	54 36%	92 42%	369 40%	539 40%z	402 54%zeghi klmn	316 41%	515 42%ze	520 42%ze	539 100%zefgh iklmno	478 43%ze	426 48%zeghi k	247 48%zeghi k	462 51%zeghi k	194 64%zefghiklmn
PC/LAPTOP	1123 83%d	190 87%d	127 85%	203 93%zabd	741 80%	1111 83%	644 87%zegi	643 83%	1060 87%zegi	1048 84%ze	478 89%zegi	1123 100%zefgh ijlmno	786 89%zefgh i	481 94%zefgh ijn	799 87%zegi	290 96%zefghijn
TABLET/EBOOK READER	882 65%d	174 80%zd	125 84%zd	180 82%zd	529 57%	876 65%	539 73%zeghi k	506 65%	846 70%zegi	825 66%z	426 79%zefgh ikn	786 70%zegi	882 100%zefgh ijkmno	420 82%zefgh ikn	656 72%zeghi	266 88%zefghijkmn
GAMES CONSOLE	511 38%d	122 56%zd	99 67%zad	158 72%zad	237 26%	511 38%z	337 46%zeghi	305 39%	498 41%zei	475 38%	247 46%zeghi	481 43%zeghi	420 48%zegh ikn	511 100%zefgh ijkln	408 45%zeghi	209 69%zefghijkln
DVD/BLU-RAY	914 67%	137 63%	93 63%	141 64%	634 68%	913 68%z	556 75%zehik	567 73%zei	864 71%zei	869 70%ze	462 86%zefgh iklm	799 71%zei	656 74%zehik	408 80%zefg hikl	914 100%zefgh ijkmo	278 92%zefghijklm
MP3 PLAYER	303 22%d	48 22%	46 31%zad	86 39%zad	166 18%	303 23%	214 29%zehik	198 26%zei	301 25%zei	290 23%z	194 36%zefgh ikln	290 26%zei	266 30%zeghi k	209 41%zefgh ikln	278 30%zegh ik	303 100%zefghijkln

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 257
DEMOGRAPHICS
BASE: All landline bill payers

	CHILDREN IN HOUSEHOLD					DURABLES OWNED										
	TOTAL	AGED	AGED	AGED	NONE		SATEL-	FREE-		TELE-		PC/	TABLET /	GAMES	DVD/	MP3
	(z)	0-5	6-9	10-15	< 16	TV	LITE/ CABLE TV	VIEW/ FREE- SAT	MOBILE	PHONE	PVR/ DTR	LAPTOP	EBOOK READER	CON- SOLE	BLU- RAY	PLAYER
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
INTERNET ACCESS																
FREQUENT - ROUGHLY EVERY DAY	1044 77% _d	209 96% _{zd}	141 95% _{zd}	200 91% _{zd}	642 69%	1034 77%	606 82% _{zegi}	584 75%	994 82% _{zegi}	960 77%	444 82% _{zegi}	955 85% _{zefgh in}	791 90% _{zefgh ijkn}	471 92% _{zefgh ijkln}	736 81% _{zegi}	290 95% _{zefghijklmn}
REGULAR - AT LEAST ONCE A WEEK	127 9% _{abclm o}	6 3%	6 4%	12 5%	109 12% _{zabc}	126 9% _{lmo}	68 9% _{lmo}	81 10% _{lmo}	110 9% _{lmo}	121 10% _{lmo}	50 9% _{lmo}	105 9% _{lmo}	60 7% _o	28 5%	86 9% _{lmo}	9 3%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%	-	-	1 *	16 2% _z	17 1%	11 1%	9 1%	14 1%	17 1%	5 1%	15 1%	9 1%	3 1%	12 1%	1 *
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	*	*	*	8 1%	8 1%	3 *	7 1% _l	7 1%	8 1%	2 *	7 1% _l	3 *	2 *	8 1% _l	1 *
NEVER - BUT DO HAVE ACCESS	41 3% _{bhjlm no}	3 1%	*	3 1%	36 4% _{zb}	39 3% _{lmo}	17 2% _o	23 3% _{lmo}	31 3% _{lmo}	36 3% _{lmo}	10 2%	29 3% _{lmo}	13 2%	6 1%	21 2% _o	1 *
NEVER - AND DO NOT HAVE ACCESS	121 9% _{abcfh ijklmno}	1 *	1 *	3 2%	116 13% _{zabc}	119 9% _{fhijklm no}	35 5% _{klmo}	72 9% _{fhijklm no}	57 5% _{klmo}	108 9% _{fhijklm no}	29 5% _{klmo}	12 1%	6 1%	2 *	51 6% _{klmo}	2 1%
TENURE																
OWNED OUTRIGHT BY HOUSEHOLD	522 38% _{abcf hkmo}	26 12%	17 12%	31 14%	468 50% _{zabc}	519 39% _{fhklm o}	244 33% _m	327 42% _{zefhi klmo}	444 37% _{flmo}	495 40% _{zefhk lmo}	218 40% _{fhklm o}	407 36% _{fmo}	300 34% _m	116 23%	365 40% _{fhklm o}	89 29% _m
BEING BOUGHT ON A MORTGAGE	455 34% _d	96 44% _{zd}	71 48% _{zd}	112 51% _{zd}	241 26%	455 34% _z	307 41% _{zeghi k}	246 32%	438 36% _{zegi}	427 34% _g	212 39% _{zegi}	424 38% _{zeghi}	362 41% _{zeghi k}	261 51% _{zefgh ijkln}	356 39% _{zeghi}	160 53% _{zefghijkln}
RENTED	365 27% _{deij kln}	96 44% _{zcd}	58 39% _{zd}	74 34% _{zd}	208 22%	355 26% _{ijkl o}	182 25% _{jno}	199 26% _{jno}	319 26% _{ijkl o}	315 25% _{jno}	104 19%	280 25% _{jno}	211 24% _{jno}	132 26% _{jno}	187 20%	50 16%
OTHER	6 *	-	2 1%	2 1%	4 *	6 *	4 1%	2 *	6 1%	6 *	4 1%	5 *	5 1%	2 *	6 1% _g	5 2% _{zeghi}

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 landline bill payers

Weighted Base INCOME	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)
	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
UP TO £9499	101 7%klo	16 7%	10 6%	10 5%	74 8%	99 7%klo	47 6%l	70 9%zefhij klmno	85 7%klo	93 7%klo	31 6%	61 5%	40 5%	32 6%	61 7%klo	12 4%
£9500-£13499	100 7%hjklo	15 7%	8 6%	11 5%	75 8%	100 7%hjkmo	48 6%	58 7%jkl	81 7%kl	94 8%hjklo	28 5%	58 5%	47 5%	28 5%	58 6%k	13 4%
£13500-£17499	116 9%	26 12%	17 11%	16 7%	75 8%	114 8%	64 9%	66 9%	104 9%	105 8%	44 8%	93 8%	76 9%	53 10%o	77 8%	21 7%
£17500-£29999	192 14%cm	29 13%	24 16%c	21 9%	141 15%c	192 14%cm	106 14%cm	113 15%cm	177 15%cm	173 14%cm	85 16%cm	166 15%cm	123 14%cm	56 11%	146 16%zeilm	39 13%
£30000-£49999	195 14%	22 10%	19 13%	37 17%a	137 15%	194 14%	115 16%	115 15%	188 16%ze	189 15%ze	85 16%	184 16%zei	157 18%zeghi	110 21%zefgh ijkln	148 16%ze	66 22%zefghijkn
£50000-£99999	171 13%dg	39 18%zd	19 13%	38 17%d	94 10%	167 12%g	118 16%zeghi	83 11%	164 14%zeg	163 13%g	92 17%zeghi	168 15%zeghi	150 17%zeghi kn	93 18%zeghi kn	134 15%zegi	74 24%zefghijklmn
£100000 PLUS	51 4%d	11 5%	7 5%	16 7%zd	23 2%	51 4%	35 5%	31 4%	51 4%z	50 4%	36 7%zefghi kn	49 4%ze	48 5%zehik	31 6%zeghi	45 5%zei	32 11%zefghijklmn
ETHNICITY																
WHITE	1236 91%abc	178 81%	114 77%	187 85%b	876 94%zabc	1228 91%zh	685 93%zhk	733 94%zehik l	1102 91%	1146 92%zh	514 95%zefhi kl	1021 91%	809 92%	480 94%zehik l	863 94%zefhi kl	290 96%zefhikl
NON-WHITE	115 8%degi jmno	39 18%zd	34 23%zcd	32 15%zd	49 5%	109 8%gjmno	52 7%jno	41 5%	107 9%efgjim no	98 8%gjmno	19 4%	99 9%fgijmn o	70 8%gjmno	28 6%	47 5%j	11 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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	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)
		1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914
SERVICES HAVE AT HOME																
SIMPLE/FEATURE MOBILE PHONE	483 36%abf mo	28 13%	28 19%	67 30%ab	388 42%zabc	479 36%flmo	233 31% ^m	294 38% ^{fjklm} o	435 36%flmo	451 36%flmo	179 33%mo	395 35%flmo	264 30% ^m	129 25%	331 36%flmo	83 27%
SMART PHONE	980 72% ^d	205 93% ^{zd}	136 92% ^{zd}	197 90% ^{zd}	585 63%	971 72%	601 81% ^z eghi n	549 71%	959 79% ^z egin	910 73%	438 81% ^z egin	895 80% ^z egin	758 86% ^z efgh ijkn	471 92% ^z efgh ijkln	703 77% ^z egi	286 94% ^z efghijkln
ANY MOBILE PHONE	1257 93% ^d	215 98% ^{zd}	144 97% ^{zd}	214 98% ^{zd}	838 90%	1246 93% ^z	715 97% ^z egi	721 93%	1195 98% ^z efgi jkn	1163 93%	523 97% ^z egi	1089 97% ^z egi	864 98% ^z efgi k	507 99% ^z efgi jkl	891 97% ^z egi	303 100% ^z efgijkln
LANDLINE	1357 100%	219 100%	148 100%	219 100%	928 100%	1343 100%	740 100%	775 100%	1214 100%	1249 100%	539 100%	1123 100%	882 100%	511 100%	914 100%	303 100%
FIXED BROADBAND	1136 84% ^d	195 89% ^{zd}	132 89% ^d	198 90% ^{zd}	747 81%	1125 84%	669 90% ^z eghi	644 83%	1070 88% ^z egi	1062 85% ^z eg	487 90% ^z eghi	1031 92% ^z eghi n	819 93% ^z efgh ijn	479 94% ^z efgh ijn	817 89% ^z egi	291 96% ^z efghijkln
MOBILE BROADBAND	177 13%	28 13%	24 16%	34 16%	110 12%	175 13%	113 15% ^z ei	105 13%	167 14% ^z e	163 13%	84 16%	167 15% ^z ehi	137 16% ^z ehi	86 17% ^z eghi	132 14% ^e	64 21% ^z efghijkln
ANY INTERNET ACCESS	1211 89% ^d	215 98% ^{zd}	143 97% ^{zd}	211 96% ^{zd}	794 86%	1199 89%	702 95% ^z egi	689 89%	1141 94% ^z egi	1126 90% ^z e	505 94% ^z egi	1095 97% ^z efgh ijn	861 98% ^z efgh ijn	503 98% ^z efgh ijn	854 93% ^z egi	302 99% ^z efghijn
PAY TV	602 44% ^{dg}	99 45%	73 49%	118 54% ^{zd}	392 42%	602 45% ^{zg}	553 75% ^z eghi jklmno	263 34%	581 48% ^z egi	578 46% ^z eg	355 66% ^z eghi klmn	537 48% ^z eg	459 52% ^z eghi k	292 57% ^z eghi kln	464 51% ^z eghi k	187 62% ^z eghikln
VOIP	361 27%	62 28%	38 26%	70 32%	235 25%	360 27%	224 30% ^z e	222 29%	355 29% ^z e	354 28% ^z e	211 39% ^z efgh ikln	343 31% ^z ei	308 35% ^z efgh ik	199 39% ^z efgh ikln	304 33% ^z eghi k	157 52% ^z efghijklmn

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 257
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	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
LANDLINE USERS																
LANDLINE+ BROADBAND+ MOBILE	1103 81% ^d	194 89% ^{zd}	130 88% ^{zd}	196 89% ^{zd}	718 77%	1093 81%	657 89% ^{zegi}	632 82%	1060 87% ^{zegi}	1035 83% ^{ze}	484 90% ^{zegi}	1006 90% ^{zeghi}	808 92% ^{zefgh ikn}	477 93% ^{zefgh ijkn}	811 89% ^{zegi}	291 96% ^{zefghijkln}
LANDLINE+ BROADBAND+ NO MOBILE	33 2% ^{fghij lmno}	1 1%	1 1%	2 1%	29 3% ^z	31 2% ^{ghijlmn o}	12 2% ^{hjn}	12 2% ^{hn}	9 1%	26 2% ^{hijlmno}	4 1%	25 2% ^{hijlmno}	11 1% ^{hmn}	2 *	6 1%	- -
LANDLINE+ MOBILE+ NO BROADBAND	154 11% ^{fijkl mno}	21 9%	14 10%	18 8%	120 13% ^z	153 11% ^{fijklm no}	58 8% ^o	89 12% ^{fjklm no}	135 11% ^{fijkl mno}	127 10% ^{fjklmn o}	39 7% ^o	82 7% ^o	56 6%	29 6%	80 9% ^{klmo}	12 4%
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5% ^{acfhj klmno}	3 1%	3 2%	3 1%	60 7% ^{zabc}	65 5% ^{fhjklm no}	13 2% ^{hklo}	42 5% ^{fhjklm no}	9 1%	60 5% ^{fhjklm no}	12 2% ^{hklmo}	9 1%	7 1%	2 *	18 2% ^{hklo}	- -

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 257
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)
		1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914
PRODUCT BUNDLES																
LL AND BB BUNDLE	448 33% <i>fj</i>	71 32%	38 26%	68 31%	310 33%	442 33% <i>fj</i>	161 22%	304 39% <i>zefhi</i> <i>jkn</i>	423 35% <i>zefj</i>	424 34% <i>zefj</i>	152 28% <i>f</i>	407 36% <i>zefhi</i> <i>jn</i>	322 37% <i>zefij</i> <i>n</i>	180 35% <i>fj</i>	307 34% <i>fj</i>	113 37% <i>fj</i>
NO LL AND BB BUNDLE	518 38% <i>fhij</i> <i>klmno</i>	75 34%	57 39%	83 38%	368 40%	511 38% <i>fhijk</i> <i>lmno</i>	237 32% <i>lmo</i>	289 37% <i>fhjkl</i> <i>mno</i>	413 34% <i>jk lmo</i>	453 36% <i>fhjkl</i> <i>mno</i>	164 30% <i>mo</i>	352 31% <i>lmo</i>	255 29% <i>o</i>	131 26%	294 32% <i>lmo</i>	62 21%

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 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
GENDER																		
MALE	665 49% <i>ikl</i>	530 51% <i>zf</i>	56 44%	5 32%	4 45%	21 51%	49 41%	260 50% <i>i</i>	240 53% <i>i</i>	155 43%	6 100%	31 30%	40 40%	53 46% <i>k</i>	101 52% <i>kl</i>	107 55% <i>kl</i>	96 56% <i>kl</i>	36 71% <i>zklmn</i>
FEMALE	692 51% <i>aq</i>	513 49%	72 56%	12 68%	4 55%	20 49%	71 59% <i>a</i>	262 50%	215 47%	209 57% <i>zgh</i>	-	71 70% <i>zmn</i> <i>opq</i>	61 60% <i>zno</i> <i>pq</i>	62 54% <i>q</i>	92 48% <i>q</i>	88 45%	74 44%	15 29%
AGE																		
16-17	2 *	1 *	1 1% <i>za</i>	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-
18-24	35 3% <i>g</i>	34 3% <i>zf</i>	1 1%	-	-	-	-	3 1%	6 1%	26 7% <i>zgh</i>	-	8 8% <i>zln</i> <i>p</i>	2 2%	3 2%	5 2%	4 2%	1 1%	-
25-34	191 14% <i>befg</i>	186 18% <i>zbef</i>	3 2%	-	* 5%	* 1%	2 2%	17 3%	81 18% <i>zg</i>	89 24% <i>zg</i> <i>h</i>	4 72%	12 12%	8 8%	24 21% <i>zl</i>	24 13%	32 16%	23 13%	6 11%
35-44	245 18% <i>befg</i>	230 22% <i>zbef</i>	10 8% <i>f</i>	1 4%	-	3 7%	2 2%	28 5%	136 30% <i>zgi</i>	78 21% <i>g</i>	1 15%	11 11%	14 14%	21 18%	32 17%	29 15%	55 32% <i>zklm</i> <i>no</i>	9 18%
45-54	264 19% <i>efgk</i>	232 22% <i>zbef</i>	18 14%	2 9%	3 31%	2 4%	8 7%	56 11%	136 30% <i>zgi</i>	70 19% <i>g</i>	-	11 11%	13 13%	16 14%	35 18%	57 29% <i>zkl</i> <i>mn</i>	46 27% <i>zklm</i>	21 42% <i>zklmn</i>
55-64	236 17% <i>hil</i>	173 17%	27 21%	6 34%	1 16%	14 34% <i>zaf</i>	16 13%	127 24% <i>zhi</i>	62 14%	47 13%	-	25 24% <i>ln</i>	10 10%	19 17%	25 13%	45 23% <i>ln</i>	31 18%	11 22%
65-74	243 18% <i>ahiop</i>	155 15%	43 34% <i>za</i>	4 21%	1 17%	12 29% <i>a</i>	29 24% <i>a</i>	182 35% <i>zhi</i>	25 6%	32 9%	-	15 15%	28 28% <i>zko</i> <i>pq</i>	25 22% <i>opq</i> <i>pq</i>	52 27% <i>zko</i> <i>pq</i>	22 11%	13 8%	3 7%
75+	141 10% <i>ahiopq</i>	35 3%	24 19% <i>za</i>	5 32%	2 31%	11 26% <i>za</i>	64 53% <i>zab</i> <i>e</i>	110 21% <i>zhi</i>	8 2%	23 6% <i>h</i>	1 13%	19 19% <i>zmn</i> <i>opq</i>	25 25% <i>zmno</i> <i>pq</i>	8 7% <i>p</i>	18 9% <i>op</i>	6 3%	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
 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)	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
AGE																			
16-24	37 3%g	34 3%f	3 2%	- -	- -	- -	- -	3 1%	8 2%	26 7%zgh	- -	8 8%zlnop	2 2%	3 2%	5 2%	4 2%	1 1%	- -	
25-44	436 32%bfgkl	415 40%zbef	13 10%f	1 4%	* 5%	3 8%	4 3%	45 9%	217 48%zg	166 46%zg	5 87%	24 23%	22 22%	45 39%kl	57 29%	60 31%	78 46%zklno	15 30%	
45-64	500 37%fil	405 39%zf	45 35%f	7 43%	4 47%	15 38%f	24 20%	183 35%	198 44%zgi	117 32%	- -	36 35%	23 23%	35 30%	60 31%	103 53%zklmn	77 45%lmn	32 64%zklmn	
65+	384 28%ahiopq	189 18%	67 52%za	9 53%	4 48%	22 55%za	93 77%zabe	292 56%zhi	33 7%	55 15%h	1 13%	34 33%opq	53 53%zkmnopq	33 29%opq	71 37%zopq	28 14%	15 9%	3 7%	
AREA																			
URBAN	322 24%bfgmo	267 26%zbf	21 16%	4 26%	1 13%	10 25%	18 15%	91 17%	100 22%	128 35%zgh	1 15%	21 21%	18 18%	16 14%	37 19%	29 15%	41 24%	17 34%mo	
SUBURBAN	559 41%am	401 38%	74 58%zaf	9 52%	5 62%	19 46%	51 42%	219 42%	193 42%	140 38%	4 72%	50 49%mp	49 49%mp	37 32%	80 42%	82 42%	58 34%	15 30%	
RURAL	409 30%bi	326 31%b	27 21%	3 16%	2 25%	10 23%	41 34%b	186 36%zi	143 31%i	75 21%	1 13%	23 23%	30 30%	59 51%zklno	57 30%	72 37%k	64 38%k	18 36%	

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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
SOCIAL GRADE																			
A	65 5%lik	58 6%zf	7 6%f	- -	- -	- -	- -	35 7%zi	29 6%l	1 *	- -	- -	2 2%	2 2%	6 3%	8 4%	25 15%zklm no	11 21%zklmno	
B	339 25%brikln	300 29%zbef	17 14%	6 35%	1 16%	5 13%	9 7%	132 25%i	173 38%zgi	29 8%	4 57%	7 7%	7 7%	26 22%kl	33 17%kl mn	74 38%zkl mn	85 50%zklm no	30 60%zklmno	
C1	365 27%ef	302 29%zef	29 22%	3 16%	4 48%	5 13%	22 18%	146 28%	127 28%	86 24%	3 43%	21 20%	32 32%	31 27%	45 24%	60 31%	42 25%	9 17%	
C2	281 21%pq	205 20%	35 28%a	5 27%	1 9%	15 37%zaf	21 17%	106 20%	92 20%	81 22%	- -	15 15%q	24 24%pq	25 22%pq	63 33%zqp q	45 23%pq	13 8%	- -	
D	195 14%ahopq	124 12%	25 20%a	2 9%	1 13%	10 25%za	32 27%za	67 13%h	26 6%	101 28%zgh	- -	28 28%zop q	17 17%opq	24 21%opq	38 20%zopq	5 2%	5 3%	- -	
E	113 8%ahnop	54 5%	14 11%a	2 13%	1 13%	5 12%a	37 31%zabe	37 7%h	7 2%	67 18%zgh	- -	30 30%zmn opq	19 18%zmno pq	8 7%p	8 4%p	4 2%	- -	1 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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
STANDARD REGION																			
NORTH	92 7%	71 7%	9 7%	- -	2 23%	3 8%	7 6%	30 6%	33 7%	30 8%	-	8 8%	4 4%	7 6%	13 7%	21 11%q	10 6%	- -	
NORTH WEST	112 8%fg	84 8%	16 13%fb	2 11%	2 22%	4 9%	4 3%	31 6%	43 9%	37 10%g	1 15%	11 11%o	9 9%	13 12%o	17 9%	8 4%	11 6%	2 4%	
YORKS & HUMBERSIDE	102 7%bg	88 8%zb	2 2%	3 15%	- -	3 7%	6 5%	28 5%	47 10%zg	27 8%	-	11 11%	15 15%zmo	5 4%	15 8%	12 6%	18 11%	4 7%	
WEST MIDLANDS	109 8%	79 8%	8 7%	1 3%	1 16%	4 10%	16 13%za	44 8%	39 9%	26 7%	-	7 7%	13 13%q	8 7%	16 8%	22 11%	12 7%	1 2%	
EAST MIDLANDS	96 7%id	79 8%	6 4%	1 8%	- -	3 7%	7 5%	37 7%	44 10%zi	14 4%	1 13%	11 11%	11 11%	4 4%	11 6%	12 6%	14 8%	8 16%mn	
EAST ANGLIA	50 4%	38 4%	4 3%	1 6%	- -	2 5%	4 4%	30 6%zhi	10 2%	10 3%	-	6 6%mp	3 3%	1 1%	4 2%	9 5%	2 1%	3 6%	
SOUTH WEST	132 10%id	98 9%	10 8%	- -	- -	4 10%	19 16%za	76 15%zhi	32 7%	17 5%	4 72%	6 6%	9 9%	29 25%zkl nopq	22 12%	28 14%k	21 12%	2 3%	
SOUTH EAST	284 21%ao	203 19%	39 31%zae	6 37%	2 24%	6 15%	27 23%	119 23%	84 18%	78 21%	-	14 14%	21 21%	22 19%	38 20%	28 14%	33 19%	14 28%	
GREATER LONDON	122 9%glm	100 10%	10 8%	1 4%	1 7%	3 8%	7 5%	32 6%	30 7%	56 15%zgh	-	5 5%	2 2%	3 2%	16 8%lm	12 6%	12 7%	10 19%zklmop	
WALES	59 4%	43 4%	7 6%	2 10%	- -	1 3%	7 6%	23 4%	17 4%	18 5%	-	3 3%	1 1%	3 3%	10 5%	8 4%	5 3%	1 2%	
SCOTLAND	133 10%	111 11%	10 8%	- -	1 8%	5 13%	6 5%	48 9%	57 12%	29 8%	-	12 12%	7 7%	16 14%n	12 6%	25 13%n	26 15%zn	6 13%	
NORTHERN IRELAND	67 5%	49 5%	5 4%	1 6%	- -	2 5%	10 8%	26 5%	19 4%	22 6%	-	7 7%	3 3%	4 3%	18 9%z	11 6%	7 4%	- -	

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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
SELF EMPLOYED																			
FULL-TIME	56 4% <i>f</i>	52 5% <i>z</i> <i>f</i>	2 1%	-	-	2 6% <i>f</i>	1 *	19 4%	27 6% <i>i</i>	10 3%	1 15%	3 3%	6 6%	3 2%	7 4%	7 4%	12 7%	7 14% <i>z</i> <i>k</i> <i>m</i> <i>n</i> <i>o</i>	
PART-TIME	24 2% <i>i</i>	20 2%	-	3 15%	-	-	1 1%	10 2%	12 3%	2 1%	-	-	1 1%	3 3% <i>o</i>	3 2%	-	6 4% <i>o</i>	3 6% <i>k</i> <i>o</i>	
OCCUPATION																			
FULL-TIME	532 39% <i>b</i> <i>e</i> <i>f</i> <i>g</i> <i>k</i> <i>l</i> m	488 47% <i>z</i> <i>b</i> <i>e</i> <i>f</i>	29 23% <i>f</i>	2 11%	3 34%	4 11%	6 5%	100 19%	290 64% <i>z</i> <i>g</i> <i>i</i>	134 37% <i>g</i>	4 72%	11 11%	11 11%	29 25% <i>k</i> <i>l</i>	78 40% <i>k</i> <i>l</i> <i>m</i>	113 58% <i>z</i> <i>k</i> <i>l</i> m <i>n</i>	107 63% <i>z</i> <i>k</i> <i>l</i> n	34 67% <i>z</i> <i>k</i> <i>l</i> <i>m</i> <i>n</i>	
PART-TIME	161 12% <i>f</i>	143 14% <i>z</i> <i>f</i>	10 8%	1 3%	-	2 4%	6 5%	56 11%	58 13%	46 13%	-	17 17% <i>q</i>	10 10%	20 18% <i>q</i>	22 12%	29 15%	25 15%	2 3%	
SELF-EMPLOYED	80 6% <i>b</i> <i>f</i> <i>i</i>	72 7% <i>z</i> <i>b</i> <i>f</i>	2 1%	3 15%	-	2 6%	2 1%	29 6%	39 8% <i>z</i> <i>i</i>	12 3%	1 15%	3 3%	6 6%	6 5%	10 5%	7 4%	18 11% <i>z</i> <i>k</i> <i>o</i>	10 20% <i>z</i> <i>k</i> <i>l</i> <i>m</i> <i>n</i> <i>o</i>	
NOT WORKING - HOUSEWIFE	54 4% <i>g</i>	42 4%	4 3%	1 6%	* 5%	3 8%	4 3%	9 2%	14 3%	30 8% <i>z</i> <i>g</i> <i>h</i>	-	7 7% <i>o</i>	5 5%	8 7% <i>o</i>	8 4%	3 1%	5 3%	-	
STILL IN EDUCATION	15 1%	15 1%	-	-	-	-	-	2 *	3 1%	10 3% <i>z</i> <i>g</i> <i>h</i>	-	1 1%	2 2%	3 3%	1 *	3 2%	1 *	-	
UNEMPLOYED	37 3% <i>g</i>	33 3%	3 2%	1 6%	-	-	1 1%	6 1%	6 1%	25 7% <i>z</i> <i>g</i> <i>h</i>	-	7 7% <i>z</i> <i>m</i> <i>n</i> <i>o</i> p	4 4% <i>p</i>	1 1%	4 2%	1 1%	-	1 3%	
RETIRED	412 30% <i>a</i> <i>h</i> <i>o</i> <i>p</i> <i>q</i>	204 20%	72 56% <i>z</i> <i>a</i>	10 59%	4 48%	26 65% <i>z</i> <i>a</i>	96 79% <i>z</i> <i>a</i> <i>b</i> e	310 59% <i>z</i> <i>h</i> <i>i</i>	32 7%	65 18% <i>h</i>	1 13%	42 42% <i>z</i> <i>o</i> <i>p</i> q	53 53% <i>z</i> <i>m</i> <i>n</i> o <i>p</i> <i>q</i>	41 36% <i>o</i> <i>p</i> <i>q</i>	64 33% <i>o</i> <i>p</i> <i>q</i>	33 17% <i>p</i>	13 8%	4 8%	
OTHER	66 5% <i>g</i> <i>p</i>	47 5%	9 7%	-	1 13%	2 6%	7 5%	9 2%	14 3%	43 12% <i>z</i> <i>g</i> <i>h</i>	-	12 11% <i>z</i> <i>n</i> <i>o</i> <i>p</i> q	9 9% <i>n</i> <i>p</i>	7 6% <i>p</i>	5 3%	6 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
CHIEF INCOME EARNER																			
YES	966 71%ahp	722 69%	94 74%	12 70%	6 77%	30 74%	101 84%za	388 74%zh	286 63%	280 77%zh	4 58%	91 90%zmn opq	84 84%zmn opq	80 69%	138 72%p	129 66%	99 58%	33 64%	
NO	391 29%fgikl	321 31%zf	33 26%	5 30%	2 23%	10 26%	19 16%	134 26%	169 37%zgi	84 23%	3 42%	10 10%	16 16%	36 31%kl	54 28%kl	65 34%kl	71 42%zklm	18 36%kl	
CIE WORKING STATUS																			
FULL-TIME	663 49%befgkl m	608 58%zbef	35 27%f	2 11%	3 39%	7 16%	8 7%	138 26%	347 76%zgi	170 47%g	4 72%	14 14%	15 15%	42 36%kl	98 51%klm mn	139 72%zkl n	132 78%zklm	34 68%zklm	
PART-TIME	90 7%	74 7%	9 7%	1 3%	- -	2 6%	4 3%	39 7%	21 5%	31 8%h	- -	15 15%znop	8 8%	11 10%	14 7%	12 6%	7 4%	2 3%	
SELF-EMPLOYED	82 6%fi	72 7%zf	3 3%	3 15%	- -	2 6%	2 1%	27 5%	40 9%zi	14 4%	1 15%	5 5%	6 6%	8 7%	11 6%	8 4%	17 10%	9 18%zkno	
NOT WORKING - HOUSEWIFE	28 2%	19 2%	2 2%	1 6%	- -	2 6%a	3 2%	6 1%	5 1%	15 4%zgh	- -	6 6%zno	2 2%	3 2%	3 2%	1 1%	2 1%	- -	
STILL IN EDUCATION	8 1%g	8 1%	- -	- -	- -	- -	- -	1 *	1 *	6 2%zgh	- -	1 1%	2 2%	3 3%zno	- -	- -	- -	- -	
UNEMPLOYED	28 2%gh	27 3%z	1 1%	- -	- -	* 1%	- -	3 1%	3 1%	21 6%zgh	- -	6 5%zmno p	4 4%op	1 1%	2 1%	- -	- -	- -	
RETIRED	405 30%ahiopq	197 19%	70 55%za	10 59%	4 48%	26 63%za	98 82%zab e	304 58%zhi	31 7%	66 18%h	1 13%	42 41%zop q	55 55%zmn opq	41 35%opq	62 32%opq	33 17%p	10 6%	6 12%	
OTHER	53 4%ghnop	37 4%	8 6%	1 6%	1 13%	1 2%	5 4%	4 1%	7 1%	42 11%zgh	- -	12 12%znop q	8 8%znop	7 6%nop	2 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
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Table 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
MARITAL STATUS																			
MARRIED/LIVING AS	879 65% ^{ikl}	727 70% ^{zbe}	75 59% ^f	8 46%	5 56%	22 54% ^f	42 35%	327 63% ⁱ	349 77% ^{zgi}	191 52%	5 85%	25 25%	43 43% ^k	65 56% ^k	123 64% ^{kl}	153 78% ^{zkl} mn	158 93% ^{zklm} no	47 92% ^{zklmn}	
SINGLE	218 16% ^{ghp}	176 17%	17 13%	2 11%	1 13%	6 15%	16 14%	57 11%	57 13%	103 28% ^{zg} h	1 15%	33 32% ^{zln} opq	13 13% ^p	26 22% ^{pq}	36 19% ^p	28 14% ^p	5 3%	3 5%	
WIDOWED/DIVORCED/ SEPERATED	259 19% ^{ahopq}	140 13%	35 27% ^{za}	7 43%	2 31%	13 31% ^{za}	62 51% ^{zab} e	137 26% ^{zhi}	48 11%	71 19% ^h	-	43 43% ^{zmn} opq	44 44% ^{zmn} opq	25 21% ^{opq}	33 17% ^{opq}	14 7%	8 4%	1 2%	
PARENT																			
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% ^{befg}	379 36% ^{zbe}	16 12% ^f	1 4%	* 5%	3 8%	4 4%	48 9%	205 45% ^{zg}	146 40% ^{zg}	2 30%	27 27%	25 25%	39 34%	50 26%	56 29%	73 43% ^{zkl} o	24 48% ^{zklno}	
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1% ^g	12 1%	1 1%	-	1 13%	-	-	-	8 2% ^g	5 1% ^g	-	3 3% ^o	2 2%	1 1%	3 1%	-	3 2%	-	
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	5 *	2 1%	-	-	-	-	1 *	-	6 2% ^{zgh}	-	3 3% ^{zop}	-	-	1 1%	-	-	1 1%	
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5% ^{fg}	58 6% ^f	6 5% ^f	-	1 18%	2 6% ^f	-	17 3%	38 8% ^{zgi}	12 3%	-	2 2%	3 3%	5 4%	10 5%	12 6%	16 9% ^{zk}	4 8%	
NONE OF THESE	897 66% ^{ahipq}	620 59%	104 82% ^{za}	16 96%	5 64%	35 86% ^{za}	116 96% ^{zab} e	463 89% ^{zhi}	223 49%	201 55%	4 70%	68 67% ^{pq}	73 73% ^{pq}	73 63%	133 69% ^{pq}	133 68% ^{pq}	87 51%	24 46%	

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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
NUMBER IN HOUSEHOLD																			
1	312 23%ahopq	178 17%	38 30%a	8 46%	4 44%	14 33%a	71 59%zab e	167 32%zhi	54 12%	88 24%h	1 15%	55 54%zmn opq	43 42%zmn opq	29 25%pq	44 23%pq	32 16%p	9 5%	3 5%	
2	485 36%hik	367 35%	57 45%zaf	7 43%	3 33%	12 31%	38 32%	240 46%zhi	141 31%	99 27%	3 55%	24 23%	32 32%	40 34%	84 43%zkp q	79 41%k	55 32%	13 25%	
3	223 16%fg	189 18%zf	17 13%f	1 6%	1 18%	8 20%f	6 5%	55 10%	92 20%zg	73 20%zg	-	12 12%	12 12%	21 18%	26 13%	43 22%kln	36 21%	11 22%	
4	209 15%bfjk	195 19%zbf	8 6%f	1 4%	-	5 11%f	1 1%	38 7%	115 25%zgi	56 15%g	-	7 7%	10 10%	13 11%	27 14%	23 12%	54 32%zkln no	14 27%zkln	
5+	124 9%fgkl	112 11%zf	7 6%	-	*	2 4%	3 3%	22 4%	51 11%g	48 13%zg	2 30%	4 4%	4 4%	13 11%	12 6%	18 9%	16 10%	10 20%zkln	
NUMBER OF CHILDREN IN HOUSEHOLD																			
1	199 15%befg	187 18%zbef	9 7%f	-	-	1 4%	1 1%	26 5%	104 23%zg	70 19%zg	-	15 14%	16 16%	20 17%	24 12%	28 14%	33 19%	16 32%zkno	
2	163 12%bfjl	151 15%zbf	5 4%	1 4%	-	3 7%	3 2%	21 4%	87 19%zg	54 15%g	-	9 9%	5 5%	13 11%	19 10%	19 10%	40 23%zkln no	9 18%l	
3+	67 5%fg	62 6%zf	3 3%	-	*	* 1%	1 1%	8 2%	24 5%g	33 9%zg	2 30%	4 4%	4 4%	9 7%	9 5%	11 6%	4 2%	3 5%	
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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
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Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
CHILDREN IN HOUSEHOLD																			
AGED 0-5	219 16%bfg	209 20%zbef	6 5%	-	*	3 6%f	1 1%	26 5%	96 21%zg	96 26%zg	-	16 16%	15 15%	26 22%o	29 15%	22 11%	39 23%zo	11 22%	
AGED 6-9	148 11%befg	141 13%zbef	6 5%f	-	*	1 1%	1 1%	17 3%	71 16%zg	58 16%zg	2 30%	10 10%	8 8%	17 15%	24 13%	19 10%	19 11%	7 14%	
AGED 10-15	219 16%bfgn	200 19%zbf	12 9%f	1 4%	*	3 8%	3 3%	31 6%	112 25%zg	74 20%zg	2 30%	10 10%	11 11%	16 13%	21 11%	37 19%n	38 22%kin	16 31%zkln	
NONE < 16	928 68%ahipq	642 62%	109 86%za	16 96%	8 95%	36 89%za	116 96%zab	468 90%zhi	241 53%	208 57%	4 70%	74 73%pq	75 75%pq	75 64%q	141 73%pq	137 70%pq	94 55%	23 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
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
DURABLES OWNED																		
TV	1343 99% _{ai}	1034 99%	126 99%	17 100%	8 100%	39 97%	119 98%	519 99% _{ai}	455 100% _{ai}	355 97%	6 100%	99 98%	100 100%	114 98%	192 100%	194 100%	167 98%	51 100%
SATELLITE/CABLE TV	740 55% _{efgi}	606 58% _{zef}	68 54% _{fi}	11 62%	3 37%	17 43%	35 29%	244 47%	307 67% _{zgi}	182 50%	4 72%	47 46%	48 47%	64 55%	106 55%	115 59% _{kn}	118 69% _{zklm}	35 69% _{kl}
FREEVIEW/FREESAT	775 57%	584 56%	81 64%	9 50%	7 87%	23 56%	72 60%	327 63% _{zhi}	246 54%	199 55%	2 28%	70 69% _{zp}	58 58%	66 57%	113 59%	115 59%	83 49%	31 62%
MOBILE PHONE	1214 89% _{efgi}	994 95% _{zbef}	110 87% _{fi}	14 83%	7 82%	31 77% _{fi}	57 47%	444 85%	438 96% _{zgi}	319 88%	6 100%	85 84%	81 81%	104 90%	177 92% _{kl}	188 97% _{zkl}	164 96% _{zkl}	51 100% _{zkl}
TELEPHONE	1249 92% _{ai}	960 92%	121 95%	17 98%	8 100%	36 88%	108 89%	495 95% _{zi}	427 94% _{ai}	315 86%	6 100%	93 92%	94 94%	105 91%	173 90%	189 97% _{zmn}	163 96%	50 98%
PVR/DTR	539 40% _{efikl}	444 43% _{zef}	50 39% _{fi}	5 27%	2 27%	10 24%	29 24%	218 42% _{ai}	212 46% _{zi}	104 29%	4 57%	31 30%	28 28%	44 38%	85 44% _{kl}	85 44% _{kl}	92 54% _{zklm}	36 71% _{zklmno}
PC/LAPTOP	1123 83% _{efgikl}	955 92% _{zbef}	105 83% _{fi}	15 86%	7 91%	29 71% _{fi}	12 10%	407 78%	424 93% _{zgi}	280 77%	5 87%	61 60%	58 58%	93 81% _{kl}	166 86% _{kl}	184 94% _{zkl}	168 99% _{zklm}	49 97% _{zklm}
TABLET/EBOOK READER	882 65% _{befgikl}	791 76% _{zbef}	60 47% _{fi}	9 54%	3 34%	13 33% _{fi}	6 5%	300 57%	362 80% _{zgi}	211 58%	5 87%	40 40%	47 47%	76 65% _{kl}	123 64% _{kl}	157 81% _{zkl}	150 88% _{zklm}	48 94% _{zklmn}
GAMES CONSOLE	511 38% _{befgln}	471 45% _{zbef}	28 22% _{fi}	3 16%	2 21%	6 16% _{fi}	2 1%	116 22%	261 57% _{zgi}	132 36% _{kg}	2 30%	32 32%	28 28%	53 46% _{kln}	56 29%	110 56% _{zkl}	93 55% _{zklm}	31 61% _{zklm}
DVD/BLU-RAY	914 67% _{efil}	736 71% _{zef}	86 68% _{ef}	12 68%	8 100%	21 51%	51 43%	365 70% _{ai}	356 78% _{zgi}	187 51%	6 100%	61 60%	58 58%	77 66%	146 76% _{zkl}	148 76% _{zkl}	134 78% _{zklm}	45 89% _{zklm}
MP3 PLAYER	303 22% _{befgikl}	290 28% _{zbef}	9 7% _{fi}	1 3%	1 16%	1 3%	2 1%	89 17%	160 35% _{zgi}	50 14%	5 87%	12 11%	13 13%	21 18%	39 20%	66 34% _{zkl}	74 43% _{zklm}	32 64% _{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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 258
DEMOGRAPHICS
BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
TOTAL (z)	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
INTERNET ACCESS																		
FREQUENT - ROUGHLY EVERY DAY	1044 77% bfgk l	1044 100% zbef	-	-	-	-	339 65%	418 92% zgi	275 75% g	5 87%		60 59%	59 58%	91 79% kl	149 78% kl	177 91% zkl mn	166 97% zklm no	50 98% zklmn
REGULAR - AT LEAST ONCE A WEEK	127 9% aefhop	-	127 100% zaef	-	-	-	72 14% zhi	21 5%	33 9% h	-		12 12% op	10 10% op	13 11% op	25 13% op	7 4% p	-	1 2%
INFREQUENT - AT LEAST ONCE A MONTH	17 1% a	-	-	17 100%	-	-	10 2%	3 1%	3 1%	-		-	1 1%	-	2 1%	*	3 2%	-
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1% a	-	-	-	8 100%	-	3 1%	2 1%	3 1%	-		1 1%	1 1%	-	-	1 1%	-	-
NEVER - BUT DO HAVE ACCESS	41 3% ah	-	-	-	-	41 100% zabf	25 5% zh	2 *	13 4% h	-		3 3%	5 5% p	4 3%	4 2%	6 3%	2 1%	-
NEVER - AND DO NOT HAVE ACCESS	121 9% abehop	-	-	-	-	121 100% zabe	73 14% zh	8 2%	37 10% h	1 13%		25 25% zmn opq	25 25% zmno pq	8 7% p	11 6% p	4 2%	-	-
TENURE																		
OWNED OUTRIGHT BY HOUSEHOLD	522 38% ahikpq	339 32%	72 57% za	10 60%	3 39%	25 62% za	73 61% za	522 100% zhi	-	-	-	29 29%	47 46% kpq	48 42% pq	86 45% kpq	74 38% q	46 27%	7 14%
BEING BOUGHT ON A MORTGAGE	455 34% bfgik ln	418 40% zbef	21 17% f	3 20%	2 30%	2 5%	8 7%	-	455 100% zgi	-	-	10 10%	10 10%	31 27% kl	51 27% kl	99 51% zkl mn	109 64% zklm no	41 82% zklmnop
RENTED	365 27% ghopq	275 26%	33 26%	3 20%	3 31%	13 33%	37 31%	-	-	365 100% zgh	-	62 62% zlm nopq	43 43% zno pq	37 32% opq	53 28% opq	20 10%	13 8%	1 3%
OTHER	6 *	5 1%	-	-	-	-	1 1%	-	-	-	6 100%	-	1 1%	-	-	2 1%	3 2%	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
INCOME																		
UP TO £9499	101 7%aghlmnop	60 6%	12 10%	-	1 13%	3 8%	25 21%zab	29 6%h	10 2%	62 17%zgh	-	101 100%zlmnopq	-	-	-	-	-	-
£9500-£13499	100 7%ahkmnop	59 6%	10 8%	1 7%	1 9%	5 13%a	25 21%zab	47 9%h	10 2%	43 12%zh	1 13%	-	100 100%zkmnopq	-	-	-	-	-
£13500-£17499	116 9%klmnop	91 9%	13 10%	-	-	4 9%	8 6%	48 9%	31 7%	37 10%	-	-	-	116 100%zklmnopq	-	-	-	-
£17500-£29999	192 14%klmnopq	149 14%	25 20%f	2 14%	-	4 10%	11 9%	86 16%h	51 11%	53 15%	-	-	-	-	192 100%zklmnopq	-	-	-
£30000-£49999	195 14%bflklmnopq	177 17%zbf	7 6%	* 2%	1 16%	6 14%f	4 3%	74 14%i	99 22%zgi	20 5%	2 30%	-	-	-	-	195 100%zklmnopq	-	-
£50000-£99999	171 13%bfgiklmnoq	166 16%zbf	-	3 16%	-	2 4%bf	-	46 9%i	109 24%zgi	13 4%	3 42%	-	-	-	-	-	171 100%zklmnopq	-
£100000 PLUS	51 4%fgiknop	50 5%zf	1 1%	-	-	-	-	7 1%	41 9%zgi	1 *	1 15%	-	-	-	-	-	-	51 100%zklmnop
ETHNICITY																		
WHITE	1236 91%ei	949 91%e	119 94%e	16 94%	8 95%	32 80%	112 93%e	484 93%i	430 94%zi	310 85%	5 85%	93 92%	92 91%	111 96%	178 93%	187 96%z	161 94%	47 92%
NON-WHITE	115 8%ho	90 9%	7 6%	1 6%	* 5%	8 20%zabf	8 7%	35 7%	26 6%	52 14%zg	1 15%	9 8%	6 6%	5 4%	14 7%	8 4%	10 6%	4 8%

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
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Table 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
SERVICES HAVE AT HOME																			
SIMPLE/FEATURE MOBILE PHONE	483	304	74	11	5	29	59	247	121	114	1	35	42	48	73	51	36	17	
	36%ahio	29%	59%za	66%	65%	72%zaf	49%za	47%zhi	26%	31%	13%	35%p	42%op	41%op	38%op	26%	21%	33%	
SMART PHONE	980	886	67	7	4	11	6	285	409	275	5	53	52	82	141	173	157	51	
	72%bfgkl	85%zbf	52%ef	39%	52%	28%f	5%	55%	90%zgi	76%g	87%	53%	52%	71%kl	73%kl	89%zkl mn	92%zkl mn	100%zklmno	
ANY MOBILE PHONE	1257	1016	119	16	8	35	64	467	444	335	6	86	85	111	181	190	167	51	
	93%fgkl	97%zbef	93%f	94%	100%	86%f	53%	90%	97%zgi	92%	100%	85%	84%	96%kl	94%kl	97%zkl	98%zkl	100%kl	
LANDLINE	1357	1044	127	17	8	41	121	522	455	365	6	101	100	116	192	195	171	51	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
FIXED BROADBAND	1136	965	115	16	7	28	5	412	423	290	5	64	71	103	164	185	159	49	
	84%efgkl	92%zef	90%zef	96%	91%	68%f	4%	79%	93%zgi	79%	87%	63%	71%	89%kl	85%kl	95%zkl n	93%zkl n	97%zkl	
MOBILE BROADBAND	177	160	14	1	-	2	-	56	69	52	-	16	6	13	29	33	33	8	
	13%gl	15%zf	11%f	4%	-	6%f	-	11%	15%	14%	-	16%l	6%	11%	15%l	17%l	19%zl	15%	
ANY INTERNET ACCESS	1211	1028	122	17	7	31	6	437	443	319	5	72	73	108	177	193	168	51	
	89%efgkl	98%zbef	96%zef	100%	91%	76%f	5%	84%	97%zgi	87%	87%	71%	73%	93%kl	92%kl	99%zkl mn	98%zkl mn	100%zkl	
PAY TV	602	493	62	7	5	9	26	193	259	144	4	32	37	55	80	108	103	30	
	44%efgik	47%zef	49%ef	40%	64%	21%	22%	37%	57%zgi	39%	72%	31%	37%	47%k	42%	55%zkl n	60%zkl n	59%kl	
VOIP	361	332	23	3	1	2	-	123	179	53	5	16	15	35	51	77	72	27	
	27%bfgik	32%zbf	18%ef	16%	10%	5%f	-	24%i	39%zgi	15%	87%	16%	15%	31%kl	27%kl n	39%zkl n	42%zkl n	54%zklmn	

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
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Table 258
DEMOGRAPHICS
BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
LANDLINE USERS																		
LANDLINE+ BROADBAND+ MOBILE	1103 81%efgikl	945 91%zbef	107 84%ef	15 90%	7 91%	23 57%fi	5 4%	394 76%	418 92%zgi	283 77%	5 87%	63 62%	67 67%	101 88%kl	162 84%kl	182 93%zkl n	157 92%zkl n	49 97%zkl n
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	20 2%	7 6%zaf	1 6%	- -	4 10%zaf	- -	17 3%h	5 1%	7 2%	- -	1 1%	4 4%	2 2%	2 1%	3 2%	2 1%	- -
LANDLINE+ MOBILE+ NO BROADBAND	154 11%ahop	71 7%	11 9%	1 4%	1 9%	12 29%zab	59 49%zab e	73 14%zh	26 6%	53 14%zh	1 13%	23 23%zmn opq	18 18%zmop q	9 8%	20 10%o	8 4%	10 6%	2 3%
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abhop	8 1%	1 1%	- -	- -	2 4%a	57 47%zabe	37 7%zh	7 1%	22 6%h	- -	15 14%zmn opq	12 12%zmno pq	3 3%	9 4%	2 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
PRODUCT BUNDLES																			
LL AND BB BUNDLE	448 33%efi	395 38%zef	39 31%f	6 34%	1 13%	7 16%f	1 1%	182 35%i	160 35%i	102 28%	1 15%	26 25%	25 25%	43 37%	65 34%	73 38%kl	65 38%kl	24 47%kl	
NO LL AND BB BUNDLE	518 38%ahopq	312 30%	51 40%a	7 43%	4 46%	27 67%zab	117 97%zab e	215 41%h	132 29%	165 45%zh	1 13%	47 47% mop q	51 51%zmn opq	36 31%	67 35%op	46 24%	36 21%	11 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 259
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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
GENDER																						
MALE	665 49%a	589 48%	73 64%za	44 48%	57 51%	53 52%	54 49%	46 48%	26 53%	64 48%	141 50%	68 55%am	29 48%	56 42%	29 43%	552 50%	343 48%	299 52%	642 50%	368 50%	297 48%	665 49%
FEMALE	692 51%b	648 52%zb	42 36%	48 52%	55 49%	49 48%	55 51%	50 52%	24 47%	68 52%	143 50%	54 45%	31 52%	77 58%k	38 57%	546 50%	378 52%	276 48%	654 50%	375 50%	317 52%	692 51%
AGE																						
16-17	2 *	2 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	2 *	-	-	-	-	2 *	2 *
18-24	35 3%o	31 2%	4 3%	2 3%	2 1%	2 2%	2 2%	2 2%	-	3 2%	4 2%	3 2%	2 4%	7 5%zjo	5 7%zdj o	20 2%	18 3%	13 2%	31 2%	16 2%	19 3%	35 3%
25-34	191 14%ar	163 13%	28 25%za	19 21%gj	17 15%	20 20%gj	13 12%	8 8%	5 9%	20 15%	31 11%	24 20%gj	6 9%	17 13%	11 16%	157 14%	96 13%	78 14%	174 13%	96 13%	95 16%	191 14%
35-44	245 18%ai p	203 16%	40 35%za	21 22%i	19 17%	17 17%	24 22%i	18 18%	10 20%	12 9%	43 15%	32 26%zi jo	13 21%i	28 21%i	10 15%	195 18%i	115 16%	120 21%zpr	235 18%p	129 17%	116 19%	245 18%
45-54	264 19%	246 20%	18 16%	13 14%	21 19%	25 24%	27 24%	28 29%zci jklo	9 18%	18 14%	47 17%	21 17%	8 13%	33 25%il	15 22%	208 19%	132 18%	121 21%	253 19%	135 18%	129 21%	264 19%
55-64	236 17%am	221 18%	15 13%	20 22%am	19 17%	21 20%am	19 18%	14 15%	6 13%	31 23%am	50 18%	17 14%	13 22%am	14 10%	12 18%	197 18%am	117 16%	114 20%	230 18%	120 16%	117 19%	236 17%
65-74	243 18%be	235 19%zb	6 5%	12 13%	25 22%e	10 10%	14 13%	15 15%	13 26%ek	31 24%ek	66 23%zef ko	15 13%	8 14%	22 17%	10 15%	203 18%e	139 19%	97 17%	236 18%	140 19%	103 17%	243 18%
75+	141 10%bt	137 11%zb	4 3%	5 5%	9 8%	6 6%	10 9%	12 13%	7 14%	14 11%	42 15%zeo	10 8%	10 17%cen	13 9%	4 6%	115 10%	105 15%zqr	32 6%	137 11%q	108 15%ztu	33 5%	141 10%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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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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
AGE																						
16-24	37 3%or	33 3%	4 3%	2 3%	2 1%	3 3%	2 2%	2 2%	- -	4 3%	4 2%	3 2%	2 4%	7 5%zjo	5 7%zdj o	22 2%	18 3%	13 2%	31 2%	16 2%	21 3%	37 3%
25-44	436 32%aj pr	365 30%	69 60%za	40 43%gi j	36 32%	38 37%j	37 34%	26 27%	15 30%	32 24%	74 26%	56 46%zd gijlm o	18 30%	45 34%	21 31%	352 32%j	211 29%	199 35%	409 32%p	225 30%	211 34%	436 32%
45-64	500 37%bs	467 38%b	33 29%	33 35%	40 36%	45 44%	46 42%	42 44%	15 31%	49 37%	97 34%	38 31%	21 36%	47 35%	27 40%	405 37%	248 34%	235 41%zpr	483 37%p	254 34%	246 40% s	500 37% s
65+	384 28%be qt	372 30%zb	10 9%	17 19%	34 31%e	16 16%	24 22%	27 28%e	20 40%ce fkn	46 35%ce k	109 38%zce fkmno	25 21%	18 30%e	35 26%e	14 21%	318 29%ek	244 34%zqr	129 22%	373 29%q	248 33%ztu	136 22%	384 28%t
AREA																						
URBAN	322 24%ag hijlm n	232 19%	89 77%za	29 32%gh ijlmn	50 45%zg hijlm no	52 51%zc ghijl mno	41 38%zg hijlm no	13 14%hiln	- -	- -	31 11%hil n	91 75%zcd efghij lmno	- -	14 11%hil n	- -	308 28%zgh ijlmn	182 25%	129 22%	311 24%	189 25%	133 22%	322 24%
SUBURBAN	559 41%bi kn	536 43%zb	20 17%	40 44%ik n	56 50%ze hikln	37 36%n	55 51%eh ikln	44 46%ikn	15 30%n	34 26%n	156 55%zeh iklno	31 25%n	20 34%n	71 53%zeh iklno	- -	468 43%ikn	303 42%	231 40%	534 41%	306 41%	253 41%	559 41%
RURAL	409 30%bd efknp s	402 33%zb	5 5%	23 25%dfk n	5 4%k	13 13%dk n	13 11%kn	38 40%zcd efkno	35 70%zc defgj kmno	98 74%zc defgj kmno	98 34%defk n	- -	39 66%zc defgj kmno	48 36%def kn	- -	322 29%def kn	194 27%	196 34%zpr	390 30%p	206 28%	203 33% s	409 30% 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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
SOCIAL GRADE																						
A	65 5%ps	61 5%	4 4%	2 2%	5 4%	6 6%	6 5%	1 1%	- -	6 5%	7 3%	16 13%zcd ghijln o	2 3%	13 10%zgh jno	1 1%	49 5%	24 3%	38 7%zpr	61 5%p	19 3%	46 8%zsu	65 5% s
B	339 25%cl nps	313 25%	25 22%	12 13%	26 23%	20 20%	19 17%	24 25%l	15 30%cl	50 38%zc defjk lno	72 25%cl	30 25%l	8 13%	54 41%zc defgj klno	10 15%	266 24%cl	143 20%	176 31%zpr	319 25%p	161 22%	178 29%zsu	339 25% s
C1	365 27%	338 27%	25 21%	29 32%	31 28%	29 28%	25 23%	22 23%	12 25%	25 19%	94 33%zim o	32 26%	15 26%	31 23%	19 28%	299 27%	201 28%	144 25%	345 27%	200 27%	164 27%	365 27%
C2	281 21% m	256 21%	22 19%	26 28% m	26 23% m	24 23% m	29 27% m	32 34%z ijkmno	15 31% km	23 18%	51 18%	20 16%	12 21% m	14 10%	10 15%	245 22% zmn	154 21%	117 20%	272 21%	162 22%	120 20%	281 21%
D	195 14% a	166 13%	29 25% za	18 19%	13 11%	18 18%	22 20% jm	10 10%	7 15%	15 11%	31 11%	18 14%	16 27% zdg ijkmo	13 10%	15 22% dg jm	151 14%	111 15%	78 14%	188 15%	112 15%	83 14%	195 14%
E	113 8% hqt	103 8%	10 9%	5 6%	12 11% h	5 5%	9 8%	7 8%	- -	12 9% h	29 10% h	6 5%	6 10% h	8 6%	12 18% zce ghkmo	86 8% h	88 12% zqr	23 4%	111 9% q	90 12% ztu	23 4%	113 8% 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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DEMOGRAPHICS
BASE: All landline bill payers

			STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	ETHNICITY		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)	
	TOTAL (z)	WHITE (a)																				NON- WHITE (b)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
STANDARD REGION																						
NORTH	92 7% bde fgijk lmns	88 7% b	3 3%	92 100% zde fghijkl mno	-	-	-	-	-	-	-	-	-	-	-	92 8% zdef ghijkl mn	42 6%	45 8%	87 7%	37 5%	55 9% zsu	92 7% s
NORTH WEST	112 8% cef ghijk lmn	100 8%	11 10%	-	112 100% zce fghijkl mno	-	-	-	-	-	-	-	-	-	-	112 10% zcef ghijklm n	62 9%	45 8%	107 8%	62 8%	49 8%	112 8%
YORKS & HUMBERSIDE	102 7% bcd fgijk lmn	99 8% b	3 3%	-	-	102 100% zcd fghijkl mno	-	-	-	-	-	-	-	-	-	102 9% zcdf ghijkl mn	56 8%	43 7%	99 8%	54 7%	47 8%	102 7%
WEST MIDLANDS	109 8% acd eghij klmn	76 6%	33 28% za	-	-	-	109 100% zcd efghijkl mno	-	-	-	-	-	-	-	-	109 10% zcd efghijkl mn	65 9%	42 7%	106 8%	65 9%	44 7%	109 8%
EAST MIDLANDS	96 7% cde fijkl mn	91 7%	5 4%	-	-	-	-	96 100% zcd efghijkl mno	-	-	-	-	-	-	-	96 9% zcd efghijkl mn	54 7%	38 7%	91 7%	56 7%	40 7%	96 7%
EAST ANGLIA	50 4% bdj km	48 4% b	1 1%	-	-	-	-	-	50 100% zcd efghijkl mno	-	-	-	-	-	-	50 5% zdef gijklm	23 3%	24 4%	47 4%	23 3%	27 4%	50 4%
SOUTH WEST	132 10% bcd efgh jklmn	131 11% zb	1 1%	-	-	-	-	-	-	132 100% zcd efghijkl mno	-	-	-	-	-	132 12% zcd efghijk lmn	70 10%	55 10%	125 10%	69 9%	63 10%	132 10%
SOUTH EAST	284 21% bcd efgh iklmn	270 22% zb	12 11%	-	-	-	-	-	-	-	284 100% zcd efghiklm no	-	-	-	-	284 26% zcd efghik lmn	142 20%	128 22%	270 21%	164 22%	121 20%	284 21%

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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
GREATER LONDON	122 9%acd efghi jlmno t	76 6%	45 39%za	-	-	-	-	-	-	-	-	122 100%zcd efghijl mno	-	-	-	122 11%zcd efghij lmn	78 11%zqr	40 7%	118 9%q	81 11%ztu	41 7%	122 9%t
WALES	59 4%bde fgijk mo	58 5%b	1 1%	-	-	-	-	-	-	-	-	-	59 100%zcd efghijk mno	-	-	-	27 4%	31 5%	58 4%	30 4%	29 5%	59 4%
SCOTLAND	133 10%bc defgh ijkl no	133 11%zb	* *	-	-	-	-	-	-	-	-	-	-	133 100%zcd efghijk lno	-	-	61 8%	65 11%	126 10%	60 8%	73 12%zsu	133 10% s
NORTHERN IRELAND	67 5%bde fgijk lmoq	66 5%b	1 1%	-	-	-	-	-	-	-	-	-	-	-	67 100%zcd efghijk lmo	-	42 6%	20 3%	62 5%	42 6%	25 4%	67 5%

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 259
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)	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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
SELF EMPLOYED																						
FULL-TIME	56 4% f	47 4%	7 6%	4 4%	3 3%	3 3%	- -	5 5% f	4 7% f	4 3%	18 6% f	9 7% f	1 2%	5 4%	1 1%	49 5% f	35 5%	19 3%	53 4%	37 5%	19 3%	56 4%
PART-TIME	24 2% r	23 2%	1 1%	- -	1 1%	2 2%	- -	4 4% f	- -	3 2%	7 3%	3 3%	1 2%	2 1%	- -	21 2%	11 2%	9 2%	21 2%	13 2%	11 2%	24 2%
OCCUPATION																						
FULL-TIME	532 39% a ps	471 38%	61 53% za	43 47% j	44 39%	54 54% zd ghijlm no	46 42% j	36 37%	17 33%	48 36%	84 30%	58 48% zj o	29 49% j	50 37%	24 36%	430 39% j	253 35%	259 45% zpr	512 39% p	269 36%	263 43% zsu	532 39% s
PART-TIME	161 12% pr s	147 12%	13 11%	8 9%	8 8%	6 6%	20 19% zd eklo	17 18% del	3 7%	15 12%	37 13%	11 9%	4 7%	22 16% de l	8 12%	126 12%	67 9%	81 14% pr	148 11% p	69 9%	92 15% zsu	161 12% s
SELF-EMPLOYED	80 6% f	70 6%	8 7%	4 4%	5 4% f	5 5% f	- -	9 9% fn	4 7% f	7 5% f	25 9% fn	12 10% fn	2 4% f	7 5% f	1 1%	70 6% f	46 6%	28 5%	74 6%	51 7%	30 5%	80 6%
NOT WORKING - HOUSEWIFE	54 4%	46 4%	8 7% za	5 6%	3 2%	5 5%	5 4%	2 2%	1 1%	4 3%	12 4%	6 5%	1 2%	3 2%	7 10% zdg lmo	43 4%	29 4%	22 4%	50 4%	32 4%	22 4%	54 4%
STILL IN EDUCATION	15 1% r	11 1%	3 3% za	1 1%	1 1%	3 3% j	1 1%	1 1%	- -	- -	1 *	2 2%	* *	3 2% j	2 3% j	9 1%	7 1%	5 1%	12 1%	7 1%	7 1%	15 1%
UNEMPLOYED	37 3% cd	33 3%	4 3%	3 3%	3 2%	3 3%	5 4% i	5 5% ij	3 6% ij	- -	3 1%	2 1%	2 3%	5 4% i	5 7% zlj ko	26 2%	28 4% zqr	8 1%	36 3% q	26 4%	11 2%	37 3%
RETIRED	412 30% be kqt	396 32% zb	13 11%	21 23%	38 34% ek	20 19%	27 25%	25 26%	22 45% zce efgkno	51 39% ce fkn	108 38% zce fgkno	27 22%	19 33% e	40 30%	14 21%	339 31% ek	254 35% zqr	147 26%	401 31% zq	255 34% ztu	157 26%	412 30% t
OTHER	66 5%	61 5%	5 5%	7 8%	10 9% zgh o	5 5%	6 5%	2 2%	- -	6 4%	14 5%	4 3%	1 2%	5 4%	6 9% gh	54 5%	38 5%	26 5%	64 5%	35 5%	32 5%	66 5%

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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
CHIEF INCOME EARNER																						
YES	966 71%qt	876 71%	86 75%	59 64%	79 71%	73 72%	73 67%	74 77%	37 74%	92 70%	201 71%	91 75%	48 81%zcfmo	87 65%	53 79%mo	778 71%	630 87%zqr	318 55%	948 73%zq	662 89%ztu	305 50%	966 71%t
NO	391 29%lps	360 29%	29 25%	33 36%l	33 29%	28 28%	36 33%l	22 23%	13 26%	40 30%	84 29%	30 25%	11 19%	46 35%ln	14 21%	319 29%l	91 13%	257 45%zpr	349 27%p	82 11%	309 50%zsu	391 29%rs
CIE WORKING STATUS																						
FULL-TIME	663 49%jprs	592 48%	71 61%za	53 58%j	50 45%	60 59%zdijo	64 59%ijio	43 45%	21 43%	57 43%	113 40%	68 56%j	31 52%	72 54%j	30 45%	530 48%j	283 39%	341 59%zpr	624 48%p	295 40%	368 60%zsu	663 49%rs
PART-TIME	90 7%	79 6%	11 9%	5 5%	8 7%	3 3%	9 9%	13 14%zehio	1 2%	6 4%	19 7%	7 6%	3 5%	11 9%	5 7%	71 6%	56 8%	31 5%	87 7%	56 8%	34 6%	90 7%
SELF-EMPLOYED	82 6%f	70 6%	10 9%	3 3%	6 5%f	7 7%f	- -	8 8%f	4 7%f	8 6%f	22 8%f	16 13%zcdfmno	3 5%f	5 4%f	1 1%	73 7%f	44 6%	33 6%	77 6%	54 7%	28 5%	82 6%
NOT WORKING - HOUSEWIFE	28 2%t	25 2%	2 2%	1 1%	1 1%	4 4%	1 1%	- -	1 1%	3 2%	9 3%	2 1%	- -	1 *	6 9%zcdfgijk lmo	21 2%	20 3%	7 1%	28 2%	22 3%ztu	6 1%	28 2%t
STILL IN EDUCATION	8 1%or	7 1%	1 1%	- -	1 1%	2 2%	1 1%	- -	- -	- -	1 *	- -	* -	2 1%	2 3%zjo	4 *	6 1%	1 *	7 1%	6 1%	3 *	8 1%
UNEMPLOYED	28 2%oqt	25 2%	3 3%	2 3%	1 1%	2 2%	4 3%	5 5%ijio	1 1%	- -	2 1%	2 1%	2 3%i	4 3%	5 7%zdi jko	17 2%	22 3%zqr	6 1%	27 2%q	22 3%ztu	7 1%	28 2%t
RETIRED	405 30%be kqt	389 31%zb	13 11%	21 23%	36 33%ek	20 19%	26 24%	27 28%	21 43%zcefkmn	52 40%zcefkmn	107 38%zce fkmno	24 20%	19 33%ek	36 27%	14 21%	335 31%ek	254 35%zqr	142 25%	395 30%zq	256 34%ztu	149 24%	405 30%t
OTHER	53 4%g	49 4%	4 3%	7 7%g	8 7%g	4 4%	4 4%	- -	1 2%	6 4%	12 4%	3 3%	1 2%	3 2%	4 6%g	45 4%	36 5%zqr	15 3%	51 4%q	33 4%	20 3%	53 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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
MARITAL STATUS																						
MARRIED/LIVING AS	879 65%pr s	792 64%	82 71%	61 66%	68 61%	65 64%	76 69%	60 63%	37 74% n	83 63%	188 66%	81 66%	34 57%	89 67%	37 55%	719 65%	285 40%	543 94%zpr	828 64%p	302 41%	577 94%zsu	879 65% s
SINGLE	218 16%qt	198 16%	20 17%	14 15%	26 23%ze fhjo	12 12%	12 11%	16 17%	4 7%	18 14%	39 14%	27 22%fh o	10 17%	21 16%	18 27%ze fhijo	169 15%	189 26%zqr	24 4%	212 16%q	192 26%ztu	27 4%	218 16% t
WIDOWED/DIVORCED/ SEPERATED	259 19%bk qt	245 20%b	13 11%	18 19%	17 15%	24 23%k	21 20%	19 20%	9 19%	30 23%k	57 20%	14 12%	15 25%k	23 17%	12 18%	210 19%k	245 34%zqr	9 2%	254 20%zq	249 34%ztu	10 2%	259 19% t
PARENT																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%ai jps	340 27%	61 53%za	36 38%gi j	29 26%	36 35%ij	37 34%ij	21 22%	14 28%	27 20%	63 22%	50 41%zd gijo	16 27%	48 36%gi j	26 39%gi j	313 28% ej	180 25%	199 35%zpr	380 29%p	191 26%	212 35%zsu	403 30% s
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	14 1%	1 1%	- -	2 2%	1 1%	3 2%	3 3%z	- -	- -	4 1%	1 1%	* 1%	1 1%	- -	13 1%	9 1%	4 1%	13 1%	9 1%	6 1%	14 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	6 *	1 1%	1 2%	- -	- -	1 1%	- -	- -	1 1%	2 1%	1 *	- -	* *	- -	6 1%	5 1%	2 *	6 *	5 1%	1 *	6 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%btp s	66 5%b	1 1%	7 8%f	4 4%	4 4%	1 1%	13 13%zde fjklmo	5 10%f	7 5%	11 4%	3 3%	2 3%	6 4%	5 7%f	55 5%f	28 4%	37 6%	64 5%p	29 4%	39 6%	67 5% s
NONE OF THESE	897 66%bk qt	843 68%zb	52 45%	53 57%	80 71%k	63 62%	68 63%	64 67%	32 65%	98 74%ck mn	212 74%zce fkmno	66 55%	43 72%k	80 60%	39 58%	735 67%k	508 71%zqr	355 62%	863 67%q	519 70%ztu	379 62%	897 66% 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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357	
NUMBER IN HOUSEHOLD																							
1	312 23%bqt	303 24%zb	9 7%	20 21%	30 27%	18 18%	19 17%	23 24%	9 19%	40 31%fk	70 25%	21 17%	17 28%	26 20%	20 30%k	250 23%	310 43%zqr	1 *	311 24%zq	311 42%ztu	1 *	312 23%t	
2	485 36%bkps	461 37%zb	22 19%	28 30%	45 40%k	37 36%	34 31%	36 38%k	24 48%kn	46 35%	118 41%k	29 24%	19 33%	51 38%k	19 28%	395 36%k	197 27%	263 46%zpr	460 35%p	196 26%	288 47%zsu	485 36% ^s	
3	223 16%p	197 16%	24 20%	12 13%	15 14%	20 19%	20 18%	14 15%	7 14%	22 17%	41 14%	31 26%zdjo	9 15%	22 17%	10 15%	182 17%	93 13%	121 21%zpr	214 16%p	109 15%	113 18%	223 16%	
4	209 15%prs	184 15%	25 22%za	20 21%	13 12%	20 19%	20 18%	14 14%	7 15%	18 14%	40 14%	14 12%	9 15%	25 19%	10 15%	166 15%	66 9%	124 22%zpr	190 15%p	64 9%	145 24%zsu	209 15% ^s	
5+	124 9%ajp	89 7%	36 31%za	13 14%ij	9 8%	7 7%	17 16%zjmo	9 10%	2 4%	6 4%	13 5%	25 21%zd eghijlmo	6 10%	9 7%	8 12%j	102 9%j	53 7%	66 11%zpr	119 9%p	59 8%	65 11%	124 9%	
NUMBER OF CHILDREN IN HOUSEHOLD																							
1	199 15%il	174 14%	23 20%	14 15%	18 16%il	19 18%il	17 16%il	13 13%	7 13%	8 6%	33 12%	28 23%zi jlo	6 10%	23 17%il	15 22%ijl	155 14%il	93 13%	99 17%	192 15%p	101 14%	98 16%	199 15%	
2	163 12%aprs	139 11%	25 21%za	14 15%	12 10%	13 13%	19 17%g	7 7%	7 13%	17 13%	28 10%	14 11%	9 15%	18 14%	5 7%	131 12%	66 9%	81 14%pr	147 11%p	66 9%	97 16%zsu	163 12% ^s	
3+	67 5%a	48 4%	19 17%za	9 9%j	3 2%	5 5%	8 7%	4 5%	1 1%	3 2%	7 2%	10 9%djo	3 5%	8 6%	6 9%dj	50 5%	34 5%	32 6%	65 5%	38 5%	29 5%	67 5%	
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
CHILDREN IN HOUSEHOLD																						
AGED 0-5	219 16%aj prs	178 14%	39 33%za	19 20%j	15 13%	19 19%j	22 20%j	11 11%	7 15%	16 12%	28 10%	32 26%zd gijlo	8 13%	26 20%j	16 24%gj	169 15%j	91 13%	109 19%zpr	201 15%p	97 13%	122 20%zsu	219 16% s
AGED 6-9	148 11%aj	114 9%	34 30%za	12 13%	11 10%	16 16%gj	17 15%gj	5 6%	4 7%	9 7%	16 6%	22 18%zgi jlo	4 8%	20 15%gj	11 16%gj	113 10%j	75 10%	66 11%	140 11%	77 10%	71 12%	148 11%
AGED 10-15	219 16%ai p	187 15%	32 28%za	19 20%i	16 14%	18 18%i	25 23%io	14 15%	8 15%	9 7%	47 17%i	20 17%i	12 19%i	21 16%i	10 15%	176 16%i	102 14%	110 19%zpr	212 16%p	116 16%	104 17%	219 16%
NONE < 16	928 68%bk qt	876 71%zb	49 42%	56 61%	79 71%k	64 63%	65 60%	72 75%fk	36 72%	103 79%zc efkmn	216 76%zce fkmno	70 57%	42 70%	84 63%	41 61%	761 69%fk	528 73%zqr	364 63%	892 69%q	538 72%ztu	390 63%	928 68%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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
DURABLES OWNED																						
TV	1343 99%b	1228 99%zb	109 95%	92 100%	110 99%	102 100%	108 99%	95 99%	49 99%	132 100%	278 98%	120 98%	59 99%	133 100%	66 99%	1085 99%	712 99%	572 99%	1284 99%	734 99%	609 99%	1343 99%
SATELLITE/CABLE TV	740 55%bk prs	685 55%b	52 45%	43 47%	62 56%k	66 65%zc hklo	60 55%	65 67%zch klo	20 41%	70 53%	157 55%k	51 42%	27 45%	80 60%hk l	39 58%k	594 54%k	353 49%	346 60%zpr	699 54%p	371 50%	369 60%zsu	740 55% s
FREEVIEW/FREESAT	775 57%bg o	733 59%zb	41 35%	68 74%zd efgij ko	63 56%	59 58%	54 50%	44 46%	32 65%g	69 53%	156 55%	60 49%	48 80%zd efgij kmno	81 61%g	41 61%	606 55%	420 58%	328 57%	748 58%	434 58%	342 56%	775 57%
MOBILE PHONE	1214 89%np s	1102 89%	107 93%	82 88%	101 90% n	93 92% n	92 84%	85 89%	46 93% n	115 87%	250 88%	114 94% fn	57 96% fn	127 95% zf ijno	53 79%	977 89% n	621 86%	537 93% zpr	1158 89% p	645 87%	569 93% zsu	1214 89% s
TELEPHONE	1249 92%bf np	1146 93%zb	98 85%	87 94% fn	101 91% n	97 96% fn	92 84%	89 93% n	47 95% n	130 99% zd fgkmn o	266 94% fn	108 89% n	58 97% fn	125 94% fn	49 73%	1018 93% fn	652 90%	541 94% zpr	1192 92% p	674 91%	575 94%	1249 92%
PVR/DTR	539 40%bd fkps	514 42%zb	19 17%	39 42% fk	32 29% k	52 52% zd fkno	25 23%	44 46% dfk n	22 44% fk	61 47% df kn	127 45% dfk no	21 17%	25 42% fk	70 53% zd fkno	20 30% k	423 39% dfk	243 34%	276 48% zpr	518 40% p	259 35%	279 46% zsu	539 40% s
PC/LAPTOP	1123 83%in prs	1021 83%	99 86%	73 79%	101 91% zc eino	80 79%	90 83%	83 87% in	42 85%	96 73%	238 84% i	109 89% ei n	48 81%	114 85% in	49 73%	912 83% in	542 75%	525 91% zpr	1066 82% p	565 76%	558 91% zsu	1123 83% s
TABLET/EBOOK READER	882 65%do ps	809 65%	70 61%	54 58%	61 55%	75 73% cd jo	67 61%	63 66%	31 63%	89 67%	171 60%	85 70% d	39 65%	104 78% zc dfghj lo	44 66%	695 63% d	406 56%	429 75% zpr	835 64% p	427 58%	454 74% zsu	882 65% s
GAMES CONSOLE	511 38%bk ops	480 39%zb	28 25%	40 43% k	37 33% k	45 44% k	42 39% k	40 42% k	19 38% k	40 31% k	104 37% k	20 17%	23 39% k	72 54% zd fijkl o	29 43% k	387 35% k	230 32%	252 44% zpr	482 37% p	245 33%	266 43% zsu	511 38% s
DVD/BLU-RAY	914 67%bd kps	863 70%zb	47 40%	65 71% k	65 58% k	79 78% zd fkno	64 58% k	74 77% zdf kno	39 78% cdf k	92 70% k	211 74% zdf ko	44 36%	46 78% zd fkno	93 70% dk	42 63% k	732 67% dk	446 62%	424 74% zpr	869 67% p	473 64%	441 72% zsu	914 67% 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 259
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		
	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	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
MP3 PLAYER	290 22%bf kps	11 23%zb 9%	14 16%	27 24%fk	23 23%fk	12 11%	27 28%fhk	6 13%	33 25%fk	80 28%zfh ko	15 12%	16 27%fk	39 29%zcfhko	12 18%	236 22%cfk	133 18%	153 27%zpr	286 22%p	140 19%	164 27%zsu	303 22%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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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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
INTERNET ACCESS																						
FREQUENT - ROUGHLY EVERY DAY	1044 77%ps	949 77%	90 78%	71 77%	84 75%	88 87%zdfijn o	79 73%	79 83%j	38 77%	98 74%	203 71%	100 82%j	43 72%	111 83%zdfjl	49 73%	841 77%	522 72%	471 82%zpr	993 77%p	537 72%	506 82%zsu	1044 77% ^s
REGULAR - AT LEAST ONCE A WEEK	127 9%e	119 10%	7 6%	9 10%e	16 15%zeg o	2 2%	8 8%	6 6%	4 8%	10 8%	39 14%zeo	10 8%e	7 12%e	10 7%	5 7%	105 10%e	71 10%	55 10%	126 10%	75 10%	53 9%	127 9%
INFREQUENT - AT LEAST ONCE A MONTH	17 1% ^r	16 1%	1 1%	-	2 2%	3 2%	1 1%	1 1%	1 2%	-	6 2%	1 1%	2 3% ^m	-	1 1%	14 1%	10 1%	4 1%	14 1%	9 1%	8 1%	17 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	8 1%	*	2 2%	2 2%	-	1 1%	-	-	-	2 1%	1 *	-	1 *	-	7 1%	5 1%	2 *	7 1%	5 1%	3 1%	8 1%
NEVER - BUT DO HAVE ACCESS	41 3% ^a	32 3%	8 7% ^{za}	3 4%	4 3%	3 3%	4 4%	3 3%	2 4%	4 3%	6 2%	3 3%	1 2%	5 4%	2 3%	32 3%	23 3%	15 3%	37 3%	24 3%	17 3%	41 3%
NEVER - AND DO NOT HAVE ACCESS	121 9% ^{dqt}	112 9%	8 7%	7 8%	4 3%	6 6%	16 14% ^{dkm}	7 7%	4 9%	19 15% ^{dk} m	27 10% ^d	7 5%	7 11% ^d	6 5%	10 15% ^{dkm}	97 9% ^d	91 13% ^{zqr}	29 5%	120 9% ^{zq}	94 13% ^{ztu}	27 4%	121 9% ^t
TENURE																						
OWNED OUTRIGHT BY HOUSEHOLD	522 38% ^{bd} ek	484 39%	35 31%	30 32%	31 28%	28 27%	44 40% ^k	37 38%	30 59% ^{zcd} defg klmno	76 58% ^{zcd} defg klmno	119 42% ^{dek}	32 26%	23 39%	48 36%	26 39%	426 39% ^{dek}	277 38%	231 40%	508 39% ^z	288 39%	234 38%	522 38%
BEING BOUGHT ON A MORTGAGE	455 34% ^{bk} prs	430 35% ^{zb}	26 22%	33 36%	43 39% ^{hi} k	47 46% ^{zh} ijkl o	39 36%	44 46% ^{zhi} jklno	10 21%	32 25%	84 30%	30 25%	17 29%	57 42% ^{zh} ijkl o	19 28%	362 33% ^k	192 27%	234 41% ^{zpr}	426 33% ^p	202 27%	254 41% ^{zsu}	455 34% ^s
RENTED	365 27% ^{ag} iqt	310 25%	52 46% ^{za}	30 32% ^{gi}	37 33% ^{gi} m	27 27% ^{gi}	26 24%	14 15%	10 20%	17 13%	78 28% ^{gi}	56 46% ^{zcd} efghi jlmno	18 31% ^{gi}	29 22%	22 33% ^{gi}	295 27% ^{gi}	241 33% ^{zqr}	108 19%	348 27% ^q	245 33% ^{ztu}	120 20%	365 27% ^t
OTHER	6 *	5 *	1 1%	-	1 1%	-	-	1 1%	-	4 3% ^{zjo}	-	-	-	-	-	6 1%	6 1% ^{zq}	-	6 *	4 *	3 *	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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DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base INCOME UP TO £9499	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)
	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
£9500-£13499	101 7%qt	93 8%	9 7%	8 9%	11 10%	11 11%	7 6%	11 12%j	6 13%	6 4%	14 5%	5 4%	3 5%	12 9%	7 10%	79 7%	83 11%zqr	17 3%	100 8%q	81 11%ztu	21 3%	101 7%t
	100 7%kqt	92 7%	6 5%	4 5%	9 8%k	15 15%zcklmno	13 12%kl	11 11%kl	3 6%	9 7%	21 8%k	2 2%	1 3%	7 5%	3 4%	89 8%k	78 11%zqr	21 4%	99 8%q	76 10%ztu	24 4%	100 7%t
£13500-£17499	116 9%bk	111 9%	5 4%	7 7%	13 12%k	5 5%	8 7%	4 5%	1 2%	29 22%zce fghijkl no	22 8%k	3 2%	3 6%	16 12%egh k	4 6%	92 8%k	70 10%	39 7%	109 8%	73 10%	43 7%	116 9%
£17500-£29999	192 14%mo	178 14%	14 12%	13 14%	17 15%	15 15%	16 15%	11 11%	4 8%	22 17%	38 14%	16 13%	10 16%	12 9%	18 27%zcd ghjkm o	153 14%	110 15%	74 13%	184 14%	118 16%	74 12%	192 14%
£30000-£49999	195 14%bd jps	187 15%zb	8 7%	21 23%djko	8 7%	12 12%	22 20%dj k	12 12%	9 18%cd	28 21%dj ko	28 10%	12 10%	8 13%	25 19%dj	11 16%	151 14%cd	82 11%	104 18%zpr	185 14%p	84 11%	111 18%zsu	195 14%cs
£50000-£99999	171 13%prs	161 13%	10 8%	10 10%	11 10%	18 18%h	12 11%	14 15%	2 5%	21 16%	33 11%	12 10%	5 9%	26 19%zcd hjklo	7 10%	133 12%	48 7%	108 19%zpr	155 12%p	49 7%	122 20%zsu	171 13%cs
£100000 PLUS	51 4%p	47 4%	4 3%	- -	2 2%	4 4%	1 1%	8 8%zcd fino	3 6%cn	2 1%	14 5%	10 8%zcd fino	1 2%	6 5%	- -	43 4%	18 3%	31 5%zpr	50 4%p	23 3%	28 4%	51 4%
ETHNICITY																						
WHITE	1236 91%b fko	1236 100%zb	- -	88 96%fk	100 90%fk	99 97%zd fko	76 70%	91 95%fk	48 97%fk	131 99%zd fko	270 95%zfk o	76 63%	58 97%z fko	133 100%zd fgjko	66 99%zd fko	980 89%fk	648 90%	533 93%	1182 91%	666 90%	570 93%	1236 91%
NON-WHITE	115 8%aei jlmn	- -	115 100%za	3 3%	11 10%eij lmn	3 3%	33 30%zcd eghij mno	5 5%lm	1 1%	1 1%	12 4%lm	45 37%zcd eghij mno	1 1%	*	1 1%	113 10%zehi jlmn	68 9%	41 7%	109 8%	72 10%	43 7%	115 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
 Overlap formulae used. * small base

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Table 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
SERVICES HAVE AT HOME																						
SIMPLE/FEATURE MOBILE PHONE	483 36%be fm	452 37%b	30 26%	32 35%	35 31%	24 23%	28 26%	33 35%	19 38%	50 38%e	130 46%zde fkmo	38 32%	34 57%zc defgh ikmno	35 27%	25 37%	389 35%efm	259 36%	204 35%	462 36%	262 35%	221 36%	483 36%
SMART PHONE	980 72%ap rs	881 71%	97 84%za	67 73%	87 78%ij l	79 77%il	79 72%	71 74%	31 63%	83 63%	190 67%	102 84%zh ijlno	37 63%	110 83%zh ijlno	44 66%	789 72%	465 65%	461 80%zpr	927 71%p	489 66%	492 80%zsu	980 72%as
ANY MOBILE PHONE	1257 93%fp s	1145 93%	108 94%	84 91%	108 97%fi o	98 96%fi	94 86%	89 93%	47 96%	116 88%	259 91%	114 94%	57 96%fi	128 96%zf ij	63 94%	1009 92%fi	645 90%	552 96%zpr	1198 92%p	670 90%	587 96%zsu	1257 93%as
LANDLINE	1357 100%	1236 100%	115 100%	92 100%	112 100%	102 100%	109 100%	96 100%	50 100%	132 100%	284 100%	122 100%	59 100%	133 100%	67 100%	1097 100%	721 100%	576 100%	1296 100%	743 100%	614 100%	1357 100%
FIXED BROADBAND	1136 84%bk nps	1043 84%b	88 76%	77 84%	100 89%fk n	90 89%kn	86 79%	83 87%kn	44 88%kn	109 83%	235 83%	91 75%	47 80%	124 93%zc fijkl no	48 72%	916 83%kn	566 79%	516 90%zpr	1082 83%p	583 78%	553 90%zsu	1136 84%as
MOBILE BROADBAND	177 13%ep	159 13%	17 15%	12 13%	25 22%zef hiklno	4 4%	9 8%	13 13%e	3 6%	12 9%	43 15%e	14 12%	4 7%	31 23%ze fhikl no	7 10%	135 12%e	79 11%	93 16%zpr	172 13%p	90 12%	86 14%	177 13%
ANY INTERNET ACCESS	1211 89%np s	1102 89%	104 90%	84 91%kn	104 93%kn	93 92%kn	93 85%	87 91%kn	45 90%	111 84%	253 89%kn	112 92%kn	52 87%	126 95%zf iln	52 78%	982 89%kn	609 84%	545 95%zpr	1154 89%p	630 85%	582 95%zsu	1211 89%as
PAY TV	602 44%bh klps	562 45%zb	38 33%	45 48%hk l	53 47%hk l	60 59%zf hijkl o	45 41%k	52 54%zhj klno	12 25%	67 51%hk ln	116 41%hk	33 27%	19 31%	78 59%zf hijkl o	22 33%	483 44%hkl	281 39%	288 50%zpr	569 44%p	291 39%	311 51%zsu	602 44%as
VOIP	361 27%be fkno rs	342 28%zb	17 15%	19 21%fi	30 27%ef kn	15 15%	10 9%	39 41%zcd efkno	17 34%ef kn	43 32%ef kn	85 30%efk n	17 14%	20 33%ef kn	60 45%zcd efjkno	6 9%	275 25%efk n	159 22%	179 31%zpr	338 26%p	164 22%	197 32%zsu	361 27%as

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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
LANDLINE USERS																						
LANDLINE+ BROADBAND+ MOBILE	1103 81% bk nps	1014 82% b	86 74%	74 80%	98 88% zf jkno	90 89% zf jkno	81 74%	83 86% fkno	43 87%	104 79%	224 79%	88 72%	47 80%	123 92% zc fijkl no	48 72%	885 81% k	546 76%	504 88% zpr	1050 81% p	566 76%	538 88% zsu	1103 81% s
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	29 2%	2 2%	4 4%	2 2%	- -	5 5% e	1 1%	1 2%	5 4%	11 4%	3 3%	- -	2 1%	- -	31 3%	20 3%	12 2%	33 3%	17 2%	15 3%	33 2%
LANDLINE+ MOBILE+ NO BROADBAND	154 11% am qt	131 11%	22 19% za	10 11%	10 9%	8 7%	13 12% m	7 7%	4 9%	12 9%	34 12% m	26 21% zd egijm o	10 16% gm	6 4%	15 22% zd egijm o	124 11% m	100 14% zqr	49 8%	148 11% q	105 14% ztu	49 8%	154 11% t
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5% qt	62 5%	5 5%	5 5%	2 2%	4 4%	10 9% dm	6 6%	1 3%	11 8% d	15 5%	5 4%	3 4%	3 2%	4 6%	58 5%	55 8% zqr	11 2%	66 5% q	56 8% ztu	12 2%	67 5% 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 259
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	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
PRODUCT BUNDLES																						
LL AND BB BUNDLE	448 33% f	410 33% f	34 30% f	30 32% f	37 33% f	36 35% f	19 18% f	33 35% f	25 50% zdf fijkno	40 30% f	97 34% f	38 31% f	25 42% f	49 37% f	20 30% f	354 32% f	221 31% f	206 36% f	427 33% f	233 31% f	215 35% f	448 33% f
NO LL AND BB BUNDLE	518 38% aegmqt	452 37% f	66 57% za	38 41% em	37 33% f	26 26% f	59 54% zdeghimo	27 28% f	14 28% f	47 36% m	120 42% egm	62 51% zdeghimo	24 40% em	31 23% f	33 49% deghm	430 39% egm	305 42% zqr	190 33% f	495 38% q	318 43% ztu	200 33% f	518 38% 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 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
GENDER																					
MALE	665	235	496	623	665	565	98	602	309	182	25	553	12	70	30	245	21	141	69	123	58
	49% _r	49%	51%	50%	49%	50%	56%	50%	51%	50%	43%	50%	37%	46%	44%	51% _r	46%	48%	41%	52% _r	53%
FEMALE	692	249	484	634	692	571	78	610	293	179	33	550	20	84	38	237	25	155	100	114	51
	51%	51%	49%	50%	51%	50%	44%	50%	49%	50%	57%	50%	63%	54%	56%	49%	54%	52%	59% _{zos}	48%	47%
AGE																					
16-17	2	-	2	2	2	2	-	2	1	-	-	2	-	-	-	1	-	-	-	1	-
	* _{ai}	-	*	*	*	*	-	*	*	-	-	*	-	-	-	*	-	-	-	*	-
18-24	35	6	32	33	35	31	5	34	15	3	-	29	2	4	-	7	1	12	7	5	2
	3% _{ai}	1%	3% _{zacd}	3% _{ai}	3% _{ai}	3% _{ai}	3%	3% _{ai}	3% _i	1%	-	3%	5%	3%	-	1%	2%	4% _o	4%	2%	1%
25-34	191	36	174	185	191	169	20	186	77	55	4	168	2	17	4	48	8	66	31	23	13
	14% _{ao}	8%	18% _{zacd}	15% _{za}	14% _a	15% _a	11%	15% _{zad}	13% _a	15% _a	6%	15% _z	5%	11%	7%	10%	18%	22% _{zost}	18% _{os}	10%	12%
35-44	245	48	223	239	245	229	35	238	122	75	3	226	3	13	3	67	12	62	32	49	21
	18% _{ajmn}	10%	23% _{zac}	19% _{za}	18% _{aj}	20% _{zac}	20% _{aj}	20% _{zad}	20% _{aj}	21% _{aj}	6%	20% _{zmn}	9%	8%	5%	14%	25%	21% _o	19%	21% _o	19%
45-54	264	70	235	257	264	244	39	258	159	95	2	240	3	17	3	82	6	72	30	54	17
	19% _{ajmn}	15% _j	24% _{zac}	20% _{za}	19% _{aj}	21% _{zad}	22% _{aj}	21% _{zac}	26% _{za}	26% _{zac}	4%	22% _{zmn}	10%	11%	5%	17%	13%	24% _{zo}	18%	23%	16%
55-64	236	100	169	221	236	198	44	214	110	64	9	195	3	26	12	83	11	46	25	44	23
	17%	21% _{zcd}	17%	18%	17%	17%	25% _{zbc}	18%	18%	18%	15%	18%	9%	17%	18%	17%	17%	16%	15%	19%	21%
65-74	243	128	129	214	243	196	29	208	86	59	11	180	16	35	12	115	6	25	30	44	19
	18% _{bchk}	27% _{zbc}	13%	17% _{bh}	18% _{bch}	17% _{bh}	16%	17% _{bh}	14%	16%	19%	16%	50%	23%	18%	24% _{zq}	14%	8%	18% _q	18% _q	18% _q
75+	141	94	16	106	141	67	5	71	30	10	29	64	4	42	32	79	2	14	15	16	14
	10% _{bcef}	19% _{zbc}	2%	8% _{be}	10% _{bcef}	6% _{bi}	3%	6% _{bi}	5% _b	3%	50% _{zabc}	6%	11%	27% _{zk}	47% _{zkm}	16% _{zpqrs}	4%	5%	9%	7%	13% _q

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
AGE																					
16-24	37 3%ai	6 1%	34 3%zac i	35 3%ai	37 3%ai	33 3%ai	5 3%	36 3%ai	17 3%ai	3 1%	- -	31 3%	2 5%	4 3%	- -	8 2%	1 2%	12 4%	7 4%	5 2%	2 1%
25-44	436 32%ajmn o	85 18%	398 41%zac defghj	424 34%za dj	436 32%aj	398 35%zac dj	55 31%aj	424 35%zac dj	200 33%aj	130 36%aj	7 12%	394 36%zmn	5 15%	30 20%	8 12%	115 24%	20 44%o	128 43%zost	62 37%o	72 31%	33 31%
45-64	500 37%jmn	171 35%j	404 41%zac degj	479 38%zd j	500 37%j	442 39%zdzj	84 47%zac degj	472 39%zdzj	270 45%za bcdeg j	159 44%za cdegj	11 19%	435 39%zmn	6 19%	43 28%	15 23%	165 34%	17 36%	118 40%	55 33%	99 42%	40 37%
65+	384 28%bcef ghikq	223 46%zb cdefg hi	145 15%	320 25%be ghi	384 28%bce fghi	263 23%bh	34 19%	279 23%bh	116 19%b	69 19%b	40 68%zab cdefg hi	243 22%	20 61%	77 50%zk	44 66%zkm	194 40%zpqrs	8 18%	39 13%	45 26%q	60 25%q	33 31%q
AREA																					
URBAN	322 24%ajno	91 19%	270 27%zac defghi j	304 24%aj	322 24%aj	274 24%a	35 20%	303 25%zad elij	142 24%a	72 20%	7 13%	265 24%n	9 27%	39 25%n	9 13%	73 15%	13 27%o	76 26%o	46 27%o	75 32%zo	32 30%o
SUBURBAN	559 41%ot	204 42%	390 40%	513 41%	559 41%	471 41%	65 37%	496 41%	276 46%zb cdefg i	137 38%	27 46%	456 41%	15 47%	57 37%	30 45%	169 35%	22 47%	121 41%	63 38%	143 60%zoqr t	34 32%
RURAL	409 30%bhs	164 34%zb cdgh	277 28%	377 30%bh	409 30%bh	343 30%bh	70 40%zbc degh	360 30%b	162 27%	145 40%zb cdegh	20 35%	334 30%	8 26%	43 28%	24 36%	208 43%zpqrs	12 26%s	85 29%s	55 32%s	7 3%	38 35%s

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/q/r/s/t
 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)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
SOCIAL GRADE																					
A	65 5%r	20 4%	54 6%	64 5%	65 5%	60 5%	5 3%	63 5%	30 5%	15 4%	2 3%	60 5%z	- -	3 2%	2 2%	33 7%zr	5 10%r	10 3%r	- -	9 4%r	9 9%qr
B	339 25%jmn	108 22%j	285 29%zac dgi	331 26%za dj	339 25%j	311 27%zad j	61 35%zac degj	325 27%zad j	167 28%aj	149 41%zab cdegjh	2 3%	308 28%zmn	3 8%	23 15%	4 6%	123 25%	9 20%	73 25%	41 24%	66 28%	23 21%
C1	365 27%jn	141 29%j	267 27%j	342 27%j	365 27%j	317 28%j	52 29%j	341 28%zcd j	166 28%j	89 25%j	6 11%	303 27%n	14 44%	40 26%n	8 12%	137 28%	13 29%	82 28%	41 24%	60 25%	26 24%
C2	281 21%o	99 21%	197 20%	262 21%	281 21%	239 21%	31 18%	253 21%	134 22%	69 19%	14 24%	234 21%	4 13%	28 18%	15 22%	80 17%	8 18%	64 22%	45 27%ot	61 26%ot	16 15%
D	195 14%bcegh ik	79 16%bc eghi	118 12%ai	169 13%be i	195 14%bce gi	142 12%ai	19 10%	158 13%ei	74 12%ai	26 7%	16 27%zbcdefg hi	133 12%	9 27%	36 24%zk	17 25%zk	64 13%	8 17%	43 15%	24 14%	28 12%	26 24%zoqs
E	113 8%bcegh ik	36 8%i	60 6%ai	89 7%beg hi	113 8%bcegh hi	67 6%ai	9 5%	73 6%ai	32 5%	12 3%	19 32%zbcdefg hi	65 6%	2 7%	24 16%zk	22 32%zkm	45 9%	3 6%	24 8%	18 11%	13 5%	8 7%

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/q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
STANDARD REGION																					
NORTH	92 7% s	32 7%	67 7%	84 7%	92 7%	77 7%	12 7%	84 7%	45 7%	19 5%	5 8%	74 7%	4 11%	10 7%	5 7%	33 7%	2 4%	25 8% s	15 9% s	8 3%	8 8%
NORTH WEST	112 8%	35 7%	87 9%	108 9%	112 8%	100 9%	25 14% zabc deg hij	104 9%	53 9%	30 8%	2 3%	98 9%	2 5%	10 6%	2 3%	35 7%	6 13%	22 7%	11 6%	28 12% z	7 6%
YORKS & HUMBERSIDE	102 7% afio	24 5%	79 8% afi	98 8% afi	102 7% afi	90 8% afi	4 3%	93 8% afi	60 10% zac def gi	15 4%	4 6%	90 8%	- -	8 5%	4 6%	11 2%	4 9% o	16 6% o	13 8% o	36 15% zo qr	21 20% zo qr
WEST MIDLANDS	109 8% acio	28 6% i	79 8% i	94 7% i	109 8% aci	86 8% i	9 5%	93 8% i	45 7% i	10 3%	8 15% afi	81 7%	5 15%	13 8%	10 15% zk	14 3%	6 14% o	30 10% o	16 9% o	34 14% zo	7 7%
EAST MIDLANDS	96 7%	33 7%	71 7%	89 7%	96 7%	83 7%	13 7%	87 7%	52 9%	39 11% zab cdeg	4 7%	83 7%	1 2%	7 4%	6 9%	37 8%	1 2%	21 7%	13 7%	17 7%	6 6%
EAST ANGLIA	50 4% hs	19 4% h	31 3% h	47 4% h	50 4% h	44 4% h	3 2%	45 4% h	12 2%	17 5% h	1 2%	43 4%	1 3%	4 3%	1 2%	28 6% zs	2 4% s	10 3% s	6 3% s	1 *	3 3%
SOUTH WEST	132 10% b	50 10%	83 8%	116 9%	132 10% b	109 10% b	12 7%	111 9%	67 11% bc g	43 12% b	9 16%	104 9%	5 15%	12 8%	11 16%	48 10%	3 8%	31 11%	15 9%	22 9%	9 9%
SOUTH EAST	284 21% b	130 27% zb cdeg h	190 19%	259 21%	284 21% b	235 21%	43 24%	253 21% b	116 19%	85 24% b	12 21%	224 20%	11 34%	34 22%	15 22%	112 23%	7 16%	61 21%	36 21%	43 18%	22 20%
GREATER LONDON	122 9% ehik	38 8%	102 10% zcd e ghi	114 9% ehi	122 9% ehi	91 8% hi	14 8%	112 9% ehi	33 5%	17 5%	5 8%	88 8%	3 10%	26 17% zkn	5 7%	50 10%	5 12%	24 8%	20 12%	13 6%	5 5%
WALES	59 4% s	34 7% zbc def gh	37 4%	57 5% bh	59 4%	47 4%	4 2%	52 4%	19 3%	20 5% h	3 4%	47 4%	- -	10 6%	3 4%	35 7% zqrs	2 4%	7 2%	3 2%	2 1%	9 9% zqrs
SCOTLAND	133 10% ajm	35 7%	110 11% zad j	128 10% aj	133 10% aj	124 11% zad gj	31 17% zab cdeg j	126 10% aj	78 13% za cdg j	60 17% zab cdeg j	1 2%	123 11% zm	2 5%	6 4%	3 4%	47 10%	7 15%	36 12%	17 10%	20 8%	6 5%
NORTHERN IRELAND	67 5% egi	25 5% i	44 4% i	63 5% egi	67 5% egi	48 4% i	7 4%	52 4% i	22 4% i	6 2%	4 7% i	48 4%	- -	15 10% zk	4 6%	32 7% z	- -	14 5%	5 3%	12 5%	4 4%

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
SELF EMPLOYED																					
FULL-TIME	56 4%	19 4%	47 5%	56 4%	50 4%	7 4%	54 4%	29 5%	16 4%	-	-	49 4%	1 2%	6 4%	-	14 3%	1 1%	11 4%	12 7%o	13 6%	4 4%
PART-TIME	24 2%	10 2%	20 2%	24 2%	21 2%	8 5%zabcd eg	23 2%	13 2%	12 3%	-	-	21 2%	8 -	3 2%	-	11 2%	1 3%	4 1%	5 3%	1 1%	1 1%
OCCUPATION																					
FULL-TIME	532 39%aimno	144 30%j	476 49%zacdegj	520 41%zadj	532 39%aj	492 43%zacdj	79 45%aj	521 43%zacdj	274 45%zacdj	171 47%zacdj	7 12%	487 44%zmn	5 15%	32 21%	8 11%	162 34%	19 41%	144 49%zor	55 32%	94 40%	50 47%or
PART-TIME	161 12%ao	38 8%	138 14%zacdeg	153 12%a	161 12%a	141 12%a	27 15%a	154 13%zad	74 12%a	60 17%zacdeg	4 8%	137 12%	3 10%	15 10%	4 7%	43 9%	11 23%zost	44 15%ot	28 17%ot	28 12%	7 6%
SELF-EMPLOYED	80 6%h	29 6%	67 7%zdj	80 6%zd	80 6%	71 6%	15 9%j	77 6%	42 7%j	28 8%j	-	71 6%h	1 2%	9 6%	-	25 5%	2 4%	15 5%	17 10%zo	15 6%	5 5%
NOT WORKING - HOUSEWIFE	54 4%ao	7 1%	47 5%acegi	50 4%ai	54 4%ai	45 4%ai	6 3%	49 4%ai	25 4%ai	7 2%	3 5%	44 4%	1 2%	6 4%	4 5%	10 2%	2 5%	17 6%o	9 5%o	7 3%	6 6%o
STILL IN EDUCATION	15 1%	2 *	15 2%e	15 1%	15 1%	12 1%	1 *	15 1%	6 1%	2 1%	-	12 1%	-	3 2%	-	5 1%	1 2%	3 1%	3 2%	3 1%	1 1%
UNEMPLOYED	37 3%	8 2%	29 3%h	36 3%h	37 3%	33 3%h	4 2%	35 3%h	11 2%	8 2%	-	32 3%	2 5%	4 3%	-	14 3%	1 2%	6 2%	3 2%	8 3%	4 4%
RETIRED	412 30%bcdefghikq	233 48%zbcdefghi	160 16%	341 27%bceghi	412 30%bce	285 25%bi	38 22%	303 25%bi	139 23%b	73 20%b	44 75%zabcdefghi	263 24%	21 66%	78 51%zk	49 73%zkm	207 43%zpqrst	9 20%	48 16%	44 26%q	65 28%q	32 30%q
OTHER	66 5%o	23 5%	48 5%	64 5%	66 5%	56 5%	6 3%	58 5%	31 5%	12 3%	1 1%	56 5%	-	7 5%	3 4%	15 3%	1 3%	20 7%o	10 6%	17 7%o	3 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/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
CHIEF INCOME EARNER																					
YES	966 71%bceg hik	369 76%zb cdegh i	646 66%	885 70%be ghi	966 71%bce ghi	785 69%bi	130 74%bi	839 69%bi	402 67%	227 63%	51 87%zbcdefg hi	762 69%	24 72%	123 80%zk	58 86%zk	348 72%	32 68%	206 69%	118 70%	172 73%	77 71%
NO	391 29%aimn	114 24%	334 34%zac defgj	372 30%za dj	391 29%aj	351 31%zac dj	46 26%j	372 31%zac dj	200 33%za cdj	134 37%za cdefg j	7 13%	342 31%zmn	9 28%	31 20%	10 14%	134 28%	15 32%	90 31%	51 30%	65 27%	31 29%
CIE WORKING STATUS																					
FULL-TIME	663 49%aimn o	169 35%j	601 61%zac deghj	649 52%za dj	663 49%aj	615 54%zac dj	96 54%aj	652 54%zac dj	346 57%za cdeghj	224 62%za cdeghj	6 10%	607 55%zmn	7 23%	42 27%n	6 9%	197 41%	22 47%	180 61%zor	74 44%	122 51%o	60 56%o
PART-TIME	90 7%o	27 6%	69 7%	83 7%	90 7%	72 6%	18 10%a	82 7%e	36 6%	28 8%	5 9%	70 6%	2 5%	13 8%	6 8%	20 4%	10 22%zoqrs t	26 9%ot	16 9%ot	16 7%	3 3%
SELF-EMPLOYED	82 6%n	29 6%	69 7%j	82 6%zdj	82 6%	75 7%j	16 9%j	79 7%j	45 8%j	22 6%	-	74 7%n	1 2%	7 5%	-	29 6%	2 4%	16 5%	14 8%	14 6%	6 5%
NOT WORKING - HOUSEWIFE	28 2%io	7 1%i	21 2%i	25 2%i	28 2%i	21 2%i	5 3%i	23 2%i	11 2%i	-	3 5%ai	21 2%	-	4 2%	3 4%	4 1%	-	11 4%zo	5 3%o	3 1%	3 3%
STILL IN EDUCATION	8 1%	2 *	8 1%	8 1%	8 1%	7 1%	-	8 1%	2 *	1 *	-	7 1%	-	1 1%	-	1 *	1 2%	1 *	2 1%	2 1%	1 1%
UNEMPLOYED	28 2%	8 2%	21 2%	26 2%	28 2%	24 2%	3 1%	26 2%	8 1%	4 1%	-	22 2%	2 5%	4 3%	-	13 3%	1 2%	5 2%	3 2%	5 2%	1 1%
RETIRED	405 30%bcef ghikq	223 46%zb cdefg hi	154 16%	333 26%be ghi	405 30%bce fghi	276 24%b	36 20%	294 24%b	130 22%b	74 20%b	44 76%zabcdefg ghi	255 23%	21 65%	78 51%zk	50 75%zkm	204 42%zpqrs	9 19%	44 15%	43 26%q	64 27%q	34 32%q
OTHER	53 4%	19 4%	38 4%	51 4%	53 4%	45 4%	4 2%	46 4%	23 4%	9 2%	1 1%	45 4%	-	6 4%	2 3%	14 3%	1 3%	13 4%	11 7%ot	12 5%	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/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
MARITAL STATUS																					
MARRIED/LIVING AS	879 65%ajmn	294 61%j	701 71%zac degj	833 66%za dj	879 65%aj	774 68%zac dj	124 70%aj	824 68%zac dj	435 72%za cdegj	268 74%za cdegj	18 30%	751 68%zmn	23 70%	82 53%n	22 33%	311 64%	30 66%	200 67%	113 67%	147 62%	66 61%
SINGLE	218 16%i	66 14%	157 16%i	200 16%i	218 16%i	188 17%hi	26 15%	195 16%i	83 14%	44 12%	10 17%	180 16%	7 22%	20 13%	11 16%	66 14%	8 18%	49 16%	30 18%	44 19%	18 16%
WIDOWED/DIVORCED/ SEPERATED	259 19%bceg hik	122 25%zb cdefg hi	121 12%	222 18%be ghi	259 19%bce	173 15%b	27 15%	191 16%b	83 14%	49 14%	31 52%zabcdef ghi	170 15%	3 8%	52 34%zk	34 50%zkm	104 22%	8 16%	48 16%	25 15%	45 19%	25 23%
PARENT																					
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%ajmn o	89 18%	370 38%zac degj	392 31%za dj	403 30%aj	363 32%zac j	63 36%aj	391 32%zac dj	197 33%aj	123 34%aj	6 11%	359 33%zmn	4 11%	33 21%n	7 10%	112 23%	15 32%	122 41%zost	62 36%os	62 26%	29 26%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	3 1%	12 1%	13 1%	14 1%	14 1%	1 *	14 1%	9 1%	1 *	- -	13 1%	1 3%	- -	- -	2 *	- -	6 2%	3 2%	4 2%	- -
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	2 *	5 *	6 1%	6 *	5 *	2 1%	6 1%e	2 *	4 1%	- -	5 *	- -	2 1%	- -	2 *	- -	4 1%z	- -	- -	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%am	15 3%	65 7%zacd gj	67 5%zac	67 5%a	66 6%zac	8 5%	66 5%zac	40 7%zac j	28 8%zac dj	- -	66 6%zmn	- -	1 1%	- -	23 5%	3 7%	14 5%	6 4%	13 6%	7 6%
NONE OF THESE	897 66%bceg hikq	377 78%zb cdefg hi	560 57%	809 64%bg	897 66%bce ghi	719 63%b	107 60%	765 63%b	369 61%b	219 61%	52 89%zabcdef ghi	691 63%	28 86%	118 77%zk	60 90%zkm	352 73%zqr	30 64%	159 54%	103 61%	163 69%q	77 71%q

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/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
NUMBER IN HOUSEHOLD																					
1	312 23% hikq	139 29% cdefg hi	135 14%	264 21% be ghi	312 23% bce ghi	211 19% bhi	30 17%	229 19% bhi	91 15%	53 15%	36 61% zab cdefg hi	201 18%	9 28%	63 41% zk	39 57% zkm	131 27% zq	7 16%	49 17%	34 20%	53 22%	35 32% zpq
2	485 36% m	188 39%	335 34%	446 35%	485 36%	421 37% zbc dg	58 33%	439 36% b	221 37%	143 40% b	17 30%	403 37% m	18 55%	42 28%	21 32%	180 37%	19 41%	98 33%	60 36%	90 38%	31 29%
3	223 16% jmn	76 16% j	204 21% zac degij	220 17% zd j	223 16% j	205 18% zdj	43 25% zac degij	219 18% zdj	116 19% zad j	55 15% j	1 2%	204 19% zmn	1 3%	16 10%	2 3%	75 16%	7 14%	51 17%	25 15%	41 17%	21 19%
4	209 15% ajn	47 10%	190 19% zac degij	203 16% za dj	209 15% aj	190 17% zad j	27 15%	202 17% zad j	113 19% za cdj	76 21% zac degij	3 5%	186 17% zn	4 11%	16 11%	3 4%	67 14%	8 17%	58 20% zt	31 18%	34 14%	10 9%
5+	124 9% ao	34 7%	114 12% zac degij	122 10% zad	124 9% a	106 9%	19 10%	119 10% a	59 10%	32 9%	1 2%	106 10%	- -	16 10%	2 3%	28 6%	5 12%	39 13% zo	19 12% o	19 8%	12 11%
NUMBER OF CHILDREN IN HOUSEHOLD																					
1	199 15% amn	48 10%	186 19% zac degij	193 15% za d	199 15% a	183 16% zad	30 17% a	195 16% zad	91 15% a	48 13%	4 7%	181 16% zmn	2 7%	12 8%	4 6%	60 13%	7 15%	56 19% zo	30 18%	33 14%	12 11%
2	163 12% ano	34 7%	149 15% zac degij	159 13% za d	163 12% a	149 13% zad j	31 18% zad j	158 13% zad j	90 15% za cdj	62 17% zac degij	2 4%	148 13% zmn	1 4%	12 8%	2 3%	43 9%	4 8%	56 19% zos	22 13%	24 10%	14 13%
3+	67 5% ao	13 3%	61 6% zac degij	67 5% a	67 5% a	56 5% a	6 3%	65 5% ae	29 5% a	15 4%	- -	56 5%	- -	10 7%	1 1%	14 3%	4 8%	20 7% o	13 8% o	10 4%	4 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
CHILDREN IN HOUSEHOLD																					
AGED 0-5	219 16%ajno	28 6%	205 21%zac degjh	215 17%za dj	219 16%aj	195 17%zad j	28 16%aj	215 18%zad j	99 16%aj	62 17%aj	3 5%	194 18%zn	1 4%	21 13%	3 4%	53 11%	11 23%o	71 24%zost	31 18%o	37 15%	14 13%
AGED 6-9	148 11%ao	28 6%	136 14%zac degj	144 11%za d	148 11%a	132 12%a	24 13%aj	143 12%zad	73 12%aj	38 11%a	2 3%	130 12%n	1 4%	14 9%	3 4%	38 8%	8 18%o	42 14%o	23 14%	25 11%	9 8%
AGED 10-15	219 16%jn	67 14%j	197 20%zac degj	214 17%za dj	219 16%j	198 17%zad j	34 19%j	211 17%zad j	118 20%za cdj	70 19%aj	2 4%	196 18%zn	2 7%	18 12%	3 4%	65 14%	3 7%	67 23%zops	34 20%	31 13%	17 16%
NONE < 16	928 68%bceghkq	388 80%zb cdefgh	585 60%	838 67%bg	928 68%bce gh	747 66%b	110 62%	794 66%b	392 65%b	235 65%b	52 89%zbcd efgh	718 65%	29 89%	120 78%zk	60 90%zkm	364 76%zqr	32 68%	164 55%	104 62%	170 72%q	78 72%q

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/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
DURABLES OWNED																					
TV	1343 99%t	479 99%	971 99%	1246 99%zd	1343 99%	1125 99%	175 99%	1199 99%	602 100%z abcde fgj	360 100%j	56 97%	1093 99%	31 96%	153 99%	65 97%	476 99%	46 99%	294 99%	166 99%	237 100%t	105 97%
SATELLITE/CABLE TV	740 55%ajmn ort	233 48%j	601 61%zac degj	715 57%za dj	740 55%aj	669 59%zac dj	113 64%zac j	702 58%zac dj	553 92%za bcdef gij	224 62%za cdj	6 10%	657 60%zmn	12 36%	58 38%n	13 20%	215 45%rt	19 40%	230 78%zoprt	41 24%	200 85%zopr t	26 24%
FREEVIEW/FREESAT	775 57%hqs	294 61%eh	549 56%h	721 57%h	775 57%h	644 57%h	105 59%h	689 57%h	263 44%	222 62%bh	38 64%h	632 57%	12 38%	89 58%	42 62%	294 61%zqs	33 72%qs	132 44%	125 74%zoqs	109 46%	78 72%zqs
MOBILE PHONE	1214 89%jnot	435 90%j	959 98%zac defghj	1195 95%za degj	1214 89%j	1070 94%zac j	167 94%zdj	1141 94%zac j	581 96%za cdegj	355 98%za cdefg j	7 12%	1060 96%zmn	9 28%	135 88%n	9 14%	406 84%	43 92%	282 95%zot	157 93%ot	221 93%ot	88 82%
TELEPHONE	1249 92%am	451 93%	910 93%	1163 92%	1249 92%	1062 94%zcd g	163 92%	1126 93%zd	578 96%za bcdef gj	354 98%za bcdef ghj	51 88%	1035 94%zm	26 81%	127 83%	60 89%	444 92%	44 95%	268 90%	157 93%	221 93%	97 89%
PVR/DTR	539 40%jmno r	179 37%j	438 45%zac degj	523 42%za dj	539 40%j	487 43%zac dj	84 47%zac j	505 42%zac j	355 59%za bcdef gj	211 59%za bcdef ghj	9 15%	484 44%zmn	4 12%	39 25%	12 18%	172 36%r	12 27%	152 51%zoprt	43 25%	115 48%zopr	40 37%
PC/LAPTOP	1123 83%jmno	395 82%j	895 91%zac dghj	1089 87%za dj	1123 83%j	1031 91%zac dj	167 94%zac dhj	1095 90%zac dj	537 89%za cdj	343 95%za bcdeg hj	7 13%	1006 91%zmn	25 77%	82 53%n	9 14%	378 78%	39 84%	258 87%zo	135 80%	205 87%o	92 85%
TABLET/EBOOK READER	882 65%ajmn o	264 55%j	758 77%zac degj	864 69%za dj	882 65%aj	819 72%zac dj	137 78%zac dj	861 71%zac dj	459 76%za cdegj	308 85%za bcdef ghj	7 11%	808 73%zmn	11 33%	56 36%n	7 11%	274 57%	34 73%o	212 72%zot	121 71%ot	171 72%zot	62 57%
GAMES CONSOLE	511 38%ajmn o	129 27%j	471 48%zac degj	507 40%za dj	511 38%aj	479 42%zac dj	86 49%zac dj	503 42%zac dj	292 48%za cdegj	199 55%zab cdegghj	2 4%	477 43%zmn	2 6%	29 19%n	2 4%	154 32%	21 45%	131 44%zo	61 36%	102 43%o	40 37%

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/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
DVD/BLU-RAY	914 67% _{jmn}	331 68% _j	703 72% _z dj	891 71% _z dj	914 67% _j	817 72% _z dj	132 75% _z dj	854 71% _z dj	464 77% _z a bcdeg j	304 84% _z a bcdef ghj	12 21% - -	811 74% _z mn	6 18% -	80 52% _n	18 26% -	312 65%	31 67%	202 68%	102 60%	184 78% _z oqr	75 69%
MP3 PLAYER	303 22% _{ajmn} o	83 17% _j	286 29% _z ac degj	303 24% _z a dj	303 22% _a j	291 26% _z ac dj	64 36% _z ab cdegj	302 25% _z ad j	187 31% _z a cdegj	157 43% _z ab cdegjhj	- - -	291 26% _z mn	- -	12 8% _n	- -	86 18%	11 24%	78 26% _o	30 18%	72 30% _z or	27 25%

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/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
INTERNET ACCESS																					
FREQUENT - ROUGHLY EVERY DAY	1044 77%ajmn o	304 63%j	886 90%zac degj	1016 81%za dj	1044 77%aj	965 85%zac dhj	160 91%zac degj	1028 85%zac dhj	493 82%za dj	332 92%za cdegh j	6 10%	945 86%zmn	20 61%	71 46%n	8 12%	331 69%	42 91%zot	252 85%zo	136 81%o	187 79%o	82 76%
REGULAR - AT LEAST ONCE A WEEK	127 9%bjn	74 15%zbc defghi j	67 7%	119 9%bi	127 9%bj	115 10%bj	14 8%	122 10%zbc dij	62 10%bj	23 6%	1 2%	107 10%n	7 23%	11 7%	1 2%	46 10%	3 7%	24 8%	12 7%	31 13%	8 8%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%b	11 2%zbc d	7 1%	16 1%b	17 1%b	16 1%b	1 *	17 1%b	7 1%	3 1%	-	15 1%	1 3%	1 *	-	6 1%	-	4 1%	3 2%	2 1%	1 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	5 1%	4 *	8 1%	8 1%	7 1%	-	7 1%	5 1%	1 *	-	7 1%	-	1 *	-	1 *	-	3 1%	2 1%	1 *	1 1%
NEVER - BUT DO HAVE ACCESS	41 3%beghi k	29 6%zbc defghi i	11 1%	35 3%bhi	41 3%begh i	28 2%bhi	2 1%	31 3%bhi	9 1%	2 1%	2 3%	23 2%	4 13%	12 8%zk	2 2%	22 5%z	1 1%	6 2%	6 3%	4 2%	2 2%
NEVER - AND DO NOT HAVE ACCESS	121 9%bcef ghikpq	59 12%zbc defghi	6 1%	64 5%bef gi	121 9%bcef ghi	5 *	-	6 1%e	26 4%bef gi	-	50 85%zabcdefg hi	5 *	-	59 38%zk	57 84%zkm	76 16%zpqrs	-	7 2%	10 6%	13 5%	13 12%pqs
TENURE																					
OWNED OUTRIGHT BY HOUSEHOLD	522 38%bceg hkq	247 51%zb cdefg hi	285 29%	467 37%bg h	522 38%bce gh	412 36%bh	56 32%	437 36%bh	193 32%	123 34%b	33 57%zbcdefg hi	394 36%	17 54%	73 47%zk	37 55%zk	231 48%zqrs	22 46%q	70 24%	61 36%q	91 38%q	42 39%q
BEING BOUGHT ON A MORTGAGE	455 34%ajmn o	121 25%j	409 42%zac degj	444 35%za dj	455 34%aj	423 37%zac dj	69 39%aj	443 37%zac dj	259 43%za cdegj	179 50%za bcdef ghj	6 10%	418 38%zmn	5 16%	26 17%	7 10%	140 29%	13 28%	119 40%zo	51 30%	86 36%	40 37%
RENTED	365 27%ehio	114 24%i	275 28%aeg hi	335 27%i	365 27%ehi	290 26%i	52 29%i	319 26%ei	144 24%i	53 15%	18 31%i	283 26%	7 22%	53 34%zk	22 33%	106 22%	12 25%	104 35%zost	56 33%o	59 25%	25 23%

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/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
OTHER	6	1	5	6	6	5	-	5	4	5	-	5	-	1	-	-	-	3	1	2	1
	*	*	1%	*	*	*	-	*	1%	1%zab	-	*	-	1%	-	-	-	1%	*	1%	1%
										cdeg											

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/q/r/s/t
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BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
INCOME																					
UP TO £9499																					
£9500-£13499	101 7% ik	35 7% bcegh	53 5% f	86 7% beg	101 7% hi	64 6% bceg	16 9% bi	72 6% f	32 5% f	16 4% f	13 23% hi	63 6% zabcde	1 3% f	23 15% zk	15 22% zk	36 7% f	3 6% f	25 8% f	15 9% f	14 6% f	10 9% f
£13500-£17499	100 7% ik	42 9% bcefg	52 5% f	85 7% bg	100 7% gi	71 6% bcef	6 3% f	73 6% f	37 6% f	15 4% f	9 16% i	67 6% zbcde	4 12% f	18 12% zk	12 17% zk	32 7% f	7 15% q	16 5% f	14 8% f	25 11% q	6 6% f
£17500-£29999	116 9% o	48 10% o	82 8% f	111 9% f	116 9% f	103 9% f	13 7% f	108 9% f	55 9% f	35 10% f	3 6% f	101 9% f	2 5% f	9 6% f	3 5% f	30 6% f	6 13% f	32 11% o	14 8% f	17 7% f	16 15% zos
£30000-£49999	192 14% f	73 15% f	141 14% f	181 14% f	192 14% f	164 14% f	29 16% f	177 15% f	80 13% f	51 14% f	8 13% f	162 15% f	2 7% f	20 13% f	9 13% f	62 13% f	8 18% f	44 15% f	23 13% f	35 15% f	15 13% f
£50000-£99999	195 14% ajmn	51 10% ajmn	173 18% zac	190 15% za	195 14% aj	185 16% zac	33 19% aj	193 16% zac	108 18% za	77 21% zac	2 3% f	182 16% zmn	3 10% f	8 5% f	2 3% f	65 14% f	5 10% f	50 17% f	22 13% f	32 14% f	20 19% f
£100000 PLUS	171 13% ajmnr	36 7% ajmnr	157 16% zac	167 13% za	171 13% aj	159 14% zac	33 19% zac	168 14% zac	103 17% za	72 20% zac	2 3% f	157 14% zmn	2 7% f	10 6% f	2 2% f	66 14% f	9 19% f	37 13% f	12 7% f	34 14% f	13 12% f
	51 4% f	17 3% f	51 5% zcd	51 4% f	51 4% f	49 4% zd	8 4% f	51 4% zd	30 5% f	27 8% zac	- - degj	49 4% zm	- - f	2 1% f	- - f	22 4% f	- - f	13 4% f	4 3% f	5 2% f	6 6% f
ETHNICITY																					
WHITE	1236 91% bm	452 93% zb	881 90% cdg	1145 91% b	1236 91% b	1043 92% bcg	159 90% f	1102 91% b	562 93% zb	342 95% zb	54 93% f	1014 92% m	29 90% f	131 85% f	62 92% f	444 92% f	38 83% f	267 90% f	155 92% f	213 90% f	103 95% p
NON-WHITE	115 8% aehi	30 6% aehi	97 10% zacd	108 9% aeh	115 8% aehi	88 8% i	17 10% i	104 9% aehi	38 6% f	17 5% f	4 7% f	86 8% f	2 6% f	22 14% zk	5 8% f	36 8% f	8 17% zot	29 10% f	14 8% f	21 9% f	5 5% f

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/q/r/s/t
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BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
SERVICES HAVE AT HOME																					
SIMPLE/FEATURE MOBILE PHONE	483 36%beg hijnq	483 100%zb cdefgh ij	207 21%j	483 38%zb deghe j	483 36%beg hij	383 34%bj	65 37%bj	403 33%bj	191 32%bj	105 29%bj	-	383 35%n	-	100 65%zkn	-	214 44%zpqrs	11 23%	79 27%	54 32%	75 31%	40 37%
SMART PHONE	980 72%ajmn o	207 43%j 100%zac defghij	980	980 78%za dj	980 72%aj dj	916 81%zac dj	158 89%zac degj	980 81%zac dj	508 84%za cdegj	329 91%zac deghej	-	916 83%zmn	-	64 42%n	-	291 60%	38 83%ot	254 86%zorst	128 76%o	184 78%ot	70 65%
ANY MOBILE PHONE	1257 93%jno	483 100%z defgh j	980 100%zd efghij	1257 100%zd efghij	1257 93%j	1103 97%zdj	173 98%zdj	1177 97%zdj	589 98%zd j	358 99%zde gj	-	1103 100%zn	-	154 100%zn	-	424 88%	44 96%	285 96%zot	159 94%	230 97%zot	98 90%
LANDLINE	1357 100%	483 100%	980 100%	1257 100%	1357 100%	1136 100%	177 100%	1211 100%	602 100%	361 100%	58 100%	1103 100%	33 100%	154 100%	67 100%	482 100%	46 100%	296 100%	169 100%	237 100%	108 100%
FIXED BROADBAND	1136 84%ajmn o	383 79%j	916 93%zac dfj	1103 88%za dj	1136 84%aj	1136 100%zab cdfghij	154 87%aj	1136 94%zac dfhj	554 92%za cdfj	351 97%zab cdfghj	-	1103 100%zmn	33 100%	-	-	358 74%	39 83%	268 91%zot	146 87%o	223 94%zopr t	89 82%
MOBILE BROADBAND	177 13%jno	65 13%j	158 16%zcd egj	173 14%zd j	177 13%j	154 14%j	177 100%zab cdeghij	177 15%zcd ej	96 16%zd degj	67 19%zac degj	-	152 14%n	2 6%	20 13%n	2 3%	50 10%	8 17%	55 18%zos	20 12%	27 11%	16 15%
ANY INTERNET ACCESS	1211 89%ajmn o	403 83%j	980 100%zac dhj	1177 94%za dj	1211 89%aj	1136 100%za cdhj	177 100%za cdhj	1211 100%zac dhj	575 96%z acdj	360 100%zac dhj	-	1103 100%zmn	33 100%	73 48%n	2 3%	391 81%	46 100%zort	284 96%zort	153 90%o	226 95%zot	96 89%
PAY TV	602 44%ajmn opr	191 40%j	508 52%zac degj	589 47%za dj	602 44%aj	554 49%zac dgj	96 54%zac j	575 47%za dj	602 100%za bcdefg ij	217 60%zab cdegj	-	548 50%zmn	6 19%	41 26%n	7 10%	167 35%rt	11 23%	192 65%zopr	36 21%	172 73%zopr t	19 18%
VOIP	361 27%ajmn	105 22%j	329 34%zac degj	358 28%za dj	361 27%aj	351 31%zac dgj	67 38%zac degj	360 30%zac dj	217 36%z acde gj	361 100%zab cdefghj	-	348 32%zmn	3 9%	10 6%n	-	114 24%	12 27%	89 30%	43 25%	72 30%	30 28%

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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
LANDLINE USERS																					
LANDLINE+ BROADBAND+ MOBILE	1103 81%j mno	383 79%j	916 93%zac dfghj	1103 88%za dj	1103 81%j	1103 97%zab cdfghj	152 86%aj	1103 91%zac dfj	548 91%za cdfj	348 96%zab cdfghj	-	1103 100%zmn	-	-	-	341 71%	37 79%	264 89%zot	143 85%o	221 93%zopr t	86 79%
LANDLINE+ BROADBAND+ NO MOBILE	33 2%abchi k	-	-	-	33 2%abch i	33 3%zabc dhi	2 1%abc	33 3%abch i	6 1%abc	3 1%bc	-	-	33 100%	-	-	17 3%	2 4%	4 1%	4 2%	3 1%	3 3%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%begh ijknqs	100 21%zbc defghi j	64 7%eij	154 12%zb deghe j	154 11%begh ij	-	20 12%begh ij	73 6%ei	41 7%eij	10 3%e	-	-	-	154 100%zkn	-	82 17%zqrs	8 17%qs	21 7%	16 9%	9 4%	12 11%qs
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abcef ghikmqs	-	-	-	67 5%abce fghi	-	2 1%abce g	2 *	7 1%abc eg	-	58 100%zabcdefg hi	-	-	-	67 100%zkm	41 9%zqs	-	7 2%	7 4%	4 2%	7 7%qs

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/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	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)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
PRODUCT BUNDLES																					
LL AND BB BUNDLE	448 33%hjmnn qs	162 34%hj j	353 36%zdh j	436 35%zd hj	448 33%hj	446 39%zab cdghj	58 33%hj	448 37%zcd hj	118 20%j	144 40%zcd hj	- -	434 39%zmn	12 37%	2 1%	- -	204 42%zqs	19 40%qs	37 13%	84 49%zqs	48 20%q	56 52%zqs
NO LL AND BB BUNDLE	518 38%bcegh hikqs	212 44%zb cdegh i	291 30%ei	437 35%be ghi	518 38%bce ghi	299 26%i	63 36%ei	372 31%ei	180 30%ei	69 19%	58 100%zabcdef ghi	285 26%	14 43%	152 99%zk	67 100%zk	227 47%zqs	15 32%	91 31%	63 37%z	62 26%	44 40%z

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/q/r/s/t
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
GENDER																				
MALE	665 49% ^c	174 54% ^c	134 48%	61 39%	121 53% ^c	69 50%	213 48%	252 49%	103 50%	15 40%	32 38%	23 48%	41 56%	166 52%	17 51%	38 55%	34 45%	18 39%	38 70% ^{zpq s}	17 39%
FEMALE	692 51% ^r	149 46%	145 52%	93 61% ^{zad}	108 47%	69 50%	235 52%	267 51%	102 50%	23 60%	52 62%	25 52%	33 44%	155 48%	17 49%	31 45%	41 55% ^r	28 61% ^r	16 30%	27 61% ^r
AGE																				
16-17	2 *	1 *	-	-	1 *	-	1 *	-	-	-	-	1 1% ^g	-	1 *	-	-	-	-	-	-
18-24	35 3% ^a	3 1%	13 5% ^{za}	7 4% ^a	5 2%	3 2%	8 2%	13 3%	1 1%	* 1%	2 3%	2 3%	2 3%	12 4%	1 3%	1 1%	5 7% ^z	2 3%	1 1%	-
25-34	191 14% ^a	33 10%	63 22% ^{zad}	29 19% ^a	25 11%	20 14%	66 15%	62 12%	23 11%	9 25%	20 23% ^{zghk}	3 6%	11 15%	60 19% ^{zgh}	3 9%	8 12%	12 16%	6 12%	6 11%	9 19%
35-44	245 18%	53 16%	61 22%	31 20%	50 22%	31 23%	80 18%	81 16%	34 17%	9 23%	16 19%	9 18%	13 18%	66 21%	6 18%	12 18%	19 26%	11 24%	12 23%	8 18%
45-54	264 19%	68 21%	65 23%	30 20%	54 24%	25 18%	88 20%	87 17%	39 19%	11 31%	11 13%	16 34% ^{zfgjl}	11 15%	74 23% ^g	11 31%	13 19%	18 24%	15 32% ^z	8 15%	11 25%
55-64	236 17%	62 19%	43 15%	23 15%	42 18%	27 20%	82 18%	81 16%	38 19%	2 6%	18 21%	7 15%	16 21%	58 18%	6 16%	13 19%	10 13%	4 8%	9 17%	5 12%
65-74	243 18% ^{bm}	77 24% ^{zb}	24 8%	28 18% ^b	41 18% ^b	25 18% ^b	92 21% ^m	96 19% ^m	47 23% ^{zm}	3 8%	16 19%	10 21%	16 22% ^m	38 12%	5 15%	15 22%	7 10%	7 15%	12 22%	7 16%
75+	141 10% ^{bcdef jm}	28 9% ^b	11 4%	7 4%	12 5%	7 5%	30 7% ^m	97 19% ^{zfhjkl m}	21 10% ^{fm}	2 6%	2 3%	1 1%	4 6%	10 3%	3 8%	7 10%	3 4%	3 6%	6 11%	4 10%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
AGE																				
16-24	37 3%	4 1%	13 5%a	7 4%	5 2%	3 2%	9 2%	13 3%	1 1%	*	2 3%	2 5%	2 3%	13 4%h	1 3%	1 1%	5 7%z	2 3%	1 1%	- -
25-44	436 32%ag	85 26%	124 44%zad	60 39%a	74 33%	51 37%a	146 33%	143 28%	57 28%	18 48%	35 42%gh	12 24%	25 33%	127 40%zgh	9 27%	20 30%	32 42%	17 36%	18 34%	17 37%
45-64	500 37%g	129 40%	109 39%	53 34%	96 42%	52 38%	171 38%	168 32%	78 38%	14 37%	28 34%	23 48%g	27 37%	132 41%g	16 48%	26 38%	28 37%	19 40%	17 32%	17 37%
65+	384 28%bnp	105 32%bd	34 12%	35 22%b	53 23%b	32 23%b	123 27%b	193 37%zfm	68 33%fm	5 14%	18 21%	11 22%	21 28%b	48 15%	8 23%	22 31%p	10 14%	10 21%	18 33%p	12 26%
AREA																				
URBAN	322 24%ah	44 14%	67 24%a	40 26%a	73 32%za	47 34%zab	92 20%h	145 28%zfh	24 12%	13 36%	18 22%	14 30%h	22 29%h	71 22%h	6 19%	15 22%	20 26%	18 40%z	20 38%z	20 44%zo
SUBURBAN	559 41%aeffh s	111 34%	119 43%e	57 37%	138 60%zabce	43 31%	157 35%h	200 39%h	58 28%	16 43%	30 36%	29 61%zfg hjl	23 31%	163 51%zfg hjl	24 69%	28 40%	31 41%	16 35%	27 50% s	10 23%
RURAL	409 30%dkmr e	153 47%zbcde	84 30%d	51 33%d	6 3%	44 32%d	179 40%zgk m	140 27%k	111 54%zfgklm	6 16%	34 40%gkm	1 2%	27 37%km	74 23%k	3 9%	21 30%r	23 31%r	9 19%	4 7%	13 28%r

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
SOCIAL GRADE																				
A	65 5%cg	30 9%zabcd	7 3%	-	8 3%c	15 11%zabcd	33 7%zgj	17 3%	21 10%zfgjm	1 3%	-	1 2%	10 13%zgj	13 4%	2 5%	3 4%	2 2%	-	3 6%	4 10%q
B	339 25%gloq	97 30%ze	76 27%	37 24%	66 29%	28 20%	138 31%zgl	90 17%	70 34%zgl	14 38%	26 32%gl	16 34%gl	11 15%	93 29%gl	6 17%	8 12%	19 25%	6 12%	13 24%	12 28%
C1	365 27%	104 32%z	75 27%	40 26%	61 27%	35 26%	122 27%	137 27%	61 30%	8 21%	18 22%	13 28%	22 30%	81 25%	9 27%	29 42%zs	26 34%ss	14 31%	14 26%	7 15%
C2	281 21%ah	45 14%	62 22%a	42 27%a	61 27%za	26 19%	80 18%	104 20%	30 15%	4 10%	23 27%fh	11 23%	12 16%	84 26%zfh	9 27%	10 14%	13 17%	13 28%	12 23%	10 23%
D	195 14%ahm	34 11%	38 14%	21 14%	23 10%	24 18%ad	55 12%	97 19%zfhkm	19 9%	7 18%	12 14%	2 4%	15 21%fhk	33 10%	6 18%	13 18%	10 13%	6 14%	8 15%	7 16%
E	113 8%adfhm	13 4%	21 8%	14 9%	9 4%	9 7%	20 4%h	73 14%zfhm	3 1%	3 9%	4 5%	4 9%h	5 6%h	15 5%	2 6%	8 11%	6 8%	7 15%	3 6%	3 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
STANDARD REGION																				
NORTH	92 7%	20 6%	24 9%	16 11% ^d	10 4%	6 4%	30 7%	38 7%	11 6%	3 7%	13 15% ^{zfhlm}	2 3%	2 2%	21 7%	1 2%	8 12%	6 8%	2 3%	3 5%	4 8%
NORTH WEST	112 8%	21 7%	24 9%	10 7%	30 13% ^{za}	13 10%	37 8%	37 7%	15 7%	2 5%	6 7%	5 11%	9 11%	30 9%	3 9%	3 4%	6 8%	3 6%	10 19% ^{zo}	3 6%
YORKS & HUMBERSIDE	102 7% ^{agh}	5 2%	18 7% ^a	10 6% ^a	34 15% ^{zabc}	23 17% ^{zabc}	36 8% ^h	26 5%	4 2%	2 7%	6 7%	10 20% ^{zfhgh}	14 19% ^{zfg}	33 10% ^{gh}	5 15%	1 2%	4 5%	1 2%	3 5%	6 14% ^o
WEST MIDLANDS	109 8% ^{afh}	8 3%	24 9% ^a	12 8% ^a	29 13% ^{za}	11 8% ^a	19 4% ^h	59 11% ^{zfh}	3 2%	5 13%	3 4%	5 10% ^h	3 4%	28 9% ^{fh}	2 5%	4 6%	5 7%	8 16% ^z	12 22% ^{zop}	6 14%
EAST MIDLANDS	96 7% ^g	29 9%	20 7%	10 7%	15 7%	7 5%	33 7%	27 5%	18 9%	1 2%	8 10%	4 8%	3 4%	29 9% ^g	2 6%	4 5%	3 3%	1 3%	2 5%	3 7%
EAST ANGLIA	50 4% ^d	22 7% ^{zd}	12 4% ^d	5 3%	1 *	4 3%	25 5% ^{zg}	14 3%	18 9% ^{zfgm}	- -	3 4%	- -	3 4%	8 2%	2 5%	2 3%	6 7%	- -	- -	- -
SOUTH WEST	132 10%	25 8%	31 11%	15 10%	23 10%	13 9%	40 9%	47 9%	13 6%	3 9%	12 15%	1 2%	10 13%	37 12%	6 16%	4 6%	9 12%	3 7%	6 11%	3 7%
SOUTH EAST	284 21% ^m	79 25%	55 20%	33 21%	42 18%	24 17%	97 22% ^m	120 23% ^m	51 25% ^m	6 16%	14 16%	14 29% ^m	11 15%	49 15%	8 22%	17 24%	22 30%	13 28%	8 14%	9 21%
GREATER LONDON	122 9% ^m	31 9%	18 6%	15 9%	14 6%	12 9%	38 8%	62 12% ^{zm}	15 7%	7 19%	7 8%	3 5%	7 9%	18 6%	3 8%	9 14%	5 7%	7 15%	4 8%	5 11%
WALES	59 4% ^{bd}	26 8% ^{zbd}	6 2%	5 3%	1 1%	9 6% ^{bd}	25 6% ^m	24 5%	17 9% ^{zfm}	1 2%	2 2%	1 1%	5 7%	8 2%	1 2%	5 8% ^r	2 3%	1 3%	- -	2 5%
SCOTLAND	133 10% ^g	39 12%	37 13%	18 12%	19 8%	12 9%	49 11% ^g	31 6%	28 14% ^g	6 15%	8 10%	1 3%	6 8%	47 15% ^{zgz}	3 8%	6 8%	7 9%	5 11%	3 6%	1 3%
NORTHERN IRELAND	67 5%	16 5%	10 4%	6 4%	12 5%	4 3%	20 4%	33 6%	11 5%	2 5%	2 2%	3 6%	2 3%	13 4%	1 3%	5 7%	1 1%	3 6%	3 6%	2 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
 BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
SELF EMPLOYED																				
FULL-TIME	56 4%	8 3%	14 5%	7 5%	15 6%a	5 4%	19 4%	18 4%	6 3%	1 2%	5 6%	5 10%	3 4%	16 5%	1 4%	1 2%	4 5%	2 3%	4 8%	2 4%
PART-TIME	24 2%	6 2%	4 1%	5 3%	1 1%	4 3%	12 3%	7 1%	5 2%	- -	5 6%zg	- -	2 2%	5 2%	- -	- -	2 2%	- -	- -	2 4%
OCCUPATION																				
FULL-TIME	532 39%g	133 41%	137 49%zc	58 37%	97 42%	62 45%	182 41%g	174 34%	81 40%	19 50%	31 37%	16 35%	35 47%g	151 47%zg	13 38%	33 48%	38 50%	20 43%	23 42%	15 34%
PART-TIME	161 12%g	32 10%	42 15%	26 17%	26 12%	13 10%	55 12%	47 9%	22 11%	5 14%	15 18%g	5 10%	7 9%	48 15%g	7 19%	4 6%	8 11%	6 13%	6 10%	3 7%
SELF-EMPLOYED	80 6%	15 5%	18 6%	12 8%	16 7%	9 7%	31 7%	26 5%	10 5%	1 2%	10 12%g	5 10%	5 7%	21 7%	1 4%	1 2%	5 7%	2 3%	4 8%	3 7%
NOT WORKING - HOUSEWIFE	54 4%a	6 2%	14 5%	9 6%a	7 3%	8 6%a	14 3%	24 5%	4 2%	1 3%	4 5%	3 7%	2 3%	13 4%	1 2%	1 1%	4 5%	4 8%	2 3%	5 11%zo
STILL IN EDUCATION	15 1%	4 1%	2 1%	2 1%	3 1%	2 1%	8 2%	4 1%	3 1%	2 4%	- -	1 3%	2 2%	2 1%	- -	1 1%	1 1%	1 2%	- -	- -
UNEMPLOYED	37 3%	9 3%	6 2%	3 2%	8 3%	7 5%	17 4%	12 2%	5 3%	1 2%	2 3%	4 9%zg	4 5%	8 3%	1 3%	2 3%	3 4%	- -	* 1%	2 4%
RETIRED	412 30%bcmp e	115 36%zabcd	43 15%	34 22%	57 25%b	32 23%	123 27%cm	206 40%zfkjkm	73 36%fjkm	5 14%	17 20%	9 18%	19 25%	63 20%	6 18%	24 35%p	12 16%	10 21%	20 36%p	13 29%
OTHER	66 5%a	9 3%	18 6%a	11 7%	14 6%	5 4%	20 4%	24 5%	5 2%	4 11%	4 5%	5 10%h	2 2%	14 4%	5 16%	2 3%	4 5%	4 9%r	- -	4 8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
CHIEF INCOME EARNER																				
YES	966 71%p	229 71%	189 68%	106 69%	164 72%	89 65%	309 69%	381 74%	137 67%	29 76%	58 69%	34 72%	50 67%	230 72%	19 57%	54 79%ps	39 52%	31 67%	45 82%ps	26 58%
NO	391 29%	95 29%	91 32%	48 31%	64 28%	48 35%	140 31%	137 26%	67 33%	9 24%	26 31%	13 28%	24 33%	90 28%	15 43%	15 21%	36 48%zor	15 33%	10 18%	19 42%zor
CIE WORKING STATUS																				
FULL-TIME	663 49%g	157 49%	171 61%za	78 50%	125 55%	76 55%	223 50%g	213 41%	96 47%	23 62%	42 50%	23 49%	37 50%	190 59%zfg h	19 57%	38 55%	46 61%	27 58%	25 45%	23 51%
PART-TIME	90 7%	15 5%	21 8%	12 8%	14 6%	9 6%	31 7%	32 6%	11 5%	3 9%	7 8%	2 4%	8 11%	23 7%	3 10%	2 2%	6 8%	1 2%	5 9%	- -
SELF-EMPLOYED	82 6%	19 6%	20 7%	11 7%	15 7%	8 6%	33 7%	23 4%	15 7%	1 2%	9 10%	3 7%	6 8%	24 7%	1 4%	1 2%	5 7%	2 3%	5 9%	2 4%
NOT WORKING - HOUSEWIFE	28 2%a	2 1%	10 3%a	4 3%	3 1%	2 2%	6 1%	12 2%	2 1%	1 3%	1 1%	2 4%	- -	9 3%	1 2%	- -	2 2%	2 4%	- -	2 5%
STILL IN EDUCATION	8 1%	1 *	1 *	1 1%	2 1%	2 1%	4 1%	3 1%	1 1%	- -	- -	1 1%	2 2%	1 *	- -	- -	1 1%	1 2%	- -	- -
UNEMPLOYED	28 2%	9 3%	5 2%	3 2%	5 2%	3 2%	11 3%	9 2%	5 2%	1 2%	2 2%	3 6%	1 2%	6 2%	1 3%	2 3%	2 2%	- -	* 1%	1 2%
RETIRED	405 30%bcmp e	113 35%zabcd	38 14%	34 22%b	55 24%b	34 24%b	122 27% _m	206 40%zftjklm	72 35% _{fjm}	4 10%	17 20%	10 21%	19 26%	59 18%	4 12%	24 35%p	12 15%	10 21%	19 35%p	15 33%p
OTHER	53 4%	7 2%	14 5%	12 8%za	9 4%	4 3%	19 4%h	20 4%	3 2%	4 11%	7 8%h	4 8%h	1 1%	9 3%	4 11%	2 3%	3 3%	4 9%r	- -	3 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
MARITAL STATUS																				
MARRIED/LIVING AS	879 65%g	230 71%z	191 68%	105 68%	144 63%	97 71%	292 65%	316 61%	141 69%	20 54%	56 67%	27 57%	48 65%	218 68%	27 79%	50 72%	55 73%	34 73%	35 64%	34 76%
SINGLE	218 16%gs	45 14%	48 17%	32 20%	41 18%	20 14%	82 18%g	68 13%	33 16%	7 19%	17 20%	8 17%	16 22%	61 19%g	2 7%	6 9%	10 13%	8 18% _s	10 18% _s	1 2%
WIDOWED/DIVORCED/ SEPERATED	259 19%acm	48 15%	41 15%	18 12%	43 19%	21 15%	73 16%	135 26%zfhjlm	29 14%	10 27%	11 13%	13 27% _m	10 14%	40 13%	5 15%	14 20%	10 14%	4 9%	10 18%	10 22%
PARENT																				
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%h	85 26%	114 41%zad	57 37%a	63 27%	43 31%	131 29%h	142 27%	45 22%	18 49%	33 40% _{gh}	16 33%	19 25%	116 36%zgh	7 21%	25 36%	25 33%	19 41%	15 28%	17 37%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	1 *	6 2%	3 2%	4 2%	- -	2 *	3 1%	1 1%	- -	1 1%	- -	- -	7 2%zf	1 2%	- -	- -	- -	3 5%z	- -
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	2 1%	3 1%	- -	- -	- -	2 1%	3 1%	1 *	1 4%	- -	- -	- -	- -	1 3%	- -	1 2%	- -	- -	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%g	22 7%	13 4%	7 4%	14 6%	10 7%	29 6%g	13 2%	15 7%g	- -	6 7%	3 7%	5 7%	20 6%g	3 8%	5 7%	3 4%	1 1%	2 4%	1 3%
NONE OF THESE	897 66% _{bm}	222 68% _b	153 55%	92 60%	153 67% _b	90 65%	301 67% _m	359 69% _m	148 72% _{fjm}	18 47%	48 58%	32 67%	54 73% _m	187 58%	23 68%	40 58%	46 61%	27 58%	35 65%	27 60%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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	TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
NUMBER IN HOUSEHOLD																					
1	312 23%bm	66 20%	42 15%	29 19%	46 20%	28 20%	96 21%	150 29%zlfkm	46 22%	8 21%	17 21%	6 12%	19 25%	52 16%	5 14%	11 16%	11 15%	8 17%	13 24%	8 18%	
2	485 36%g	129 40%	95 34%	58 38%	84 37%	51 37%	177 39%g	162 31%	87 43%zg	11 30%	29 35%	20 42%	29 39%	117 37%	13 40%	21 30%	24 32%	15 33%	19 36%	16 35%	
3	223 16%	57 18%	52 19%	22 14%	46 20%	25 18%	69 15%	83 16%	29 14%	4 11%	12 14%	11 24%	13 18%	58 18%	6 18%	22 31%zq	17 23%	6 13%	10 19%	8 18%	
4	209 15%g	50 15%	55 20%	29 19%	34 15%	19 14%	73 16%	67 13%	28 14%	7 20%	21 25%zghl	8 18%	7 10%	65 20%zg	3 9%	10 14%	13 17%	8 18%	6 11%	7 16%	
5+	124 9%	22 7%	34 12%a	15 10%	18 8%	15 11%	33 7%	53 10%	14 7%	7 18%	4 5%	2 4%	6 8%	28 9%	7 20%	6 8%	8 10%	9 19%z	6 11%	6 13%	
NUMBER OF CHILDREN IN HOUSEHOLD																					
1	199 15%g	48 15%	52 19%	29 19%	34 15%	20 15%	77 17%g	62 12%	29 14%	6 17%	20 24%g	12 25%g	10 14%	55 17%g	2 6%	13 18%	13 18%	7 16%	6 12%	6 14%	
2	163 12%h	32 10%	54 19%zad	20 13%	24 11%	18 13%	44 10%	60 12%	14 7%	7 19%	11 13%	4 8%	8 11%	56 17%zfigh	2 6%	11 15%	14 18%	8 17%	5 10%	8 18%	
3+	67 5%	10 3%	18 6%	11 7%	10 4%	6 5%	17 4%	29 6%	6 3%	5 13%	4 4%	2 3%	1 2%	15 5%	3 10%	2 4%	3 4%	5 12%z	4 8%	2 5%	
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
CHILDREN IN HOUSEHOLD																				
AGED 0-5	219 16%ah	37 11%	67 24%za	28 18%	37 16%	26 19%	71 16%h	75 14%	21 10%	9 23%	18 21%h	9 19%	14 19%	68 21%zgh	4 11%	10 15%	15 21%	6 14%	10 18%	9 20%
AGED 6-9	148 11%h	27 8%	40 14%a	20 13%	27 12%	16 11%	38 9%	57 11%h	12 6%	10 28%	8 10%	4 7%	5 7%	46 14%zfh	3 10%	10 14%	7 10%	8 17%	7 13%	7 16%
AGED 10-15	219 16%	53 16%	61 22%zd	31 20%	31 14%	21 15%	68 15%	83 16%	26 13%	10 27%	17 20%	9 18%	6 9%	60 19%l	4 13%	15 22%	15 20%	12 27%	8 15%	11 25%
NONE < 16	928 68%bm	233 72%bc	155 56%	94 61%	161 70%b	93 68%b	310 69%bm	368 71%bm	155 76%zljm	19 51%	49 59%	30 64%	54 73%	194 61%	27 79%	44 63%	45 60%	26 56%	38 70%	28 63%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other. (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
DURABLES OWNED																				
TV	1343 99%q	320 99%	277 99%	152 98%	229 100%	135 98%	442 99%	511 99%	202 99%	35 94%	84 100%	48 100%	72 98%	319 100%	34 100%	69 99%	75 100%	44 95%	54 100%	44 99%
SATELLITE/CABLE TV	740 55%acef ghjls	157 48%ce	228 82%zace	40 26%	196 86%zace	42 30%	161 36%jl	237 46%fjl	83 41%jl	7 20%	19 22%	32 67%fghjl	19 25%	298 93%zfg hijkl	30 87%	35 51%q	60 80%zoqs	11 23%	40 73%zoq s	14 32%
FREEVIEW/FREESAT	775 57%bdmp	209 65%zbd	120 43%	117 76%zabd	103 45%	93 68%zbd m	304 68%zgm	289 56%gm	139 68%zgm	23 61%	63 75%zgm	22 47%	57 76%zgk m	140 44%	15 44%	40 57%	32 43%	35 76%zpr s	27 50%	24 54%
MOBILE PHONE	1214 89%gs	302 93%ze	270 97%ze	147 96%ze	219 96%ze	119 87%	423 94%zg	413 80%	194 95%zg	36 97%	81 97%g	44 93%g	66 89%	309 96%zg l	34 100%	61 87%	72 96%zs	43 92%	50 91%	35 78%
TELEPHONE	1249 92%g	305 94%	258 93%	148 96%	213 93%	126 91%	424 95%zg	453 87%	196 96%zg	34 91%	82 98%gk	42 88%	69 93%	303 95%g	33 97%	61 88%	68 90%	43 92%	49 89%	38 84%
PVR/DTR	539 40%cfgo q	128 40%c	149 53%zace	42 27%	112 49%zace	50 36%	152 34%	164 32%	82 40%fg	6 15%	25 30%	14 29%	25 34%	187 58%zfg hijkl	15 45%	16 24%	44 59%zoqs	7 14%	27 49%oq	17 37%q
PC/LAPTOP	1123 83%g	305 94%zbc	249 89%z	131 85%	207 90%z	128 93%zc	407 91%zg	352 68%	189 92%zg	35 95%	72 86%g	39 83%	71 95%zgk	294 92%zg	34 100%	67 97%zpq rs	63 83%	38 82%	47 86%	37 84%
TABLET/EBOOK READER	882 65%g	224 69%	208 74%z	118 77%z	169 74%z	94 68%	322 72%zg	255 49%	143 70%g	30 80%	66 78%zg	31 65%	52 70%g	253 79%zfg h	25 75%	41 59%	54 72%	32 68%	34 62%	29 66%
GAMES CONSOLE	511 38%gqr	134 41%	129 46%z	59 38%	103 45%z	53 39%	180 40%g	131 25%	84 41%g	13 35%	33 40%g	25 52%g	25 34%	165 51%zfg hl	16 48%	26 37%	34 45%qr	11 23%	13 24%	16 36%
DVD/BLU-RAY	914 67%g	236 73%z	199 71%	97 63%	182 79%zc	98 71%	307 69%g	294 57%	152 74%zfgj	19 52%	51 60%	32 68%	53 71%g	252 79%zfg j	30 88%	42 61%	52 69%	28 59%	40 74%	31 70%
MP3 PLAYER	303 22%gqq	76 23%	74 26%	30 19%	72 32%zc	38 27%	113 25%g	62 12%	49 24%g	9 25%	21 25%g	13 27%g	21 28%g	99 31%zg	14 42%	9 13%	18 24%q	3 7%	10 19%	7 15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
INTERNET ACCESS																				
FREQUENT - ROUGHLY EVERY DAY	1044 77%g	270 83%z	243 87%z	135 88%z	187 81%	120 87%z	395 88%zg	312 60%	176 86%zg	34 91%	75 90%zg	41 87%g	67 90%zg	276 86%zg	28 84%	52 75%	61 81%	39 84%	40 74%	34 76%
REGULAR - AT LEAST ONCE A WEEK	127 9%	33 10%	24 8%	12 8%	34 15%zb	12 8%	39 9%	51 10%	22 11%	1 3%	5 6%	6 12%	5 7%	29 9%	5 15%	6 9%	10 13%	5 11%	12 21%z	7 16%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%	4 1%	5 2%	3 2%	2 1%	1 1%	6 1%	7 1%	1 1%	2 6%	1 1%	- -	1 2%	4 1%	- -	2 2%	1 1%	2 5%	1 2%	- -
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	2 1%	3 1%	2 1%	1 *	- -	1 *	4 1%	- -	- -	1 1%	- -	- -	3 1%	1 2%	2 2%	1 2%	- -	- -	- -
NEVER - BUT DO HAVE ACCESS	41 3%fd	13 4%	5 2%	2 2%	4 2%	3 2%	7 1%	27 5%zfm	4 2%	- -	1 1%	1 1%	1 1%	7 2%	- -	8 11%z	2 3%	1 1%	1 3%	3 6%
NEVER - AND DO NOT HAVE ACCESS	121 9%abcde fhjlmop qr	1 *	- -	- -	3 1%	1 1%	1 *	117 23%zthijklm	1 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	1 2%
TENURE																				
OWNED OUTRIGHT BY HOUSEHOLD	522 38%bmp	147 45%zb	66 24%	54 35%b	86 37%b	57 42%b	182 41%bm	215 41%bm	95 47%zfm	8 20%	30 36%	14 29%	35 47%bm	93 29%	15 44%	32 46%p	15 20%	17 36%	26 47%p	17 37%
BEING BOUGHT ON A MORTGAGE	455 34%g	117 36%	120 43%zc	49 32%	87 38%	44 32%	160 36%g	132 26%	72 35%g	13 35%	33 40%g	21 44%g	22 29%	142 44%zfg l	9 26%	25 36%	36 47%zqr	10 21%	12 23%	13 29%
RENTED	365 27%afh	57 18%	90 32%za	51 33%a	54 24%	35 25%	102 23%h	165 32%zfh	34 17%	16 43%	20 24%	13 27%	17 22%	83 26%h	9 25%	12 18%	24 32%	20 43%zo	17 30%	15 34%
OTHER	6 *	- -	3 1%	- -	2 1%	1 1%	1 *	1 *	- -	- -	- -	- -	1 1%	3 1%	2 5%	- -	- -	- -	- -	- -

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

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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
INCOME																				
UP TO £9499	101 7%ah	13 4%	21 8%	12 8%	10 4%	7 5%	26 6%	47 9%h	7 4%	3 7%	6 7%	5 11%	4 5%	23 7%	2 6%	1 2%	5 6%	1 1%	1 1%	2 6%
£9500-£13499	100 7%a	15 5%	16 6%	7 4%	21 9%	12 9%	25 6%	51 10%zfhm	9 4%	1 2%	3 4%	8 17%zfhjm	5 7%	18 6%	1 4%	4 5%	5 7%	2 5%	4 7%	6 14%
£13500-£17499	116 9%	21 7%	33 12%za	13 8%	17 8%	18 13%a	43 10%	36 7%	19 9%	2 5%	8 10%	1 3%	13 18%zfg	33 10%	3 8%	2 2%	9 12%o	2 4%	6 11%	4 10%
£17500-£29999	192 14%	42 13%	37 13%	23 15%	36 16%	23 17%	65 14%	67 13%	27 13%	3 7%	13 15%	8 17%	14 19%	48 15%	4 12%	10 14%	7 9%	7 15%	9 16%	5 10%
£30000-£49999	195 14%g	54 17%	48 17%	22 14%	34 15%	26 19%	73 16%gk	46 9%	36 18%gk	5 14%	16 19%gk	2 4%	14 19%gk	62 19%zgk	8 23%	11 15%	9 12%	6 13%	3 6%	8 18%
£50000-£99999	171 13%g	58 18%zc	36 13%	12 8%	35 14%	19 14%	65 14%g	36 7%	36 18%zg	6 15%	6 7%	8 17%g	9 12%	57 18%zgj	7 21%	7 11%	5 6%	2 5%	6 11%	4 9%
£100000 PLUS	51 4%g	20 6%zd	16 6%	3 2%	4 2%	6 5%	24 5%g	11 2%	11 5%g	5 15%	3 3%	-	5 6%g	14 4%	-	3 4%	5 7%	-	2 3%	-
ETHNICITY																				
WHITE	1236 91%gr	302 93%	259 93%	142 92%	204 89%	126 92%	410 91%g	452 87%	191 94%gk	28 76%	79 95%	40 84%	70 94%	308 96%zf	34 100%gk	63 90%r	71 94%r	39 84%	41 75%	40 89%
NON-WHITE	115 8%rn	20 6%	20 7%	12 7%	23 10%	11 8%	34 8%	66 13%zfhm	12 6%	9 24%	4 5%	5 11%	4 6%	13 4%	-	7 10%	5 6%	7 16%	14 25%zop	5 11%

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

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
SERVICES HAVE AT HOME																				
SIMPLE/FEATURE MOBILE PHONE	483 36%bm	138 43%zbcd e	74 27%	47 31%	72 31%	44 32%	162 36%lm	212 41%zlm	83 41%lm	16 43%	27 32%	15 31%	20 27%	89 28%	7 20%	33 48%zp	21 27%	14 31%	19 34%	20 46%
SMART PHONE	980 72%g	238 73%	250 89%zade	128 83%za	185 81%z	105 76%	353 79%zg	291 56%	153 75%g	30 80%	71 85%zg	38 81%g	61 81%g	276 86%zfh	32 94%	44 63%	68 90%zors	38 81%	41 76%	27 61%
ANY MOBILE PHONE	1257 93%g	309 95%z	274 98%z	151 98%z	226 99%za	132 96%	436 97%zg	437 84%	196 96%g	37 100%	82 98%g	48 100%g	72 97%g	314 98%zg	34 100%	64 92%	74 99%z	45 97%	52 95%	42 94%
LANDLINE	1357 100%	324 100%	279 100%	154 100%	229 100%	138 100%	448 100%	518 100%	204 100%	37 100%	84 100%	48 100%	74 100%	320 100%	34 100%	69 100%	75 100%	46 100%	54 100%	45 100%
FIXED BROADBAND	1136 84%g	324 100%z	279 100%z	154 100%z	229 100%z	138 100%z	446 100%zg	299 58%	203 99%zg	36 97%	84 100%zg	48 100%zg	74 100%zg	320 100%zg	34 100%	69 100%z	75 100%z	46 100%z	54 100%z	45 100%z
MOBILE BROADBAND	177 13%	40 12%	48 17%z	22 14%	27 12%	16 12%	58 13%	63 12%	24 12%	4 12%	12 14%	7 14%	11 14%	46 14%	4 12%	10 14%	12 16%	6 13%	7 13%	6 13%
ANY INTERNET ACCESS	1211 89%g	324 100%z	279 100%z	154 100%z	229 100%z	138 100%z	448 100%zg	372 72%	204 100%zg	37 100%	84 100%zg	48 100%zg	74 100%zg	320 100%zg	34 100%	69 100%z	75 100%z	46 100%z	54 100%z	45 100%z
PAY TV	602 44%cefg hjlqs	127 39%ce	193 69%zace	34 22%	169 74%zace	29 21%	118 26%l	180 35%flj	66 33%flj	5 14%	14 16%	21 45%flj	10 14%	266 83%zfg	31 90%	26 37%	50 67%zoqs	10 22%	33 61%zoq s	11 25%
VOIP	361 27%gqr	104 32%z	89 32%z	44 28%	72 31%	41 30%	144 32%zg	69 13%	64 31%g	10 28%	32 38%g	13 27%g	24 32%g	125 39%zg	12 36%	16 24%	21 28%r	6 13%	6 11%	7 17%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
LANDLINE USERS																				
LANDLINE+ BROADBAND+ MOBILE	1103 81%g	309 95%z	274 98%z	151 98%z	226 99%za	132 96%z	434 97%zg	285 55%	195 95%zg	36 97%	82 98%zg	48 100%zg	72 97%zg	314 98%zg	34 100%	64 92%z	74 99%z	45 97%z	52 95%z	42 94%z
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	15 5%zd	5 2%	4 2%	3 1%	5 4%	12 3%	14 3%	8 4%	- -	1 2%	- -	3 3%	6 2%	- -	5 8%z	1 1%	2 3%	3 5%	3 6%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%abcde fhjklmop qrs	- -	- -	- -	- -	- -	2 *	152 29%zfhjklm	1 1%	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abcde fhm	- -	- -	- -	- -	- -	- -	67 13%zfhjklm	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
PRODUCT BUNDLES																				
LL AND BB BUNDLE	448 33%bdgm opqrs	203 63%zbd	36 13%	84 54%zbd	48 21%b	76 55%zbd	448 100%zgm	-	204 100%zgm	37 100%	84 100%zgm	48 100%zgm	74 100%zgm	-	-	-	-	-	-	-
NO LL AND BB BUNDLE	518 38%abde fhjklm	69 21%	75 27%	48 31%a	54 24%	41 29%	-	518 100%zfghjklm	-	-	-	-	-	-	-	69 100%z	75 100%z	46 100%z	54 100%z	45 100%z

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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
GENDER														
MALE	665 49% _m	261 48%	265 50%	356 52% _e	49 55%	132 44%	114 48%	244 48%	5 77%	6 75%	137 49%	506 49%	326 55% _{zm}	268 44%
FEMALE	692 51% _l	280 52%	268 50%	333 48%	41 45%	165 56% _c	125 52%	261 52%	2 23%	2 25%	143 51%	523 51%	268 45%	343 56% _{zl}
AGE														
16-17	2 *	2 *	2 *	1 *	1 1% _z	1 *	1 1%	2 *	- -	- -	- -	1 *	- -	1 *
18-24	35 3% _{abgm}	7 1%	5 1%	24 3% _{abf}	4 4% _{abf}	8 3% _{abf}	2 1%	7 1%	- -	- -	9 3%	25 2%	23 4% _{zm}	5 1%
25-34	191 14% _{abfgm}	59 11%	57 11%	112 16% _{zabef}	15 17% _f	34 11%	21 9%	54 11%	1 12%	1 19%	39 14%	143 14%	112 19% _{zm}	55 9%
35-44	245 18% _{abfgm}	65 12%	76 14% _a	148 21% _{zabf}	13 15%	49 16% _a	32 13%	60 12%	2 33%	2 25%	59 21%	182 18%	143 24% _{zm}	70 11%
45-54	264 19% _m	91 17%	92 17%	161 23% _{zab}	20 23%	56 19%	43 18%	87 17%	- -	1 16%	46 16%	212 21%	141 24% _{zm}	93 15%
55-64	236 17%	102 19%	94 18%	116 17%	18 21%	46 15%	50 21%	93 18%	- -	3 37%	56 20%	167 16%	103 17%	107 18%
65-74	243 18% _{cl}	125 23% _{zcde}	116 22% _{zc}	101 15%	11 13%	53 18%	62 26% _{zcde}	118 23% _z	4 55%	* 4%	47 17%	191 19%	57 10%	166 27% _{zl}
75+	141 10% _{cl}	91 17% _{zcd}	91 17% _{zcd}	27 4%	5 6%	50 17% _{zcd}	29 12% _c	85 17% _z	- -	- -	26 9%	109 11%	15 2%	113 19% _{zl}

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
 BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
AGE														
16-24	37 3%abm	8 2%	7 1%	25 4%ab	5 5%abf	10 3%b	3 1%	8 2%	- -	- -	9 3%	26 3%	23 4%zm	7 1%
25-44	436 32%abfgm	124 23%	133 25%	260 38%zabef	28 32%	83 28%	53 22%	114 23%	3 45%	3 43%	97 35%	325 32%	255 43%zm	125 20%
45-64	500 37%cm	193 36%	186 35%	277 40%zb	39 44%	102 34%	93 39%	179 36%	- -	4 53%	101 36%	379 37%	244 41%zm	200 33%
65+	384 28%cl	216 40%zcd	207 39%zcd	128 19%	17 19%	103 35%zcd	91 38%zcd	203 40%z	4 55%	* 4%	72 26%	300 29%	72 12%	280 46%zl
AREA														
URBAN	322 24%fgkm	118 22%f	113 21%f	176 26%bef	21 23%	57 19%	34 14%	95 19%	4 53%	8 100%	74 26%	223 22%	163 27%zm	116 19%
SUBURBAN	559 41%cf	206 38%	209 39%cf	236 34%	34 38%	116 39%f	76 32%	196 39%	3 47%	- -	102 36%	445 43%z	253 43%	260 43%
RURAL	409 30%l	186 34%z	179 34%z	244 35%z	32 35%	116 39%z	120 50%zabcde	183 36%z	- -	- -	85 30%	315 31%	142 24%	219 36%zl

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

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
SOCIAL GRADE														
A	65 5% _f	28 5% _f	24 4%	35 5% _f	1 1%	15 5% _f	5 2%	28 5%	1 9%	- -	11 4%	52 5%	30 5%	27 4%
B	339 25%	126 23%	142 27% _a	185 27%	18 20%	77 26%	75 31% _{za}	124 25%	- -	- -	67 24%	257 25%	171 29% _{zm}	138 23%
C1	365 27% _a	125 23%	140 26% _a	192 28% _a	28 32%	74 25%	60 25%	119 24%	2 24%	- -	90 32% _{zk}	264 26%	152 26%	172 28%
C2	281 21%	117 22% _b	98 18%	150 22%	19 21%	56 19%	55 23%	110 22%	3 39%	3 33%	54 19%	218 21%	120 20%	123 20%
D	195 14%	89 16% _c	83 16%	88 13%	11 12%	50 17%	29 12%	73 14%	1 9%	4 46%	33 12%	157 15%	78 13%	96 16%
E	113 8% _c	57 10% _{zc}	46 9% _c	40 6%	11 13% _c	24 8%	16 7%	50 10%	1 19%	2 21%	25 9%	82 8%	43 7%	56 9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
STANDARD REGION														
NORTH	92 7%	36 7%	32 6%	52 8%f	6 6%	17 6%	9 4%	34 7%	- -	- -	16 6%	69 7%	45 8%	34 6%
NORTH WEST	112 8%abefg	31 6%e	33 6%e	59 9%aef	7 8%	9 3%	9 4%	30 6%	1 22%	* 5%	19 7%	93 9%	58 10%	42 7%
YORKS & HUMBERSIDE	102 7%f	40 7%f	39 7%f	60 9%f	8 8%f	22 7%f	7 3%	38 7%	- -	- -	16 6%	79 8%	54 9%	37 6%
WEST MIDLANDS	109 8%c	47 9%e	42 8%e	36 5%	5 6%	22 7%	18 8%	35 7%	- -	* 6%	26 9%	74 7%	43 7%	52 9%
EAST MIDLANDS	96 7%	39 7%	43 8%	51 7%	10 11%	25 8%	31 13%zabc	37 7%	- -	- -	22 8%	71 7%	38 6%	51 8%
EAST ANGLIA	50 4%abeg	11 2%	8 1%	32 5%abe	1 1%	3 1%	10 4%abe	9 2%	- -	- -	10 4%	37 4%	22 4%	23 4%
SOUTH WEST	132 10%l	72 13%z	71 13%z	71 10%	16 18%zc	51 17%zc	37 15%zc	72 14%z	- -	- -	26 9%	101 10%	46 8%	76 12%zl
SOUTH EAST	284 21%cl	122 23%e	122 23%e	122 18%	17 19%	63 21%	56 23%e	113 22%	4 61%	1 11%	43 15%	237 23%zj	103 17%	149 24%zl
GREATER LONDON	122 9%afgkm	37 7%	42 8%	64 9%f	7 8%	21 7%	12 5%	30 6%	1 9%	6 78%	35 12%zk	81 8%	67 11%zm	40 7%
WALES	59 4%l	32 6%z	29 5%	34 5%	3 3%	20 7%z	20 8%zc	32 6%z	- -	- -	15 5%	42 4%	18 3%	36 6%zl
SCOTLAND	133 10%	44 8%	42 8%	76 11%ab	7 8%	35 12%ab	22 9%	44 9%	1 9%	- -	34 12%	98 10%	62 10%	55 9%
NORTHERN IRELAND	67 5%m	31 6%e	32 6%e	33 5%	3 3%	8 3%	9 4%	31 6%	- -	- -	20 7%	47 5%	37 6%m	16 3%

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

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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
SELF EMPLOYED														
FULL-TIME	56	17	15	32	-	5	6	16	-	1	12	41	31	20
	4%e	3%	3%	5%e	-	2%	2%	3%	-	14%	4%	4%	5%	3%
PART-TIME	24	9	9	8	2	6	6	9	-	-	3	17	13	8
	2%	2%	2%	1%	2%	2%	2%	2%	-	-	1%	2%	2%	1%
OCCUPATION														
FULL-TIME	532	163	178	321	35	102	81	152	2	3	122	397	313	161
	39%abgm	30%	33%a	47%zabef	39%	34%	34%	30%	34%	43%	43%	39%	53%zm	26%
PART-TIME	161	59	52	94	12	36	17	53	1	1	34	123	74	59
	12%fm	11%	10%	14%bf	13%	12%f	7%	11%	11%	13%	12%	12%	12%	10%
SELF-EMPLOYED	80	26	25	41	2	11	12	25	-	1	16	58	44	28
	6%	5%	5%	6%	2%	4%	5%	5%	-	14%	6%	6%	7%	5%
NOT WORKING - HOUSEWIFE	54	23	18	26	5	13	5	21	-	-	12	39	30	16
	4%cm	4%	3%	4%	6%	4%	2%	4%	-	-	4%	4%	5%	3%
STILL IN EDUCATION	15	2	3	10	1	1	2	2	-	-	3	11	11	3
	1%am	*	1%	1%	2%	*	1%	*	-	-	1%	1%	2%am	*
UNEMPLOYED	37	14	13	23	4	8	7	13	-	1	7	29	17	13
	3%	3%	2%	3%	4%	3%	3%	3%	-	10%	2%	3%	3%	2%
RETIRED	412	229	222	140	25	112	102	214	4	1	74	322	79	301
	30%ci	42%zcd	42%zcd	20%	28%	38%zc	43%zcd	42%z	55%	13%	27%	31%	13%	49%zl
OTHER	66	24	22	34	5	14	14	24	-	1	13	50	27	30
	5%	4%	4%	5%	6%	5%	6%	5%	-	7%	5%	5%	4%	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
CHIEF INCOME EARNER														
YES	966 71%	394 73%	388 73%	487 71%	62 70%	208 70%	163 68%	367 73%	6 91%	7 83%	213 76%z	725 70%	416 70%	445 73%
NO	391 29%j	147 27%	146 27%	203 29%	27 30%	89 30%	76 32%	138 27%	1 9%	1 17%	67 24%	305 30%	178 30%	166 27%
CIE WORKING STATUS														
FULL-TIME	663 49%abfgm	213 39%	230 43%a	396 57%zabef	48 54%a	135 45%a	102 42%	201 40%	2 34%	4 52%	144 52%	499 48%	373 63%zm	218 36%
PART-TIME	90 7%	35 6%	28 5%	47 7%	5 6%	21 7%	11 4%	31 6%	1 11%	* 5%	22 8%	67 6%	40 7%	32 5%
SELF-EMPLOYED	82 6%de	27 5%d	24 5%	47 7%de	- -	10 3%	13 5%d	26 5%	- -	1 14%	16 6%	62 6%	44 7%	29 5%
NOT WORKING - HOUSEWIFE	28 2%bm	9 2%b	5 1%	13 2%	5 6%zabcf	7 2%b	1 1%	7 1%	- -	- -	6 2%	20 2%	18 3%zm	4 1%
STILL IN EDUCATION	8 1%m	2 *	2 *	6 1%	- -	* *	- -	2 *	- -	- -	1 *	6 1%	6 1%	1 *
UNEMPLOYED	28 2%	11 2%	11 2%	19 3%	4 4%	8 3%	4 2%	9 2%	- -	1 10%	5 2%	22 2%	14 2%	9 2%
RETIRED	405 30%cl	224 41%zcd	217 41%zcd	136 20%	23 25%	107 36%zc	99 41%zcd	209 41%z	4 55%	1 13%	75 27%	312 30%	76 13%	293 48%zl
OTHER	53 4%	20 4%	17 3%	26 4%	4 4%	9 3%	10 4%	20 4%	- -	1 7%	10 4%	41 4%	22 4%	24 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
MARITAL STATUS														
MARRIED/LIVING AS	879 65% <i>m</i>	338 62%	337 63%	463 67% <i>a</i>	57 64%	185 62%	160 67%	311 62%	7 100%	6 75%	174 62%	672 65%	415 70% <i>zm</i>	365 60%
SINGLE	218 16% <i>a</i>	72 13%	72 14%	123 18% <i>ab</i>	14 15%	46 15%	34 14%	69 14%	-	1 10%	50 18%	163 16%	97 16%	91 15%
WIDOWED/DIVORCED/ SEPERATED	259 19% <i>cl</i>	130 24% <i>zcf</i>	123 23% <i>zc</i>	102 15%	18 21%	67 22% <i>c</i>	44 18%	122 24% <i>z</i>	-	1 15%	57 20%	193 19%	81 14%	154 25% <i>zl</i>
PARENT														
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% <i>abfgm</i>	134 25%	131 25%	245 36% <i>zabdf</i>	22 24%	92 31% <i>abf</i>	53 22%	123 24%	1 12%	5 68%	88 31%	301 29%	238 40% <i>zm</i>	120 20%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	6 1%	5 1%	9 1%	3 3% <i>e</i>	1 *	1 1%	6 1%	-	-	2 1%	12 1%	6 1%	6 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	3 1%	5 1%	3 *	3 3% <i>zabcef</i>	1 *	1 *	3 1%	-	-	1 *	6 1%	3 1%	2 *
CHILD/CHILDREN 16-19 FULL TIME EDUCATION	67 5%	21 4%	28 5%	36 5%	3 4%	15 5%	17 7% <i>a</i>	21 4%	-	-	10 4%	56 5%	36 6%	25 4%
NONE OF THESE	897 66% <i>cl</i>	389 72% <i>zce</i>	378 71% <i>zce</i>	414 60%	61 68%	193 65%	175 73% <i>zce</i>	363 72% <i>z</i>	6 88%	3 32%	181 65%	685 67%	329 55%	466 76% <i>zl</i>

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
NUMBER IN HOUSEHOLD														
1	312 23%cl	145 27%zc	142 27%zc	131 19%	18 20%	74 25%c	57 24%	138 27%z	-	-	64 23%	241 23%	94 16%	187 31%zl
2	485 36%l	196 36%	196 37%	244 35%	38 43%	101 34%	101 42%ze	183 36%	5 67%	1 7%	95 34%	375 36%	191 32%	237 39%zl
3	223 16%lm	81 15%	77 14%	116 17%	19 21%	54 18%l	30 13%	79 16%	-	1 12%	51 18%	164 16%	125 21%zm	74 12%
4	209 15%bm	72 13%	66 12%	121 18%zabd	8 9%	41 14%	39 16%	66 13%	2 33%	3 35%	44 16%	157 15%	117 20%zm	71 12%
5+	124 9%lm	46 9%	51 10%l	76 11%zf	7 8%	27 9%	13 5%	39 8%	-	4 45%	23 8%	92 9%	64 11%lm	42 7%
NUMBER OF CHILDREN IN HOUSEHOLD														
1	199 15%abgm	62 11%	58 11%	129 19%zabf	12 13%	42 14%	30 13%	60 12%	-	2 19%	46 17%	151 15%	122 21%zm	60 10%
2	163 12%abfgm	52 10%	49 9%	94 14%abf	8 9%	35 12%	19 8%	46 9%	2 23%	2 22%	38 13%	114 11%	96 16%zm	48 8%
3+	67 5%	28 5%	31 6%	37 5%	3 3%	16 5%	7 3%	24 5%	-	2 28%	9 3%	56 5%	31 5%	23 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
CHILDREN IN HOUSEHOLD														
AGED 0-5	219 16%abfgkm	70 13%	71 13%	135 20%zabf	11 13%	48 16%f	23 10%	64 13%	1 12%	2 30%	59 21%zk	149 14%	128 22%zm	62 10%
AGED 6-9	148 11%cm	56 10%	53 10%	94 14%zabf	9 10%	30 10%	19 8%	48 10%	1 12%	3 33%	32 11%	109 11%	81 14%zm	49 8%
AGED 10-15	219 16%cm	77 14%	80 15%	118 17%	8 9%	47 16%	31 13%	69 14%	1 11%	4 44%	37 13%	176 17%	125 21%zm	68 11%
NONE < 16	928 68%cd	398 74%zc	395 74%zce	429 62%	67 75%c	204 69%ce	183 76%zce	374 74%z	5 77%	3 32%	187 67%	709 69%	344 58%	481 79%zl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
DURABLES OWNED														
TV	1343 99%	535 99%	527 99%	683 99%	89 100%	296 99%	239 100%	500 99%	7 100%	7 92%	277 99%	1019 99%	588 99%	607 99%
SATELLITE/CABLE TV	740 55%ab	268 49%	269 50%	375 54%a	74 83%zabcef	171 57%ab	124 52%	257 51%	2 28%	2 28%	142 51%	572 56%	344 58%	319 52%
FREEVIEW/FRESAT	775 57%	333 62%zd	321 60% ^d	405 59% ^d	43 48%	177 60%	139 58%	314 62%z	5 67%	5 58%	164 58%	591 57%	329 55%	372 61%z
MOBILE PHONE	1214 89%abgjm	456 84%	452 85%	661 96%zabef	87 97%zabe	260 87%	218 91%ab	428 85%	5 71%	8 100%	238 85%	935 91%zj	560 94%zm	524 86%
TELEPHONE	1249 92%	509 94%z	499 93%	641 93%	83 93%	279 94%	222 93%	475 94%z	7 100%	8 95%	252 90%	955 93%	539 91%	575 94%zl
PVR/DTR	539 40%a	196 36%	209 39%	297 43%za	45 50%a	138 47%zab	99 41%	187 37%	1 18%	* 6%	104 37%	410 40%	256 43%z	230 38%
PC/LAPTOP	1123 83%abegjm	417 77%	417 78%	624 91%zabef	75 84%	233 78%	200 84%ab	389 77%	5 70%	7 93%	218 78%	868 84%zj	511 86%zm	484 79%
TABLET/EBOOK READER	882 65%agm	317 59%	329 62%	506 73%zabef	59 66%	188 63%	157 66%a	298 59%	3 49%	5 66%	181 64%	669 65%	433 73%zm	353 58%
GAMES CONSOLE	511 38%abm	179 33%	171 32%	301 44%zabf	35 40%	114 38%b	81 34%	174 34%	1 9%	1 9%	100 36%	401 39%	275 46%zm	175 29%
DVD/BLU-RAY	914 67%	359 66%	351 66%	487 71%zb	58 65%	204 69%	173 72%b	344 68%	1 18%	1 16%	181 64%	700 68%	394 66%	424 69%
MP3 PLAYER	303 22%abgm	94 17%	94 18%	174 25%zab	19 22%	64 22%	50 21%	91 18%	1 22%	* 5%	55 20%	244 24%	171 29%zm	95 16%

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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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
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1044	355	367	623	69	214	182	336	4	6	220	792	513	408
77%abegm	66%	69%a	90%zabdef	77%a	72%a	76%ab	67%	64%	69%	79%	77%	86%zm	67%
127	70	60	50	14	31	24	66	1	*	21	103	38	78
9%cl	13%zc	11%c	7%	15%c	11%	10%	13%z	18%	4%	8%	10%	6%	13%zl
17	9	8	3	1	3	3	8	-	-	3	12	6	11
1%c	2%c	2%c	*	1%	1%	1%	2%	-	-	1%	1%	1%	2%
8	4	4	-	-	2	-	4	-	-	1	7	2	5
1%	1%c	1%c	-	-	1%	-	1%	-	-	*	1%	*	1%
41	22	19	12	2	7	7	19	-	-	6	32	14	23
3%c	4%c	4%c	2%	2%	2%	3%	4%	-	-	2%	3%	2%	4%
121	80	75	1	5	40	23	71	1	2	29	85	20	85
9%cl	15%zcdf	14%zcd	*	5%c	14%zcd	10%c	14%z	18%	27%	10%	8%	3%	14%zl
522	254	245	226	28	130	114	235	4	2	104	396	150	321
38%cl	47%zcd	46%zcd	33%	31%	44%cd	48%zcd	47%z	57%	21%	37%	38%	25%	53%zl
455	158	170	266	28	95	81	153	1	2	94	349	259	148
34%am	29%	32%	39%zabe	31%	32%	34%	30%	12%	21%	34%	34%	44%zm	24%
365	122	115	191	32	69	43	109	2	5	78	276	180	135
27%abfgm	22%	22%	28%abf	36%abef	23%	18%	22%	31%	58%	28%	27%	30%zm	22%
6	3	-	4	-	1	-	3	-	-	1	3	4	1
*	*	-	1%	-	*	-	1%	-	-	*	*	1%	*

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		541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
INCOME														
UP TO £9499	101 7%	42 8%	40 7%	47 7%	10 12%	28 10%	15 6%	38 8%	- -	2 21%	24 9%	75 7%	44 7%	46 8%
£9500-£13499	100 7% _c	46 8% _c	40 8%	36 5%	8 9%	28 9% _{cf}	12 5%	42 8%	1 10%	1 7%	23 8%	76 7%	34 6%	59 10% _{zl}
£13500-£17499	116 9%	44 8%	48 9%	69 10%	7 8%	27 9%	18 8%	44 9%	- -	- -	20 7%	93 9%	45 8%	60 10%
£17500-£29999	192 14%	78 14%	72 14%	98 14%	17 20%	43 14%	46 19% _{zabc}	76 15%	1 9%	- -	38 14%	152 15%	76 13%	97 16%
£30000-£49999	195 14% _m	74 14%	74 14%	119 17% _{zae}	12 14%	36 12%	42 17% _e	72 14%	- -	- -	47 17%	144 14%	97 16% _m	70 12%
£50000-£99999	171 13% _{bm}	56 10%	53 10%	109 16% _{zabf}	14 15%	36 12%	23 10%	55 11%	1 12%	- -	25 9%	138 13%	108 18% _{zm}	48 8%
£100000 PLUS	51 4%	14 3%	15 3%	31 5% _a	1 1%	12 4%	12 5%	14 3%	1 9%	- -	8 3%	40 4%	29 5%	17 3%
ETHNICITY														
WHITE	1236 91% _l	487 90%	485 91%	634 92%	83 93%	277 93%	229 96% _{zab}	469 93%	4 59%	- -	248 89%	950 92% _z	527 89%	573 94% _{zl}
NON-WHITE	115 8% _{lkm}	52 10% _f	46 9% _f	51 7%	6 7%	19 6%	10 4%	34 7%	3 41%	8 100%	32 11% _k	75 7%	64 11% _{zm}	35 6%

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

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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
SERVICES HAVE AT HOME														
SIMPLE/FEATURE MOBILE PHONE	483 36%cl	224 41%zc	233 44%zcd	200 29%	29 33%	126 42%zc	113 47%zcd	209 41%z	2 27%	5 60%	90 32%	376 36%	155 26%	283 46%zl
SMART PHONE	980 72%abegm	326 60%	325 61%	579 84%zabef	74 83%zabef	189 64%	159 67%	305 60%	3 42%	6 78%	204 73%	742 72%	520 88%zm	350 57%
ANY MOBILE PHONE	1257 93%abegjm	476 88%	476 89%	670 97%zabe	86 97%abe	265 89%	227 95%abe	449 89%	4 60%	7 89%	251 90%	961 93%kj	573 96%zm	545 89%
LANDLINE	1357 100%	541 100%	534 100%	689 100%	89 100%	297 100%	239 100%	505 100%	7 100%	8 100%	281 100%	1030 100%	594 100%	611 100%
FIXED BROADBAND	1136 84%abegm	424 78%	414 78%	648 94%zabef	80 89%abe	233 78%	198 83%	403 80%	3 40%	5 66%	231 82%	869 84%	529 89%zm	483 79%
MOBILE BROADBAND	177 13%lm	65 12%	66 12%	99 14%e	12 13%	30 10%	27 11%	61 12%	2 23%	1 7%	29 10%	145 14%	86 14%	66 11%
ANY INTERNET ACCESS	1211 89%abegm	451 83%	446 84%	683 99%zabdef	85 95%abe	246 83%	209 87%	426 84%	4 64%	6 78%	245 87%	926 90%	563 95%zm	509 83%
PAY TV	602 44%af	216 40%	224 42%	313 45%af	68 76%zabcef	145 49%abf	85 36%	208 41%	3 40%	-	111 40%	469 46%	285 48%zm	253 41%
VOIP	361 27%agm	120 22%	132 25%	213 31%zab	22 25%	80 27%	71 30%a	115 23%	3 49%	-	71 25%	282 27%	189 32%zm	129 21%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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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)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL	
	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
1103	405	397	631	77	226	194	386	2	5	225	844	524	462
81%abegm	75%	74%	92%zabef	87%abe	76%	81%ab	76%	30%	66%	80%	82%	88%zm	76%
33	18	17	18	3	7	4	18	1	-	6	25	5	21
2%l	3%	3%	3%	3%	3%	2%	3%	10%	-	2%	2%	1%	3%zl
154	71	79	40	9	40	33	63	2	2	26	117	49	83
11%cl	13%c	15%zc	6%	10%	13%c	14%c	12%	30%	23%	9%	11%	8%	14%zl
67	47	41	1	1	25	8	38	2	1	23	44	16	45
5%ckl	9%zcdf	8%zcdf	*	1%	8%zcdf	3%c	8%z	30%	11%	8%zk	4%	3%	7%zl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
PRODUCT BUNDLES														
LL AND BB BUNDLE	448	175	169	307	9	86	94	169	1	3	87	351	221	193
	33%d	32%d	32%d	44%zabde	10%	29%d	39%zabde	33%	20%	35%	31%	34%	37%z	32%
NO LL AND BB BUNDLE	518	230	228	164	26	124	83	202	5	4	118	374	190	266
	38%ckl	43%zcdf	43%zcdf	24%	29%	42%cd	35%c	40%	70%	54%	42%	36%	32%	44%zl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
GENDER												
MALE	665 49% kk	108 47%	39 43%	45 48%	70 55%	152 50%	34 44%	46 55%	33 51%	489 51% k	51 50%	25 36%
FEMALE	692 51%	123 53%	51 57%	49 52%	56 45%	155 50%	44 56%	38 45%	31 49%	475 49%	51 50%	44 64% zi
AGE												
16-17	2 *	-	-	-	2 1% z	1 *	-	-	1 1%	2 *	-	-
18-24	35 3% a	1 1%	2 2%	1 1%	2 2%	3 1%	2 2%	-	1 1%	29 3%	1 1%	1 1%
25-34	191 14% a b e f j k	17 7%	6 6%	7 7%	29 23% z a b c	29 9%	4 5%	13 16% f	11 17% f	163 17% z j k	2 2%	4 6%
35-44	245 18% a e k	29 12%	12 13%	10 11%	15 12%	42 14%	10 13%	8 9%	16 25% e g	211 22% z k	15 15% k	2 4%
45-54	264 19% a	34 15%	14 15%	16 17%	28 22%	56 18%	10 13%	18 22%	8 12%	220 23% z k	16 16%	7 11%
55-64	236 17%	36 16%	20 22%	17 18%	29 23%	50 16%	16 20%	13 16%	15 23%	163 17%	18 17%	17 25%
65-74	243 18% d i	67 29% z d	24 27% z d	23 25% d	11 9%	70 23% z h	22 29% z h	18 22%	6 9%	145 15%	34 33% z i	17 25% i
75+	141 10% i	47 20% z d	13 14%	19 21% z d	11 9%	56 18% z	14 18% z	13 15%	8 12%	31 3%	16 16% i	20 29% z j i

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

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DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
AGE												
16-24	37 3% ^a	1 1%	2 2%	1 1%	4 3%	4 1%	2 2%	- -	1 2%	31 3%	1 1%	1 1%
25-44	436 32% ^{abc} efjk	46 20%	18 20%	17 18%	44 35% ^{abc}	71 23%	14 18%	21 26%	27 42% ^{ef}	374 39% ^{zjk}	17 17%	7 10%
45-64	500 37% ^a	70 30%	34 37%	33 35%	56 44% ^a	106 34%	26 34%	31 38%	22 35%	383 40% ^z	34 33%	25 36%
65+	384 28% ^d i	113 49% ^{zd}	37 41% ^{zd}	43 46% ^{zd}	22 18%	126 41% ^{zh}	37 47% ^{zh}	31 37%	14 21%	176 18%	50 49% ^{zi}	37 54% ^{zi}
AREA												
URBAN	322 24% ^{cce}	47 20%	20 22%	12 13%	39 31% ^{ac}	54 17%	23 29% ^e	17 20%	20 31% ^e	234 24%	22 21%	18 26%
SUBURBAN	559 41%	87 38%	30 33%	40 43%	49 39%	131 43%	25 32%	26 31%	28 43%	384 40%	53 52% ^{zi}	35 50%
RURAL	409 30% ^j	79 34%	35 39%	38 41% ^{zd}	34 27%	99 32%	27 34%	38 45% ^{zh}	15 24%	307 32% ^j	21 20%	15 22%

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

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DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
SOCIAL GRADE												
A	65 5%	12 5%	2 3%	6 7%	7 6%	15 5%	2 2%	7 8%h	- -	55 6%	3 3%	2 3%
B	339 25%j	50 22%	24 27%	24 25%	28 22%	77 25%	25 32%	25 31%	15 24%	287 30%zjk	12 12%	12 17%
C1	365 27%	59 25%	22 24%	18 19%	26 21%	88 29%	17 21%	17 20%	19 30%	274 28%	25 25%	18 26%
C2	281 21%	49 21%	17 19%	23 24%	28 22%	58 19%	10 13%	22 27%	8 12%	192 20%	32 31%zi	14 20%
D	195 14%i	31 13%	17 18%	16 17%	26 20%	42 14%	18 23%zg	6 7%	16 25%zeg	105 11%	23 22%zi	13 19%i
E	113 8%i	31 13%z	8 9%	7 8%	11 9%	27 9%	7 8%	6 7%	6 10%	51 5%	6 6%	9 13%i

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

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BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
STANDARD REGION												
NORTH	92 7%ae	9 4%	6 6%	7 8%	14 11%a	10 3%	5 7%	15 17%zeh	2 4%	64 7%	8 8%	5 8%
NORTH WEST	112 8%	12 5%	4 4%	7 8%	9 7%	22 7%	6 8%	4 4%	2 3%	83 9%	10 10%	6 9%
YORKS & HUMBERSIDE	102 7%	12 5%	7 7%	5 6%	16 13%za	20 7%	6 8%	5 6%	7 12%	77 8%	7 7%	6 9%
WEST MIDLANDS	109 8%	18 8%	8 9%	9 10%	12 9%	26 8%	6 8%	3 3%	7 10%	71 7%	10 10%	5 7%
EAST MIDLANDS	96 7%	12 5%	6 6%	10 11%	11 9%	21 7%	9 12%	10 12%	3 5%	74 8%	4 4%	5 7%
EAST ANGLIA	50 4%e	4 2%	-	3 3%	4 3%	4 1%	2 3%	-	2 2%	36 4%	4 4%	4 6%
SOUTH WEST	132 10%	29 13%	19 21%zc	8 9%	15 12%	36 12%	13 17%z	14 17%z	7 11%	97 10%	10 10%	3 4%
SOUTH EAST	284 21%	57 25%	17 18%	21 23%	27 21%	76 25%	12 15%	16 19%	19 29%	191 20%	23 23%	21 30%
GREATER LONDON	122 9%	19 8%	8 9%	5 5%	5 4%	24 8%	6 7%	6 7%	7 10%	84 9%	5 5%	2 3%
WALES	59 4%	19 8%zd	6 7%	6 6%	2 1%	19 6%	4 5%	3 4%	3 4%	35 4%	7 7%	5 7%
SCOTLAND	133 10%	23 10%	6 7%	8 9%	7 5%	27 9%	4 5%	5 6%	6 9%	112 12%z	6 5%	6 9%
NORTHERN IRELAND	67 5%	18 8%z	5 6%	3 3%	5 4%	24 8%z	4 5%	3 4%	1 2%	40 4%	7 7%	1 1%

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

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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
SELF EMPLOYED												
FULL-TIME	56 4%	10 4%	2 2%	1 1%	5 4%	11 4%	2 2%	2 3%	1 1%	47 5%	2 2%	1 2%
PART-TIME	24 2%	4 2%	1 1%	1 1%	3 2%	4 1%	3 4%	1 1%	1 1%	19 2%	- -	3 4%
OCCUPATION												
FULL-TIME	532 39%acek	54 24%	31 35%	24 26%	53 42%ac	101 33%	23 29%	27 33%	27 41%	447 46%zjk	34 33%k	11 16%
PART-TIME	161 12%dfj	26 11%	5 5%	13 14%	15 12%	32 10%	3 3%	7 8%	10 16%f	131 14%zj	5 5%	4 6%
SELF-EMPLOYED	80 6%	14 6%	3 3%	2 2%	8 6%	15 5%	5 6%	4 4%	2 3%	66 7%	2 2%	4 5%
NOT WORKING - HOUSEWIFE	54 4%	7 3%	3 4%	2 3%	10 8%z	10 3%	2 3%	2 3%	4 5%	37 4%	5 5%	3 5%
STILL IN EDUCATION	15 1%	1 *	1 1%	- -	1 1%	1 *	1 1%	- -	2 2%	12 1%	- -	- -
UNEMPLOYED	37 3%	6 2%	* *	3 3%	5 4%	6 2%	2 3%	5 6%	* 1%	30 3%	1 1%	3 4%
RETIRED	412 30%gi	113 49%zd	41 45%zd	46 49%zd	30 23%	131 43%zh	40 51%zh	35 42%	16 25%	194 20%	49 49%zi	42 60%zi
OTHER	66 5%	9 4%	6 7%	3 3%	6 5%	12 4%	3 4%	4 4%	4 6%	48 5%	6 6%	2 3%

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

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	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
CHIEF INCOME EARNER												
YES	966 71% _{ci}	178 77% _z	65 72%	63 68%	88 70%	225 73%	59 75%	62 74%	41 65%	656 68%	78 77%	51 73%
NO	391 29% _{ca}	53 23%	25 28%	30 32%	39 30%	82 27%	19 25%	21 26%	23 35%	308 32% _z	24 23%	19 27%
CIE WORKING STATUS												
FULL-TIME	663 49% _{aefjk}	72 31%	39 43%	38 41%	64 51% _a	130 42%	27 35%	36 43%	36 56% _f	564 58% _{zjk}	39 39% _k	12 17%
PART-TIME	90 7%	19 8%	3 4%	3 3%	10 8%	20 7%	2 2%	2 2%	5 7%	64 7%	4 4%	3 5%
SELF-EMPLOYED	82 6%	15 7%	2 2%	3 4%	7 5%	14 4%	5 6%	4 4%	2 3%	69 7% _{zj}	2 2%	5 7%
NOT WORKING - HOUSEWIFE	28 2% _{ce}	2 1%	2 2%	2 2%	4 3%	1 *	1 1%	1 1%	2 3%	17 2%	3 3%	2 3%
STILL IN EDUCATION	8 1%	-	1 1%	-	1 1%	1 *	1 1%	-	1 1%	7 1%	-	-
UNEMPLOYED	28 2%	3 1%	* *	2 3%	5 4%	6 2%	1 1%	4 5%	- -	23 2%	1 1%	1 1%
RETIRED	405 30% _{ci}	113 49% _{zd}	39 43% _{zd}	44 47% _{zd}	28 22%	128 42% _{zh}	40 51% _{zh}	33 40%	16 24%	185 19%	48 47% _{zi}	44 63% _{zij}
OTHER	53 4%	7 3%	4 4%	2 2%	8 6%	7 2%	2 3%	4 4%	4 6%	36 4%	5 5%	4 5%

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

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BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
MARITAL STATUS												
MARRIED/LIVING AS												
	879 65%k	144 62%	61 68%	58 62%	76 60%	200 65%	49 62%	46 56%	42 66%	678 70%zk	64 63%k	31 45%
SINGLE	218 16%f	28 12%	13 14%	10 10%	21 17%	43 14%	6 8%	17 21%f	6 10%	160 17%	18 17%	9 14%
WIDOWED/DIVORCED/ SEPERATED	259 19%i	58 25%z	16 18%	25 27%	30 24%	64 21%	24 31%z	19 23%	16 24%	126 13%	19 19%	28 41%zij
PARENT												
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%aegjk	49 21%	19 21%	23 24%	43 34%a	75 24%	16 20%	15 18%	26 40%efg	344 36%zjk	14 14%	6 8%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	1 *	1 1%	- -	4 3%	2 1%	- -	- -	3 5%ze	12 1%	1 1%	1 2%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	1 1%	- -	- -	2 1%	1 *	* *	1 2%	2 3%z	5 *	- -	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%	10 4%	3 3%	3 3%	5 4%	18 6%	4 5%	4 4%	2 3%	59 6%z	5 5%	3 4%
NONE OF THESE	897 66%i	175 76%zd	69 77%zd	69 74%d	75 59%	220 71%zh	60 76%h	63 76%h	35 55%	574 60%	85 83%zi	60 86%zi

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

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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
NUMBER IN HOUSEHOLD												
1	312 23% ⁱ	65 28% ^z	21 23%	27 29%	32 26%	75 24%	27 34% ^{zh}	28 34% ^{zh}	11 18%	153 16%	28 27% ⁱ	30 43% ^{zij}
2	485 36%	93 40% ^d	37 41%	32 34%	35 27%	119 39%	26 33%	27 32%	25 38%	349 36%	49 48% ^{zi}	23 33%
3	223 16% ^a	25 11%	16 18%	9 10%	32 25% ^{zac}	40 13%	12 15%	13 16%	12 19%	181 19% ^z	12 12%	12 17%
4	209 15% ^{jk}	27 12%	12 13%	16 17%	18 14%	40 13%	7 9%	11 13%	9 14%	182 19% ^{zjk}	6 6%	2 3%
5+	124 9%	21 9%	5 5%	11 11%	10 8%	33 11%	7 9%	4 5%	8 12%	96 10%	7 7%	3 4%
NUMBER OF CHILDREN IN HOUSEHOLD												
1	199 15% ^{aejk}	22 10%	10 11%	11 12%	19 15%	32 10%	6 8%	5 6%	15 23% ^{efg}	174 18% ^{zjk}	7 7%	2 3%
2	163 12% ^{jk}	20 9%	9 10%	6 6%	18 14%	29 9%	4 5%	8 10%	7 11%	143 15% ^{zjk}	3 3%	3 4%
3+	67 5%	12 5%	1 1%	7 8% ^b	8 6%	18 6%	5 7%	3 3%	5 8%	51 5%	4 4%	2 2%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-

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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
CHILDREN IN HOUSEHOLD												
AGED 0-5	219	25	7	14	23	35	11	11	14	185	6	4
	16%abejk	11%	8%	15%	18%	12%	14%	13%	22%e	19%zjk	6%	6%
AGED 6-9	148	26	5	8	17	35	3	5	11	125	5	2
	11%fjk	11%	5%	8%	13%	11%	4%	6%	16%f	13%zjk	5%	2%
AGED 10-15	219	26	14	10	26	47	8	8	16	186	8	4
	16%ajk	11%	15%	11%	21%a	15%	11%	10%	24%fg	19%zjk	8%	6%
NONE < 16	928	176	71	70	81	228	63	67	37	597	87	63
	68%i	76%zd	78%zd	75%	64%	74%zh	80%zh	81%zh	58%	62%	85%zi	90%zi

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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
DURABLES OWNED												
TV	1343 99%df	230 100% ^d	90 100%	93 99%	122 96%	306 100% ^f	75 96%	82 98%	64 99%	958 99% ^k	100 98%	67 97%
SATELLITE/CABLE TV	740 55% ^{bc}	118 51%	39 44%	41 44%	69 54%	161 52%	35 45%	36 43%	37 57%	586 61% ^{zjk}	49 48%	33 48%
FREEVIEW/FREESAT	775 57%	141 61%	59 66%	62 66%	72 57%	169 55%	51 65%	60 72% ^{ze}	41 63%	537 56%	65 63%	43 62%
MOBILE PHONE	1214 89% ^{abef}	193 84%	70 78%	81 86%	112 88%	259 84%	63 81%	73 87%	57 89%	923 96% ^{zjk}	86 84%	61 88%
TELEPHONE	1249 92%	216 94%	83 93%	90 96%	120 95%	281 91%	76 96%	80 96%	61 95%	900 93% ^z	96 94%	67 96%
PVR/DTR	539 40%	90 39%	30 33%	28 30%	48 38%	120 39%	31 40%	34 41%	24 37%	426 44% ^{zk}	41 40%	20 29%
PC/LAPTOP	1123 83% ^{abf}	174 75%	65 73%	74 79%	104 82%	242 79%	57 72%	68 81%	50 78%	889 92% ^{zjk}	86 84%	57 82%
TABLET/EBOOK READER	882 65% ^{abjk}	135 58%	48 54%	57 61%	77 61%	189 62%	45 57%	55 66%	39 61%	741 77% ^{zjk}	48 47%	29 42%
GAMES CONSOLE	511 38% ^{aefjk}	68 29%	28 31%	36 38%	47 37%	99 32% ^f	13 17%	35 42% ^f	23 36% ^f	452 47% ^{zjk}	18 17%	10 14%
DVD/BLU-RAY	914 67%	153 66%	57 64%	67 72%	81 64%	202 66%	50 64%	58 70%	41 63%	703 73% ^z	66 64%	48 70%
MP3 PLAYER	303 22% ^{aefjk}	36 16%	14 16%	17 18%	26 21%	52 17%	8 10%	21 25% ^f	14 21%	281 29% ^{zjk}	8 7%	2 4%

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BASE: All landline bill payers

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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
INTERNET ACCESS												
FREQUENT - ROUGHLY EVERY DAY	1044 77%abdefjk	150 65%	57 63%	64 68%	85 67%	214 70%	50 64%	60 72%	43 67%	924 96%zjk	35 34%k	6 8%
REGULAR - AT LEAST ONCE A WEEK	127 9%l	34 15%z	11 12%	12 13%	14 11%	33 11%	10 13%	7 8%	9 15%	32 3%	65 63%zik	18 26%zi
INFREQUENT - AT LEAST ONCE A MONTH	17 1%l	2 1%	1 1%	2 2%	4 3%	3 1%	2 3%	2 2%	1 2%	- 1%	- -	16 24%zij
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%l	3 1%	- -	- -	1 1%	3 1%	- -	- -	1 1%	1 *	- -	7 10%zij
NEVER - BUT DO HAVE ACCESS	41 3%l	8 3%	2 2%	4 4%	9 7%z	11 4%	3 4%	3 4%	2 3%	4 *	2 2%i	21 30%zij
NEVER - AND DO NOT HAVE ACCESS	121 9%ijk	34 15%z	20 22%z	12 13%	14 11%	43 14%z	13 17%z	11 13%	8 13%	3 *	- -	2 2%i
TENURE												
OWNED OUTRIGHT BY HOUSEHOLD	522 38%dhi	129 56%zd	47 53%zd	44 47%zd	33 26%	157 51%zh	41 52%zh	32 38%	15 24%	314 33%	57 56%zi	41 59%zi
BEING BOUGHT ON A MORTGAGE	455 34%jkl	67 29%	22 24%	28 30%	41 32%	98 32%	21 27%	30 36%	21 33%	396 41%zjk	20 20%	7 10%
RENTED	365 27%ae	31 13%	21 23%a	21 22%	49 39%zabc	50 16%	17 21%	20 24%	28 43%zefg	245 25%	24 23%	21 31%
OTHER	6 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	5 1%	- -	- -

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

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BASE: All landline bill payers

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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
INCOME												
UP TO £9499	101 7%ei	11 5%	5 6%	7 8%	19 15%za	14 4%	4 5%	10 11%e	13 19%zef	52 5%	7 7%	5 7%
£9500-£13499	100 7%gi	16 7%	10 11%	7 7%	14 11%	20 7%	11 14%ze	4 5%	4 7%	56 6%	5 5%	10 14%zij
£13500-£17499	116 9%	17 7%	10 11%	10 10%	8 6%	28 9%	8 10%	8 10%	4 6%	85 9%	15 15%zik	3 4%
£17500-£29999	192 14%dh	41 18% ^d	10 11%	18 19% ^d	9 7%	47 15% ^h	15 19% ^h	8 9%	2 4%	133 14%	23 23% ^{zi}	8 11%
£30000-£49999	195 14% ^f	28 12%	18 20% ^c	8 9%	19 15%	48 16% ^f	4 5%	12 14%	10 16% ^f	171 18% ^{zjk}	9 9%	5 7%
£50000-£99999	171 13% ^{ajk}	16 7%	11 12%	10 11%	20 16% ^a	29 9%	9 12%	9 10%	7 11%	151 16% ^{zjk}	4 4%	3 5%
£100000 PLUS	51 4%	7 3%	1 1%	1 1%	6 5%	6 2%	3 4%	5 6%	2 3%	49 5% ^{zj}	- -	- -
ETHNICITY												
WHITE	1236 91%	206 89%	82 92%	85 91%	114 90%	281 91%	68 86%	78 94%	58 90%	888 92%	95 93%	61 88%
NON-WHITE	115 8%	24 10%	8 8%	8 8%	13 10%	25 8%	11 14%	4 5%	6 10%	73 8%	6 6%	9 12%

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

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BASE: All landline bill payers

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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
SERVICES HAVE AT HOME												
SIMPLE/FEATURE MOBILE PHONE	483 36% _i	99 43% _{zd}	40 45% _d	46 50% _{zd}	38 30%	142 46% _z	32 40%	35 42%	25 38%	280 29%	60 59% _{zi}	43 63% _{zi}
SMART PHONE	980 72% _{abcejk}	130 56%	50 55%	53 57%	92 73% _{abc}	178 58%	49 63%	56 67%	42 66%	831 86% _{zjk}	55 54%	30 43%
ANY MOBILE PHONE	1257 93% _{abe}	203 88%	75 83%	85 91%	113 89%	273 89%	71 90%	76 91%	57 89%	947 98% _{zj}	91 89%	66 95%
LANDLINE	1357 100%	231 100%	90 100%	94 100%	127 100%	307 100%	79 100%	83 100%	64 100%	965 100%	102 100%	69 100%
FIXED BROADBAND	1136 84% _{abe}	178 77%	66 73%	72 77%	108 85% _b	236 77%	59 76%	66 79%	53 82%	965 100% _z	102 100% _z	69 100% _z
MOBILE BROADBAND	177 13% _k	29 13%	10 12%	12 13%	14 11%	38 12%	11 14%	5 6%	11 18%	143 15% _{zk}	11 10% _k	1 1%
ANY INTERNET ACCESS	1211 89% _{abce}	190 82%	69 77%	77 82%	114 90% _b	257 84%	65 83%	69 83%	55 86%	965 100% _z	102 100% _z	69 100% _z
PAY TV	602 44%	90 39%	32 36%	33 35%	61 48%	135 44%	26 34%	32 38%	32 50%	495 51% _{zjk}	36 35%	23 34%
VOIP	361 27% _{bjk}	53 23%	13 14%	21 22%	34 26% _b	73 24%	16 20%	26 31%	18 28%	327 34% _{zjk}	14 14%	10 14%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
LANDLINE USERS												
LANDLINE+ BROADBAND+ MOBILE	1103 81%abe	169 73%	62 69%	70 75%	104 82%b	227 74%	58 73%	63 75%	50 79%	947 98%zj	91 89%z	66 95%z
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	9 4%	4 4%	2 2%	4 3%	9 3%	2 2%	3 4%	2 4%	18 2%	11 11%zi	4 5%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%ijk	34 15%	13 14%	15 16%	9 7%	46 15%z	13 17%	13 16%	7 10%	-	-	-
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%ij	19 8%z	11 13%z	7 7%	10 8%	25 8%z	6 8%	5 6%	5 7%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
PRODUCT BUNDLES												
LL AND BB BUNDLE	448 33%	74 32%	36 40%	27 29%	38 30%	96 31%	26 33%	31 37%	17 26%	389 40%z	36 36%	21 31%
NO LL AND BB BUNDLE	518 38% _l	103 45% _z	38 42%	39 42%	50 40%	132 43%	35 45%	35 42%	25 39%	229 24%	36 35% _i	33 48% _i

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 264
DEMOGRAPHICS
 BASE: All landline bill payers

		Main reason for having a landline					
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
GENDER							
MALE	665 49%	104 47%	90 52%	283 52%	47 41%	51 45%	81 46%
FEMALE	692 51%	120 53%	83 48%	260 48%	67 59%	61 55%	96 54%
AGE							
16-17	2 *	1 *	-	1 *	-	-	-
18-24	35 3%	3 1%	3 1%	19 4%	3 3%	2 2%	3 2%
25-34	191 14%a	17 8%	26 15%a	97 18%zaf	20 18%a	11 10%	18 10%
35-44	245 18%a	25 11%	24 14%	129 24%zabef	24 21%a	13 11%	26 15%
45-54	264 19%a	30 13%	28 16%	135 25%zabdf	17 15%	19 17%	28 16%
55-64	236 17%	44 20%	26 15%	88 16%	15 13%	26 24%	38 21%
65-74	243 18%c	57 26%zcd	35 20%c	63 12%	17 15%	24 21%c	46 26%zcd
75+	141 10%c	46 21%zcf	31 18%zcf	10 2%	17 15%c	17 15%c	17 10%c

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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DEMOGRAPHICS
BASE: All landline bill payers

		Main reason for having a landline						
TOTAL (z)		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)	
Weighted Base		1357	224	173	544	113*	112*	177
AGE								
16-24	37 3%	4 2%	3 1%	21 4%	3 3%	2 2%	3 2%	
25-44	436 32% ^{aef}	43 19%	50 29% ^a	227 42% ^{zabef}	44 39% ^{aef}	24 22%	44 25%	
45-64	500 37%	74 33%	54 31%	224 41% ^{zbd}	32 28%	45 41%	66 37%	
65+	384 28% ^c	103 46% ^{zcd}	66 38% ^{zc}	73 13%	34 30% ^c	40 36% ^c	64 36% ^{zc}	
AREA								
URBAN	322 24% ^{ee}	46 21%	42 25% ^{ee}	148 27% ^{zef}	23 21%	15 14%	33 19%	
SUBURBAN	559 41% ^c	108 48% ^{zce}	79 45% ^c	195 36%	54 47% ^c	38 34%	85 48% ^{ce}	
RURAL	409 30% ^{ab}	54 24%	38 22%	171 32% ^b	33 29%	57 51% ^{zabcdf}	54 31%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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		Main reason for having a landline					
TOTAL (z)		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
1357		224	173	544	113*	112*	177
Weighted Base							
SOCIAL GRADE							
A	65 5%e	12 5%e	9 5%	28 5%e	5 4%	1 1%	8 4%
B	339 25%a	35 16%	48 28%a	142 26%a	24 21%	36 32%a	55 31%a
C1	365 27%	52 23%	43 25%	155 29%	27 24%	27 24%	56 32%
C2	281 21%bf	60 27%zbf	23 13%	119 22%bf	22 19%	29 26%bf	24 13%
D	195 14%	33 15%	35 20%zc	68 13%	24 21%zcf	13 11%	21 12%
E	113 8%c	33 15%zcef	16 9%	31 6%	12 10%	7 6%	14 8%

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Table 264
DEMOGRAPHICS
BASE: All landline bill payers

	Main reason for having a landline						
		To make calls	To receive calls	Need a landline to get broadband	In case of emergencies	More reliable than mobile	Other
	TOTAL (z)	(a)	(b)	(c)	(d)	(e)	
Weighted Base	1357	224	173	544	113*	112*	177
STANDARD REGION							
NORTH	92 7%e	14 6%	8 5%	42 8%e	10 9%e	2 1%	13 7%e
NORTH WEST	112 8%e	16 7%	13 7%	52 10%e	5 5%	3 2%	23 13%zde
YORKS & HUMBERSIDE	102 7%e	14 6%	13 7%	46 8%e	12 11%e	2 2%	13 8%e
WEST MIDLANDS	109 8%c	29 13%zc	17 10%c	26 5%	9 8%	15 13%c	12 7%
EAST MIDLANDS	96 7%	13 6%	13 7%	38 7%	9 8%	17 15%zacf	7 4%
EAST ANGLIA	50 4%a	3 1%	3 2%	27 5%a	3 2%	9 8%zabf	4 2%
SOUTH WEST	132 10%	18 8%	11 7%	54 10%	12 11%	13 11%	25 14%b
SOUTH EAST	284 21%c	50 22%	41 24%	93 17%	27 24%	32 28%c	39 22%
GREATER LONDON	122 9%	18 8%	20 11%	54 10%	8 7%	5 4%	12 7%
WALES	59 4%	14 6%	6 4%	19 4%	6 5%	5 4%	8 4%
SCOTLAND	133 10%	20 9%	14 8%	64 12%	9 8%	9 8%	17 10%
NORTHERN IRELAND	67 5%	15 7%	14 8%ef	29 5%	3 3%	2 2%	4 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used. * small base

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	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
SELF EMPLOYED							
FULL-TIME	56 4%	7 3%	6 3%	29 5%	4 3%	4 4%	6 4%
PART-TIME	24 2%	1 *	4 3%	5 1%	3 3%	3 3%	7 4%zac
OCCUPATION							
FULL-TIME	532 39%a	47 21%	68 39%a	277 51%zabdef	39 35%a	34 31%	58 33%a
PART-TIME	161 12%	29 13%	13 7%	75 14%be	13 12%	7 6%	23 13%
SELF-EMPLOYED	80 6%	8 4%	10 6%	34 6%	7 6%	8 7%	13 8%
NOT WORKING - HOUSEWIFE	54 4%	9 4%	8 5%	23 4%	8 7%e	1 1%	6 3%
STILL IN EDUCATION	15 1%	2 1%	2 1%	9 2%	- -	2 2%	- -
UNEMPLOYED	37 3%	3 1%	3 2%	19 3%	3 3%	4 4%	3 2%
RETIRED	412 30%c	115 51%zbcdf	66 38%zc	80 15%	35 31%c	48 43%zc	62 35%c
OTHER	66 5%b	11 5%	3 2%	27 5%	7 6%b	8 7%b	11 6%b

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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 BASE: All landline bill payers

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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
CHIEF INCOME EARNER							
YES	966 71%	172 77%zd	131 76% d	380 70%	72 64%	75 67%	124 70%
NO	391 29%a	52 23%	42 24%	164 30%	41 36%ab	37 33%	53 30%
CIE WORKING STATUS							
FULL-TIME	663 49%a	67 30%	79 46%a	337 62%zabdef	52 46%a	47 42%a	73 41%a
PART-TIME	90 7%	19 8%	10 6%	32 6%	9 8%	5 4%	16 9%
SELF-EMPLOYED	82 6%	10 5%	8 5%	39 7%	5 5%	9 8%	10 6%
NOT WORKING - HOUSEWIFE	28 2%	5 2%	2 1%	12 2%	4 4%	1 1%	4 2%
STILL IN EDUCATION	8 1%	2 1%	1 *	6 1%	- -	- -	- -
UNEMPLOYED	28 2%	3 1%	3 2%	15 3%	3 3%	3 2%	1 1%
RETIRED	405 30% c	109 49%zcd f	68 39%z c	82 15%	34 30% c	43 39%z c	63 36% c
OTHER	53 4%	10 4%	3 2%	21 4%	6 5%	5 4%	10 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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BASE: All landline bill payers

	Main reason for having a landline						
TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)	
Weighted Base	1357	224	173	544	113*	112*	177
MARITAL STATUS							
MARRIED/LIVING AS	879 65%	135 60%	107 62%	365 67%	72 63%	73 65%	119 67%
SINGLE	218 16%a	25 11%	28 16%	104 19%za	16 14%	19 17%	21 12%
WIDOWED/DIVORCED/ SEPERATED	259 19%cd	64 28%zce	38 22%cd	73 13%	25 22%cd	20 18%	36 20%cd
PARENT							
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%ae	44 20%	45 26%	207 38%zabef	44 39%zabef	19 17%	42 24%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	- -	1 1%	9 2%	- -	1 1%	2 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	- -	2 1%	2 *	1 1%	- -	2 1%
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%a	4 2%	8 5%	32 6%a	6 5%	10 9%za	9 5%
NONE OF THESE	897 66%cd	177 79%zcd	121 70%cd	312 57%	65 57%	86 77%zcd	127 72%cd

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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
NUMBER IN HOUSEHOLD							
1	312 23% ^c	66 29% ^{zc}	52 30% ^{zc}	107 20%	23 20%	23 21%	36 21%
2	485 36%	88 39%	52 30%	183 34%	40 35%	50 45% ^{bc}	70 40%
3	223 16%	29 13%	26 15%	92 17%	23 20%	16 14%	35 20%
4	209 15%	25 11%	21 12%	102 19% ^{za}	13 11%	20 18%	26 15%
5+	124 9% ^e	16 7%	21 12% ^{ef}	58 11% ^e	15 13% ^{ef}	2 2%	9 5%
NUMBER OF CHILDREN IN HOUSEHOLD							
1	199 15% ^a	18 8%	17 10%	111 20% ^{zabef}	19 17% ^a	12 11%	21 12%
2	163 12%	20 9%	17 10%	79 15% ^{ze}	17 15%	7 6%	19 11%
3+	67 5%	11 5%	12 7%	29 5%	8 7%	2 1%	6 3%
REFUSED	-	-	-	-	-	-	-

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	Main reason for having a landline						
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Weighted Base	1357	224	173	544	113*	112*	177
CHILDREN IN HOUSEHOLD							
AGED 0-5	219 16%e	27 12%	23 14%	115 21%zabef	21 18%e	6 6%	24 14%
AGED 6-9	148 11%f	21 9%	18 11%	77 14%zf	14 12%	7 7%	10 6%
AGED 10-15	219 16%a	26 12%	31 18%	99 18%a	25 22%a	14 12%	23 13%
NONE < 16	928 68%c	175 78%zcd	127 73%cd	324 60%	69 61%	91 81%zcd	131 74%cd

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TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)	
Weighted Base	1357	224	173	544	113*	112*	177
DURABLES OWNED							
TV	1343 99%	221 98%	170 98%	538 99%	112 99%	112 100%	176 99%
SATELLITE/CABLE TV	740 55%a	104 47%	89 51%	307 56%a	70 62%a	59 53%	106 60%a
FREEVIEW/FREESAT	775 57%	137 61%	90 52%	309 57%	63 55%	62 56%	105 59%
MOBILE PHONE	1214 89%ab	181 81%	138 80%	522 96%zabde	97 86%	99 89%	165 93%ab
TELEPHONE	1249 92%	206 92%	154 89%	501 92%	105 92%	99 89%	173 98%zabce
PVR/DTR	539 40%a	70 31%	59 34%	233 43%a	49 43%a	39 35%	81 46%ab
PC/LAPTOP	1123 83%abd	159 71%	125 73%	496 91%zabde	83 73%	91 81%a	157 89%zabd
TABLET/EBOOK READER	882 65%a	118 53%	103 60%	402 74%zabdef	71 63%	68 61%	114 64%a
GAMES CONSOLE	511 38%a	61 27%	53 30%	252 46%zabde	40 35%	37 33%	69 39%a
DVD/BLU-RAY	914 67%a	137 61%	105 61%	385 71%ab	73 64%	76 68%	129 73%ab
MP3 PLAYER	303 22%a	22 10%	30 17%a	152 28%zabd	18 16%	21 19%a	53 30%zab

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Main reason for having a landline							
TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)	
Weighted Base 1357	224	173	544	113*	112*	177	
INTERNET ACCESS							
FREQUENT - ROUGHLY EVERY DAY	1044 77%ab	127 56%	110 63%	503 93%zabdef	80 71%a	84 75%a	129 73%a
REGULAR - AT LEAST ONCE A WEEK	127 9%c	31 14%zc	18 11%	34 6%	11 10%	10 9%	23 13%c
INFREQUENT - AT LEAST ONCE A MONTH	17 1%c	6 3%zc	4 2%c	* *	2 2%c	2 1%c	3 2%c
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	4 2%c	1 *	- -	1 1%	- -	3 2%c
NEVER - BUT DO HAVE ACCESS	41 3%c	15 7%zc	7 4%c	5 1%	2 2%	3 3%	7 4%c
NEVER - AND DO NOT HAVE ACCESS	121 9%c	41 18%zcf	33 19%zcf	1 *	17 15%zcf	14 12%c	12 7%c
TENURE							
OWNED OUTRIGHT BY HOUSEHOLD	522 38%c	118 52%zbcd	71 41%c	157 29%	38 34%	55 49%zcd	80 45%c
BEING BOUGHT ON A MORTGAGE	455 34%a	49 22%	60 34%a	228 42%zaef	37 33%a	33 30%	48 27%
RENTED	365 27%	56 25%	40 23%	156 29%	37 32%	23 21%	45 25%
OTHER	6 *	1 *	- -	4 1%	- -	- -	2 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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BASE: All landline bill payers

	Main reason for having a landline					
TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
1357	224	173	544	113*	112*	177
101 7%	18 8%	16 10%	37 7%	10 9%	8 7%	10 6%
100 7% ^c	25 11% ^z ^c	13 8%	26 5%	13 11% ^c	8 7%	17 10% ^c
116 9% ^a	10 4%	13 8%	55 10% ^a	10 9%	10 9%	17 10%
192 14% ^b	37 16% ^b	14 8%	79 15%	19 17% ^b	11 10%	28 16% ^b
195 14% ^d	24 11%	20 12%	96 18% ^z ^a ^d	5 5%	22 20% ^a ^d	26 15% ^d
171 13% ^a	15 7%	19 11%	91 17% ^z ^a ^e	11 9%	7 7%	29 17% ^a ^e
51 4% ^a	2 1%	4 2%	27 5% ^a	7 6% ^a	4 3%	4 2%
1236 91% ^{ab}	196 88%	146 85%	503 93% ^{ab}	101 89%	109 97% ^z ^a ^b ^d	167 95% ^{ab}
115 8% ^e	27 12% ^z ^c ^e ^f	26 15% ^z ^c ^e ^f	37 7%	12 11% ^e	3 3%	8 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)	
Weighted Base	1357	224	173	544	113*	112*	177
SERVICES HAVE AT HOME							
SIMPLE/FEATURE MOBILE PHONE	483 36% ^c	98 44% ^{zc}	76 44% ^{zc}	136 25%	47 41% ^c	51 46% ^{zc}	67 38% ^c
SMART PHONE	980 72% ^{abe}	116 52%	99 58%	473 87% ^{zabdef}	74 65% ^a	70 63%	140 79% ^{abde}
ANY MOBILE PHONE	1257 93% ^{abd}	190 85%	151 87%	529 97% ^{zabd}	99 87%	105 94% ^a	171 97% ^{zabd}
LANDLINE	1357 100%	224 100%	173 100%	544 100%	113 100%	112 100%	177 100%
FIXED BROADBAND	1136 84% ^{abd}	168 75%	117 68%	514 95% ^{zabdef}	84 74%	89 80% ^b	154 87% ^{abd}
MOBILE BROADBAND	177 13% ^a	20 9%	29 17% ^a	76 14%	11 10%	9 8%	28 16%
ANY INTERNET ACCESS	1211 89% ^{abd}	177 79%	135 78%	538 99% ^{zabdef}	91 80%	95 85%	164 92% ^{abd}
PAY TV	602 44% ^{ae}	82 37%	76 44%	252 46% ^{ae}	58 51% ^{ae}	37 33%	90 51% ^{ae}
VOIP	361 27% ^a	30 13%	45 26% ^a	172 32% ^{za}	26 23% ^a	28 25% ^a	62 35% ^{zad}

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	1357	224	173	544	113*	112*	177
LANDLINE USERS							
LANDLINE+ BROADBAND+ MOBILE	1103 81%ab	159 71%	114 66%	501 92%zabdef	84 74%	87 78%	151 85%abd
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	9 4%cd	3 2%	13 2%	-	3 2%	3 2%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%cd	32 14%cd	37 21%zcd	28 5%	14 13%cd	18 16%cd	20 11%cd
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%cd	24 11%zcd	19 11%zcd	1 *	14 13%zcd	4 4%cd	3 2%

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Weighted Base	1357	224	173	544	113*	112*	177
PRODUCT BUNDLES							
LL AND BB BUNDLE	448 33%abdf	57 25%	38 22%	239 44%zabdf	27 24%	40 35%b	45 25%
NO LL AND BB BUNDLE	518 38%c	111 50%zc	92 53%zc	125 23%	54 48%zc	49 43%c	75 43%b

	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	618
●	2	2	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	3	3	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	4	4	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	5	5	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	6	6	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	7	7	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	8	8	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	9	9	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	10	10	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	11	11	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618

	Page	Table	Title	Base Description	Base
●	12	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	1354
●	13	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	1354
	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	1357
●	15	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	1354
	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	1357
●	17	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	1354
●	18	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	1354
	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	1357
●	20	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	1354
●	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	1357
●	22	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	1354

	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	1357
●	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	1354
●	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	1354
	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	1357
●	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	1354
	28	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	1357
●	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	1354
●	30	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	31	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	32	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	33	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357

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●	35	25	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	36	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	37	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	38	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	39	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
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●	42	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	43	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	44	30	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354

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●	47	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	48	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	49	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	50	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	51	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	52	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	53	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	54	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	55	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357

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●	57	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	58	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	59	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	60	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	61	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	62	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	63	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	64	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	65	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	66	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354

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●	67	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	68	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	69	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	70	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	71	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	72	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
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●	78	46	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	79	46	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
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●	85	47	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	86	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	87	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	88	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	89	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	90	49	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
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●	93	49	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	94	50	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	95	50	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
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●	98	51	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
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●	148	66	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
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●	156	69	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	299
●	157	70	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	305
●	158	70	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	299
●	159	71	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	305
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●	167	75	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	305
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●	180	81	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
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●	189	86	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
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●	199	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	201	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	203	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357

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●	210	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1354
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●	212	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	216	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	217	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	218	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	219	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	220	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1354
●	221	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	223	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	229	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	230	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1354
●	231	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	233	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
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●	235	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1354
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●	238	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	239	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	240	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1354
●	241	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	242	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	243	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	244	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	245	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1354
●	246	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	247	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357

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●	248	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	249	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	1357
●	250	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	275
●	251	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	269
●	252	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	275
●	253	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	269
●	254	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	275
●	255	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	269
●	256	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	275

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●	258	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	275
●	259	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	269
●	260	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	275
●	261	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	269
●	262	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	275
●	263	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	269
●	264	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	275
●	265	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	269

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●	267	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	269
●	268	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	275
	269	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	269
	270	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	275
●	271	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	269
●	272	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 provider package	482
●	273	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 provider package	440
●	274	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 provider package	482

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●	275	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 provider package	440
●	276	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 provider package	482
●	277	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 provider package	440
●	278	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 provider package	482
●	279	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 provider package	440
●	280	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 provider package	482
●	281	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 provider package	440
●	282	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 provider package	482
●	283	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 provider package	440

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●	284	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 provider package	482
●	285	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 provider package	440
●	286	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 provider package	482
●	287	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 provider package	440
●	288	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 provider package	482
●	289	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 provider package	440
●	290	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 provider package	482
●	291	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 provider package	440
●	292	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 provider package	482

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●	295	123	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	296	124	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	297	125	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	298	126	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	299	127	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	300	128	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	301	129	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	302	130	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	303	131	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
	304	132	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	305	133	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	306	133	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505

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●	307	134	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	308	134	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	309	135	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	310	135	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	311	136	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	312	136	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	313	137	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	314	137	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	315	138	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	316	138	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	317	139	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508

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●	319	140	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	320	140	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	321	141	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	322	141	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	323	142	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	324	142	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	325	143	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	326	143	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
	327	144	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	328	145	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	329	146	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22

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	331	148	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	332	149	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	333	150	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	334	151	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	335	152	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	336	153	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	337	154	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	338	155	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	339	156	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	340	157	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	341	158	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	342	159	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	343	160	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
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	345	162	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	346	163	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	347	164	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	348	165	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
	349	166	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
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	351	168	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	352	169	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	353	170	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	354	171	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	355	172	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	356	173	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	357	174	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	358	175	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
	359	176	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13

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●	361	178	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	362	179	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	363	180	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
	364	181	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	365	182	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	366	183	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	367	184	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	368	185	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	369	186	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
●	370	187	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354

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●	371	188	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	1354
●	372	189	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	1354
●	373	190	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	1354
●	374	191	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	1354
●	375	192	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	1354
●	376	193	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	1354
●	377	194	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	1354
●	378	195	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	1354
●	379	196	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	1354

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●	380	197	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	1354
●	381	198	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	1354
●	382	199	FXA14 - Under which circumstances 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	569
●	383	199	FXA14 - Under which circumstances 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	594
●	384	200	FXA14 - Under which circumstances 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	569
●	385	200	FXA14 - Under which circumstances 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	594
●	386	201	FXA14 - Under which circumstances 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	569
●	387	201	FXA14 - Under which circumstances 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	594
●	388	202	FXA14 - Under which circumstances 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	569

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●	389	202	FXA14 - Under which circumstances 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	594
●	390	203	FXA14 - Under which circumstances 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	569
●	391	203	FXA14 - Under which circumstances 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	594
●	392	204	FXA14 - Under which circumstances 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	569
●	393	204	FXA14 - Under which circumstances 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	594
●	394	205	FXA14 - Under which circumstances 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	569
●	395	205	FXA14 - Under which circumstances 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	594
●	396	206	FXA14 - Under which circumstances 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	569
●	397	206	FXA14 - Under which circumstances 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	594

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●	398	207	FXA14 - Under which circumstances 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	569
●	399	207	FXA14 - Under which circumstances 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	594
●	400	208	FXA14 - Under which circumstances 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	569
	401	208	FXA14 - Under which circumstances 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	594
●	402	209	FXA14 - Under which circumstances 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	569
●	403	209	FXA14 - Under which circumstances 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	594
●	404	210	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	405	210	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	406	210	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	407	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631

	Page	Table	Title	Base Description	Base
●	408	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	409	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
	410	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	411	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	412	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	413	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
	414	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	415	213	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	416	213	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	417	213	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	418	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631

	Page	Table	Title	Base Description	Base
●	419	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	420	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	421	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	422	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	423	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	424	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	425	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	426	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	427	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	428	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	429	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611

	Page	Table	Title	Base Description	Base
●	430	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	431	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	432	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	433	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	434	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	435	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	436	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	437	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	438	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	439	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	440	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611

	Page	Table	Title	Base Description	Base
	441	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	442	220	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	443	220	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	444	220	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	445	221	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	446	222	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	447	223	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	448	224	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	449	225	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	450	226	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	451	227	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	452	228	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	453	229	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	454	230	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555

	Page	Table	Title	Base Description	Base
●	455	231	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	456	232	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	457	233	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	458	234	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	459	235	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	460	236	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	461	237	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	462	238	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
	463	239	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	464	240	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	465	241	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	466	242	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	467	243	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	468	244	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106

	Page	Table	Title	Base Description	Base
●	469	245	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	470	246	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	471	247	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	472	248	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	473	249	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	474	250	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	475	251	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	476	252	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	477	253	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	478	254	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	479	254	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357

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●	480	254	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	481	254	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	482	254	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	483	254	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	484	254	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	485	254	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	486	254	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	487	254	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	488	254	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	489	254	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	490	254	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	491	254	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	492	254	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357

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●	493	255	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	494	255	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	495	255	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	496	255	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	497	255	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	498	255	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	499	255	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	500	255	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	501	255	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	502	255	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	503	255	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	504	255	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357

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●	505	255	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	506	255	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	507	255	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	508	255	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	509	256	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	510	256	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	511	256	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	512	256	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	513	256	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	514	256	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	515	256	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	516	256	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357

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●	517	256	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	518	256	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	519	256	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	520	256	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	521	256	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	522	256	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	523	256	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	524	257	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	525	257	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	526	257	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	527	257	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	528	257	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	529	257	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357

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●	530	257	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	531	257	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	532	257	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	533	257	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	534	257	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	535	257	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	536	257	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	537	257	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	538	257	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	539	258	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	540	258	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	541	258	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	542	258	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357

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●	543	258	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	544	258	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	545	258	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	546	258	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	547	258	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	548	258	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	549	258	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	550	258	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	551	258	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	552	258	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	553	258	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	554	259	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354

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●	555	259	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	556	259	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	557	259	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	558	259	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	559	259	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	560	259	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	561	259	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	562	259	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	563	259	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	564	259	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	565	259	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	566	259	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	567	259	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357

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●	568	259	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	569	259	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	570	259	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	571	260	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	572	260	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	573	260	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	574	260	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	575	260	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	576	260	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	577	260	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	578	260	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	579	260	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	580	260	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357

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●	581	260	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	582	260	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	583	260	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	584	260	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	585	260	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	586	260	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	587	260	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	588	261	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	589	261	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	590	261	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	591	261	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	592	261	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	593	261	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357

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●	594	261	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	595	261	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	596	261	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	597	261	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	598	261	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	599	261	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	600	261	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	601	261	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	602	261	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	603	262	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	604	262	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	605	262	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	606	262	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	607	262	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	608	262	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	609	262	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	610	262	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	611	262	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	612	262	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	613	262	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	614	262	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	615	262	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	616	262	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	617	262	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	618	263	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	619	263	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	620	263	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	621	263	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	622	263	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	623	263	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	624	263	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	625	263	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	626	263	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	627	263	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	628	263	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	629	263	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	630	263	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
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●	632	263	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	633	264	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	634	264	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	635	264	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	636	264	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	637	264	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	638	264	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	639	264	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	640	264	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	641	264	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	642	264	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	643	264	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	644	264	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	645	264	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	646	264	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	647	264	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357